



Coaching with the Brain in Mind: Foundations for Practice

David Rock, Linda J. Page

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Coaching Brain in Mind

Foundations for Practice

David Rock and Linda J. Page, PhD

Discover the science behind brain-based coaching


By understanding how the brain works, coaching professionals can better tailor their language, strategies, and goals to be in alignment with an individual's "hard-wired" way of thinking. Written by two well-known coaching professionals, David Rock and Linda Page, *Coaching with the Brain in Mind* presents the tools and methodologies that can be employed by novice and experienced coaches alike to create an effective—and ultimately more rewarding—relationship for both coach and client.

This informative guide to the neuroscience of coaching clearly demonstrates how brain-based coaching works in practice, and how the power of the mind can be harnessed to help an individual learn and grow. Illustrated with numerous case examples and stories, this book is organized for immediate use by professionals in their client work.

Coverage includes:

- A succinct but comprehensive overview of the major scientific and theoretical foundations for coaching and their implications for practice
- How the language of coaching—setting goals, making connections, becoming more aware, seeking breakthroughs, and taking action—parallels what neuroscientists tell us about how the brain operates
- Neuroscience as a natural platform for the ongoing development of coaching

Building on the existing foundation of coaching by adding neuroscience as an evidence base for the profession, *Coaching with the Brain in Mind* shows that it is possible to become a better professional coach by understanding how the brain works. As well, the authors, through their research, present that an understanding of neuroscience research, however new and speculative, can help coaches and leaders fulfill their potential as change agents in the lives of others.

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