

REIMAGINE
THE *Future*

Welcome!

Creating long-lasting change
using your 3 Brains - Head,
Heart and Gut -, the art of
aligned decision making

Food for thought

- Bessel van der Kolk (professor of Psychiatry at Boston University School of Medicine and author of bestselling book: “The Body Keeps the Score”)
 - If the memory of early life experiences are encoded in the viscera, in heartbreaking and gut-wrenching emotions, in autoimmune disorders and skeletal/muscular problems, and if mind/brain/visceral communication is the royal road to emotion regulation, this demands a radical shift in our therapeutic and coaching assumptions
- Dr. Bruce Lipton PHD Stem cell biologist, bestselling author of The Biology of Belief
 - The first 7 years are foundational to your goals and perceived limitations -> The first seven years are critical to who we become for the rest of our life.

Who am I?

What can I bring to you?

- My experience:
 - Executive Business Coach PCC
 - Visiting professor at the IE Business School in leadership and organisational behaviour
 - Supervisor for Coaches and Clinical Hypnotherapy
 - Hypnotherapist, specialising in depression, PTSD, anxiety and addictions
- 30 years of working in coaching, training, therapy and consultancy, and have worked with more than 10,000 people. in Europe, the Middle East, India, Asia, USA and Australia
- Founder of the 3 Brains Theory and Coach Certification
- Author, “How men and women fit, finally understand your partner with the 3 Brains theory”

What made me dive deeper in how we learn and change?

- Our intention as Coaches
 - We want the best for our coachee
 - We want to help them to achieve their objectives with a “long lasting change/development”
- What is the reality?
 - Success rates (different from happiness rates):
 - Culture change projects 26-41%
 - Agile < 40%
 - Psychology 15-50%
 - Business coaching 40-55%
 - Life coaching 20-30%

Decisions are the CORE
of everything we do

let's make a test!:

Who would you like to have as your Boss?

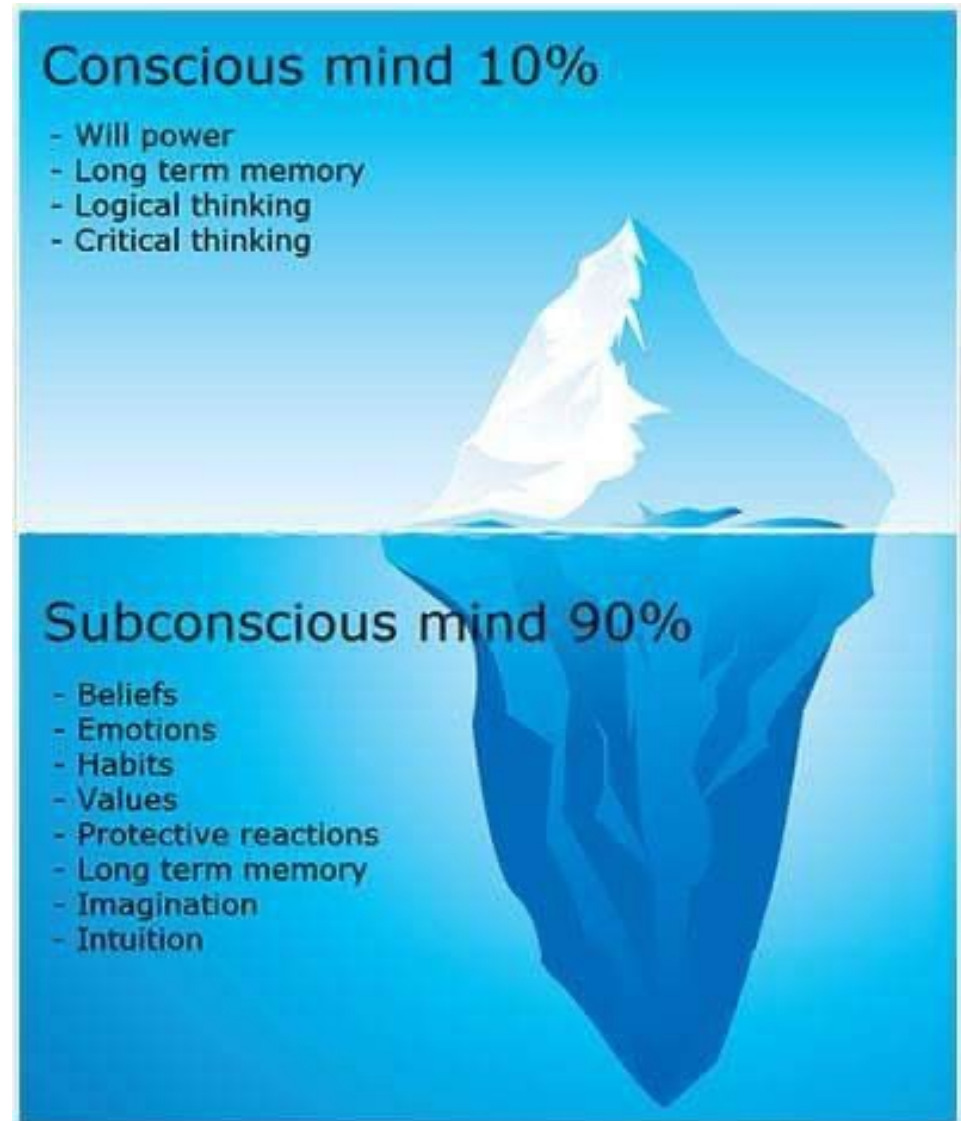
- Boss 1
 - Vegetarian, on time to bed, non smoker, non drinker, structured, love for art, keeps his promises
- Boss 2
 - Alcoholic, smoker, lack of sleep, just allowed to college, lost his father a young age, love for art, knows what's right and wrong

Adolf Hitler

Winston Churchill

**Most of us
work here**

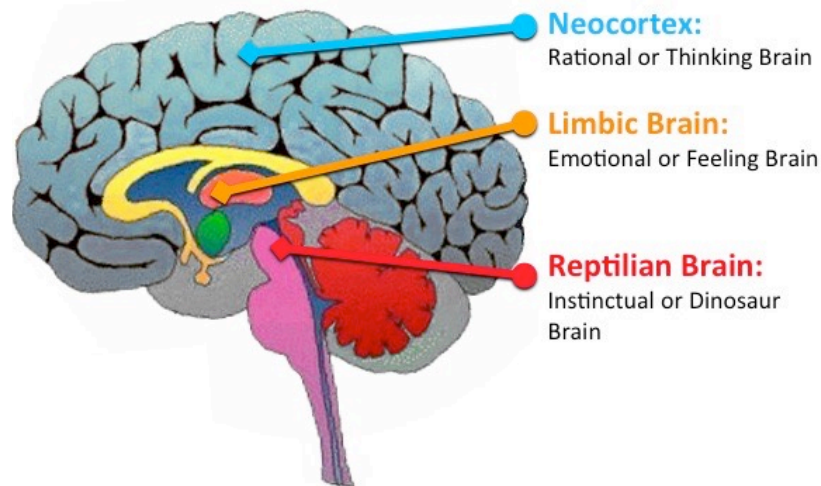
**Hoping to
change this**



We have 3 Brains that have
their own agenda and
authority

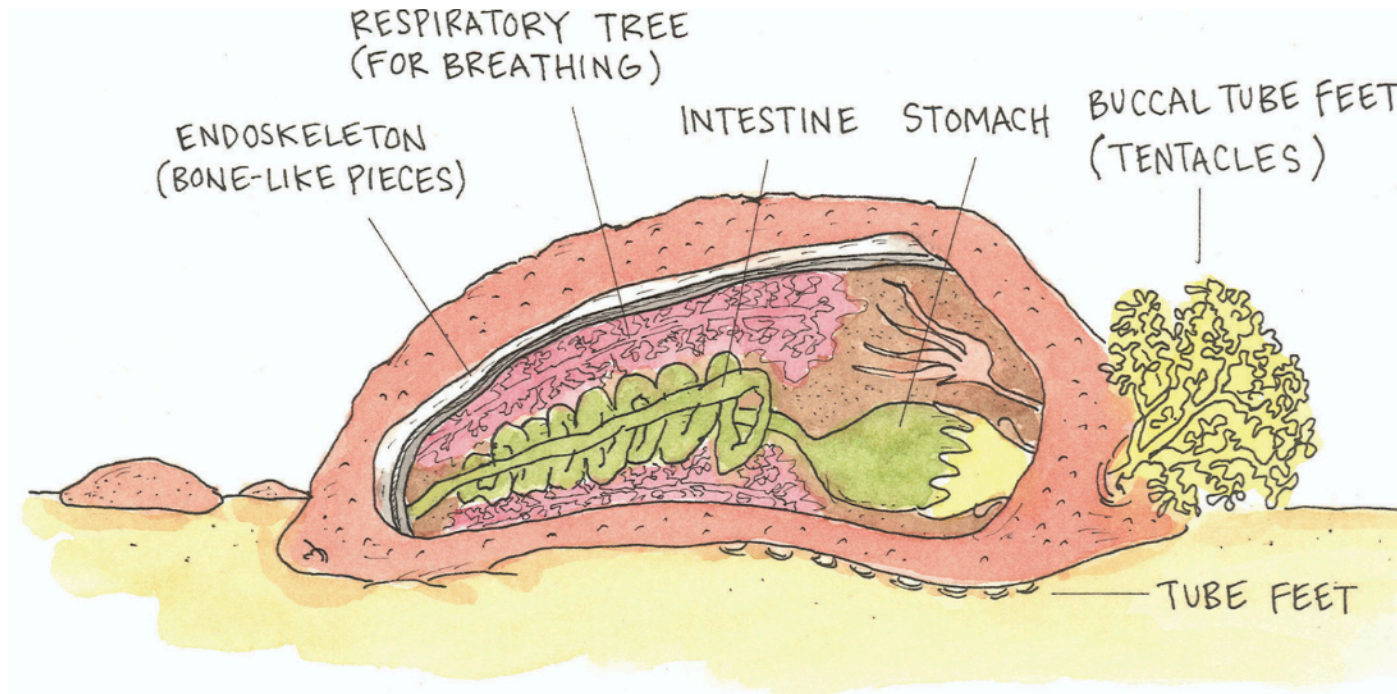
Our head is only one of the brains

The old idea: we have a reptilian, emotional and mammal brain and that one is in charge of everything we do.
This is scientifically debunked, all animals have the build up for this, even reptilians

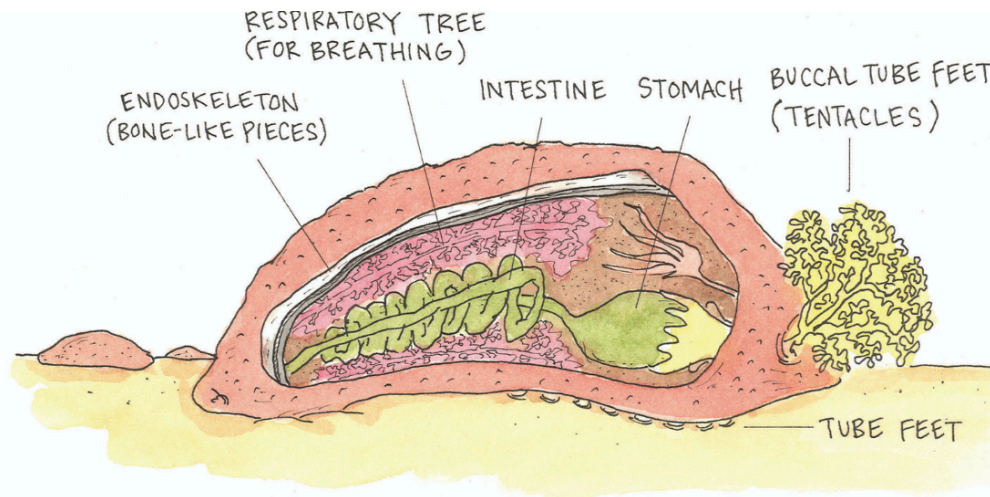


Source: neuroscientist Lisa Feldman Barrett. *Seven and a Half Lessons About the Brain*

Let's meet our living ancestor!



What is remarkable about this sea cucumber?



NO Heart or Head, it is a living Gut! 😬

Which are our 3 Brains?



**Let's discover their needs,
resources and actions!**



Gut Brain Biology

500.000.000 neurons

They can act totally independently

'The Second Brain' 1998 Neurobiologist Dr.

Michael Gershon

Objective

- Lust for Life / need to survive

Highest
Need

- To establish personal success/safety

Resources

- Neurotransmitters/hormones:
 - Serotonin (Happiness) >90% of the production
 - Dopamine (Reward)
 - Cortisol (Energy - glucose - boost)
 - Adrenaline & Norepinephrine (Action - Heart rate)
 - Benzodiazepines (Relaxation like Valium)
- Enteric, ParaSympathetic & Sympathetic Nervous System

Communication

- Fear (Flight)
- Anger & Rage (Fight),
- Lust & Desire (Reproduction)
- Hunger (Eating and Drinking)
- Disgust (Protecting)



Heart Brain Biology

40,000- 120,000 neurons

Neuro-cardiologist, Dr. J. Andrew Armour

Objective

- To belong

Highest
Need

- To be connected

Resources

Neurotransmitters/hormones

- Oxytocin (Love)
- Dopamine (Reward)
- Norepinephrine (Action)
- Biophysical communication every time the heart beats
- Electromagnetic energy
- Cranial X, Parasympathetic Nerves & Sympathetic Nervous System

Communication

- Love, Acceptance, Understanding, & Compassion
- Passion, Happiness, Inspiring, Enthusiasm & Persuasiveness
- Aversion, Hate & Sadness
- Guilt & Shame
- Values of Good & Wrong



Head Brain biology

100,000 million neurons

Objective

- Predict the future

Highest
Need

- To provide the right prediction

Resources

- **TIME, past, present and future, only our Head has this ability**
- Awareness
- Database of memories, knowledge
- **Spoken language only our Head has this ability**
- Can activate the Limbic Brain for Neurotransmitters
- Can influence the Autonomic Nerve System by breathing

Communication

- Learning
- Understanding and Reasoning
- Predicting & Creating
- Judging

What does this all mean when we make decisions?

Imagine the following situation: Your company and your department are doing not too good and there is a need to take action.

A minimum of 5 employees should be made redundant. All 10 employees have the same level of competences.

- A. The 5 oldest of the team as the job is a physical job. Productive wise you also would choose the for older employees as the job is physical. The only thing these 5 employees that can be made redundant will probably never find a job again based on their age so we can assume that their active work life is over and it will have a negative affect on their income/finance.
- B. The 5 younger employees, as they will probably find easily a new job based on their age. It is assumably not the best your departments results but good news for the older ones that stay.
- C. LIFO (Last In First Out) not age related. 5 employees are working already more than 15 years for the company and the other 5 entered the last 2 years based on a predicted growth that did not materialise. This means you will have 3 older and 2 younger employees in your new team.
- D. I cannot choose between any of these 3 options

How would you decide? What do you think and what do you feel?

Conclusion: Our 3 Brains have different objectives, needs and behaviour and do NOT speak the same language

What kills our success?

Decisions made by 1 or 2 Brains and not 3!

When they do not communicate with each other, *they stay reflexively loyal to an old behaviour or belief that could cause them pain in the NOW!*



- Language Words
- Past, Present and Future
- Think
- To understand & create scenarios
- OBJECTIVE:

-> RIGHT PREDICTION



- No Language but sensations
- Only Present time
- Relax
- To be liked and accepted by others
- OBJECTIVE

-> BELONG



- No Language but sensations
- Only Present time
- Act
- To dominate, to control
- OBJECTIVE

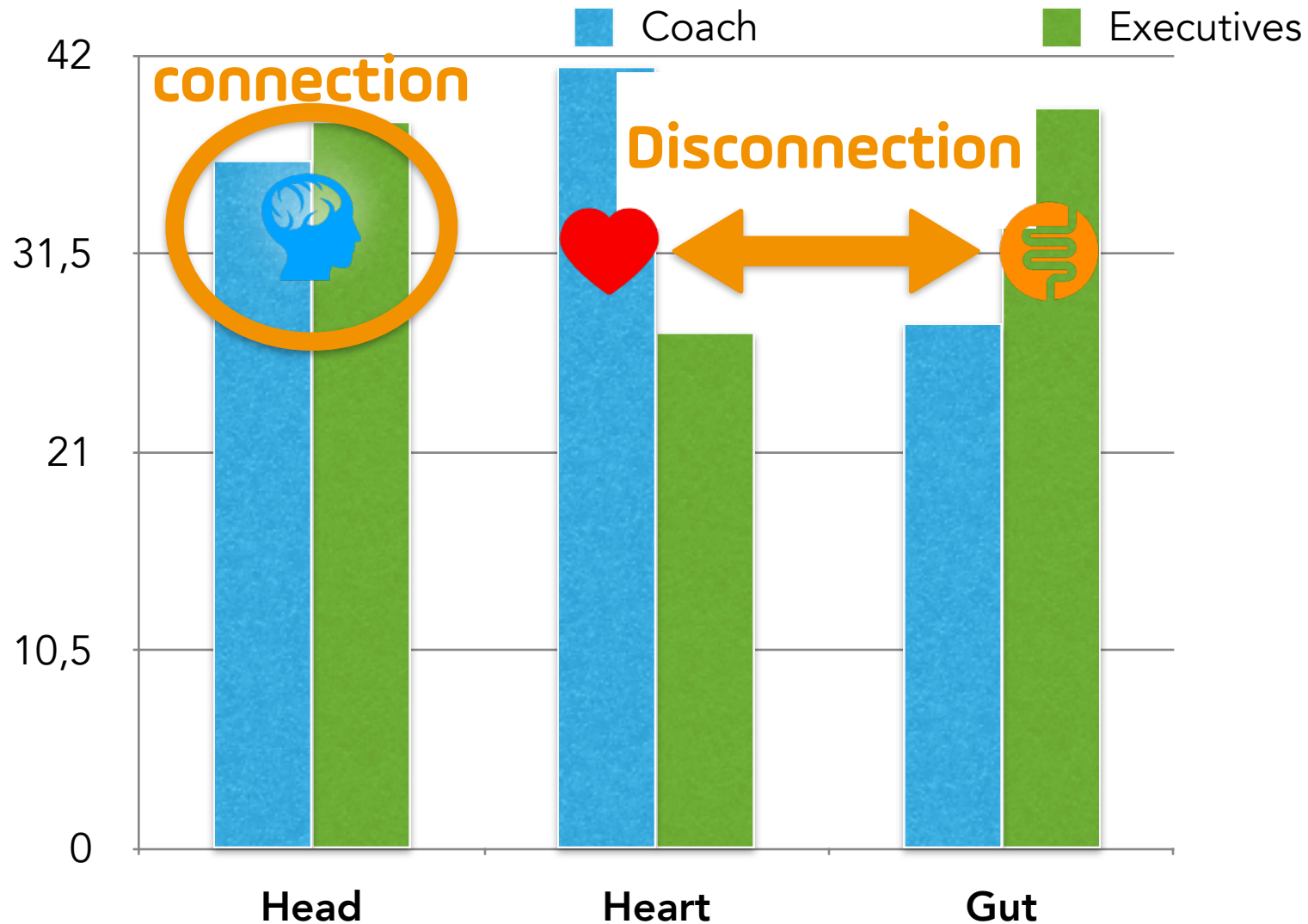
-> PERSONAL SUCCESS

We communicate and/or work
on the “wrong” Brain for the
desired change

Language and our 3 Brains

- HEAD BRAIN
 - This is a no brainer
 - Lets think this through
 - Let's be logical about this topic
- HEART BRAIN
 - I have a desire for approval from other people
 - I am taking too much responsibility for everybody
 - I find it hard to say NO
 - I have to avoid rejection
- GUT BRAIN
 - It is a rat race to have a career so it is me first
 - I say what I want and will not easily agree if they want something else
 - I need to achieve or succeed in what I do (I go for a 10)
 - Things must be done I want them to be


Why is this so important for us coaches?



Working on the right brain

- **CEO: I want you to take this project it is really important for the existence of our company and you are the most knowledgeable and experienced person to do, what do you think? are you in?**
- 1 client and 4 statements... who is ruling the situation?
- Head, Heart or Gut?
- "The stakes are extremely high with this project, I feel that it could damage my career seriously if I fail"
- "I feel that my colleagues totally depend on me for this project and I could have to let some go as they are not the best for this project and that does not feel good to be the messenger and fire them"
- "I think that it makes sense that this project is in my hands as I know the most of this topic. So for that reason I could say yes as logically this makes sense"
- "I am avoiding the CEO and I'm not sleeping at night "

Analyses in 3 Brains client coaching process

3 Brains	Protector of the Status Quo	Supporter for change	What Actions are you engaged in?	Your guide for the path to result
		<p>I think that it makes sense that this project is in my hands as I know the most of this topic. So for that reason I could say yes as logically this makes sense”</p>		<p>All good</p>
	<p>I feel that my colleagues totally depend on me for this project and I could have to let some go as they are not the best for this project and that does not feel good to be the messenger and fire them</p>			<p>Work on Heart beliefs that feeding fear of not belonging</p>
	<p>The stakes are extremely high with this project, I feel that it could damage my career seriously if I fail</p>		<p>I am avoiding the CEO and I’m not sleeping at night</p>	<p>Address the Gut fear and story of losing everything</p>

Success rate in change

- When the Protector is in the HEAD and the Heart and Gut are Supporters
 - Coaching by awareness, understanding and action will probably be successful short and long term
- When the Protectors are in the HEART and/or GUT BRAIN and the HEAD is the SUPPORTER
 - Coaching is successful short and long term only when 3 Brains approach is included

Checking point (Use chat or open micro)



- What are you discovering with this presentation?
- What could be the benefit of applying it to your coaching practice?
- What does your head say?
- What does your heart say?
- What does your gut say?

My gift for you

❤️ When you filled out your 3 Brains preference test and have a free feedback session with me ❤️

<https://www.pealacademy.com/3-brains-preference-test>

And/or

🙏🎉 A **€250 gift** for you, as participant to this ICF ICW Webinar when you subscribe this year to the “3 Brains Coach Certification Program” 🙏🎉

(Now €1245 instead of €1.495 / offer valid until 1st June)

Use the discount code “**3 BCC special**” (not valid for the early bird price)

3 Brains Coach Certification program

- Total 30 hours = 30 CCEU's
- 4 Thursdays & Fridays (4 hours a day, interactive Online Live Training, with activities)



9 June - 1 July 09:00-13:00 CEST

All the session Thursday and Friday 09:00 -13:00 CEST Amsterdam Time

Session 1 and 2 9 & 10 June

Session 3 and 4 16 & 17 June

Session 5 and 6 23 & 24 June

Session 7 and 8 30 & 1 July

[Click here to ENROL NOW](#)

8 September - 30 September 15:00-19:00 CEST

All the session Thursday and Friday 15:00 -19:00 CEST Amsterdam Time (= 9 AM - 1 PM New York Time)

Session 1 and 2 8 & 9 September

Session 3 and 4 15 & 16 September

Session 5 and 6 22 & 23 September

Session 7 and 8 29 & 30 September

[Click here to ENROL NOW](#)

Doubts?

- "3 Brains coach training is invaluable if you are looking to help your clients connect with themselves and their inner wisdom to live in alignment with their truth. Grateful too Christoffel for sharing such powerful tools with us. He has a way of enhancing the learning environment as well as making it very enjoyable, leading to new personal and professional insights!"
 - Alison Sinclair, Self Leadership Coach, Live Your Truth Coaching, UK.
- "I have taken a number of courses throughout my career and must say this was one of my favourites. We found this was remarkably simple language that could take coaching conversations much deeper and broader than expected. It was really quite remarkable. I have studied Mindfulness, EQI, Leadership theory and I am certified in multiple leadership and personality tools. I was pleasantly surprised at how complex yet simple the Three Brains theory was. I would highly recommend it to anyone"
 - Jill MacLeod, PCC

Q & A

Thank you for
your interest!



Like to know more?
christoffel@pealacademy.com
www.pealacademy.com

Read more?

- "The Second Brain" (Michael Gerson)
- "Trauma and Memory" (Peter Levine)
- "The body keeps the score" (Bessel van der Kolk)
- "Science off the Heart" (Heartmath Institute Research Staff)
- "How Men and woman Fit, Finally Understand Your Partner with the 3 Brains Theory" (Christoffel Sneijders).
- Amazon :<https://www.amazon.com/dp/B081TQZP5B>