

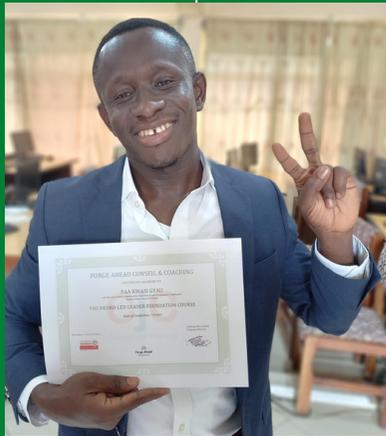
# NEURO-LED

COACHING & CONSULTING

Forge Ahead! Grow. Inspire. Lead.



## Neuro-led Courses 2022

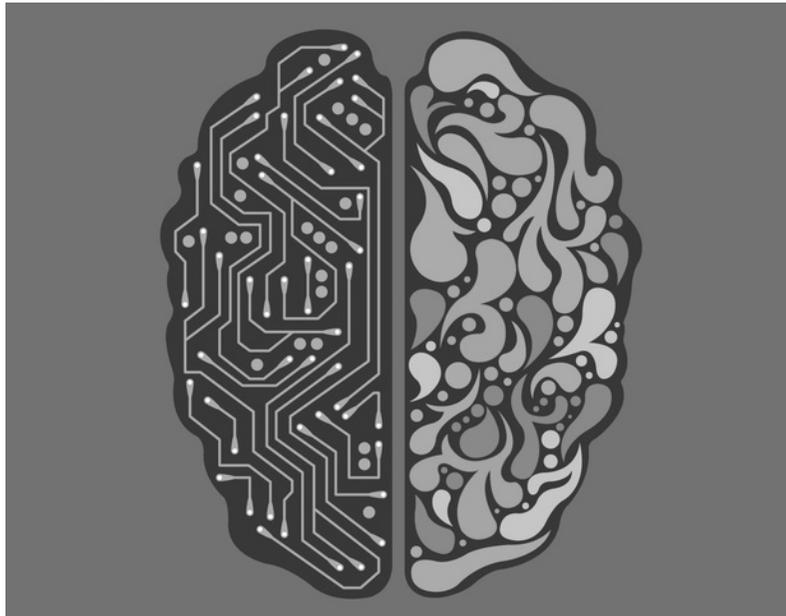


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# introduction

**Neuro-led** (aka brain-based or brain-friendly leadership or neuroleadership) is an emerging field, which integrates principles and insights from social neuroscience, positive psychology, leadership practice and organisational development to help organisations create brain-engaging environments that optimises engagement, performance, work satisfaction and ultimately, productivity and results.



From a neurological perspective, many of today's workplaces have become extremely threatening environments as a result of the social threats; autocratic leadership; ever-increasing demands; constantly changing goals and expectations; information overload; poor communication and the fear of punishment if a mistake is made. People are often in constant neurological fear-states where optimum performance is simply not possible.

## **'Fear Culture' in the Workplace**

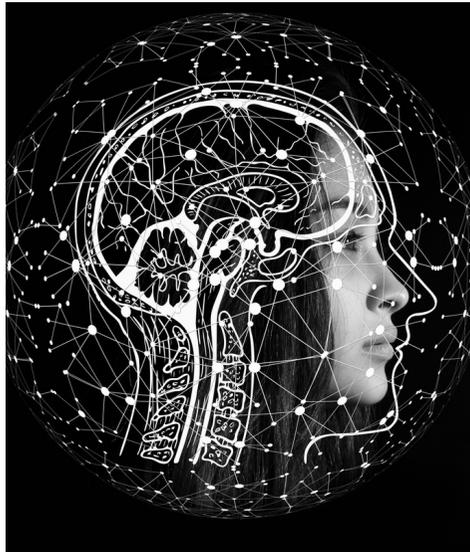
Does this mean we're doomed to a life of constant under-performance and struggle?  
Not for a moment.

It simply means we have to change the way we manage our own stress and the way we lead and influence our people. Much of what worked in the past is now contributing to the creation of 'fear cultures', but understanding that and understanding the basics of how our brains work, gives leaders and opportunity to do things different and create engaging environments where people can thrive and perform at their optimal best.



# our mission and vision

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## Mission Statement

To foster deep connections with self, others and the world through the lens of diversity, inclusion and equality.

To support and help individuals and teams to **GROW** into their full potential and **INSPIRE** them to **LEAD** with purpose.

## Vision Statement

To be a international leader in providing access & equality to neuroscience professional development & education worldwide.

## Value Statement

**Empathy:** you must feel safe with your coach. You aren't judged. You must be able to confide sincerely.

**Confidentiality:** what you say during a coaching session cannot come out of it under any circumstances. We apply total professional secrecy. This confidentiality remains applicable in the case of company support. Our customer is the person received, not the payer. Any report requested by the company will only be carried out after the customer's agreement, and in his presence.

**Integrity:** if, for one reason or another (conflict of interest, medical problem...), we cannot validate one or more of the expectations projected in the coaching for which we are asked, we do not follow up.

**Transparency:** feel free to ask your coach for their background, diplomas, experience, empowerments to use a tool... In short, his **legitimacy**.

**”Treat people how they want to be treated, not how you want to be treated. That always make for a good start.”**

# Executive & Professional Coaching 1-to-1



## Grow. Inspire. Lead.

### 1-to-1 : Brain Based Coaching Sessions

Oprah Winfrey, Tiger Woods, Leonardo DiCaprio and Michael Phelps have coaches. Barack Obama had a coach when he was president of the United States. Microsoft's Bill Gates has a coach and famously declared "everyone should have a coach".

Ready to make a difference in your life, get unstuck, take control of your destiny and live to a more fulfilling existence. Move from a fixed mindset to a grow mindset!



Neurosciences allow you to better understand how the brain regulates the perception, language, motivation, reasoning, emotions, creativity, memory, attention, or even consciousness that are at the origin of the behaviors of the 'man'. You then realize what you can do to gain more choice, confidence and professional credibility.

Our services aim to deliver incredibly effective and practical results for individuals, teams and organizations with a tangible return on investment.

**Book a free consultation**  
[hello@neuro-ledcoaching.com](mailto:hello@neuro-ledcoaching.com)

# Neuro-led Courses

## Neuro-led Leader

The Neuro-led Leader™ provides a detailed understanding of how and why employees and leaders behave in a certain manner, and where motivation comes from. This understanding is backed by neuroscience.

- Importance of balance between cognitive and emotional dimensions in the workplace.
- Avoidance vs approach factors
- Why change is perceived as threat- the biology behind it.



## Neuro-led Leader Advance

Creating deeper emotional understanding to develop positive working relationships. Understanding how our behaviour impacts people, the culture and performance, gives us the opportunity to change our behaviour in order to minimize the negative effect that it might have on those around us and to create 'brain-engaging' cultures.

Further Neuro-led conversations & tools.

## Neuro-led Entrepreneur

Adapting to changes in a dynamic environment is crucial for entrepreneurs. In order to support metacognitive and dynamic capabilities, specific brain areas are involved in evaluating experiences, and thus strengthening rapid adaptation.

The entrepreneurial mindset is not primarily innate, but can be encouraged and learned.

## Neuro-led Teams

Keys to leading cohesive teams. Identifying individual synergy. The art of building trusting relationships.

Benefits for organisations and teams...

- Empowers individuals and encourages them to take personal responsibility.
- Allows fuller use of individual's talents and potential.

## Neuro-led Coaching

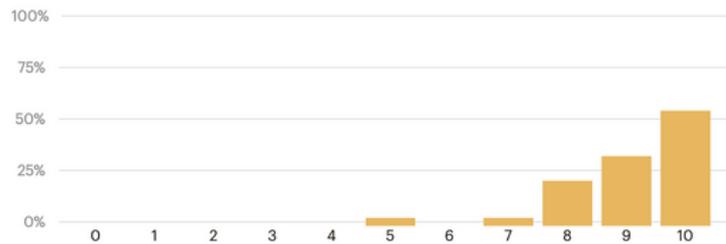
Coaching teaches you that how you think affects how you feel and therefore how you behave. Coaches help clients shift their thinking to be more present-moment focused, optimistic and less fearful, which can stimulate neuroplasticity and lead to substantial changes in one's mood and behaviour.

Explore how certain interventions used in coaching can facilitate positive changes in the brain and body.

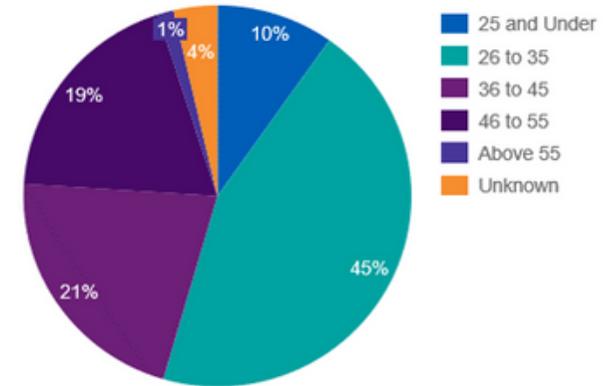
# Neuro-led Customer Experience & Profiles

Clients rate the course 9.1 /10 - The Coach/Trainers 9.3 /10 - Clients would recommend 9.5 /10  
(over 75% of participants were from word-of-mouth )

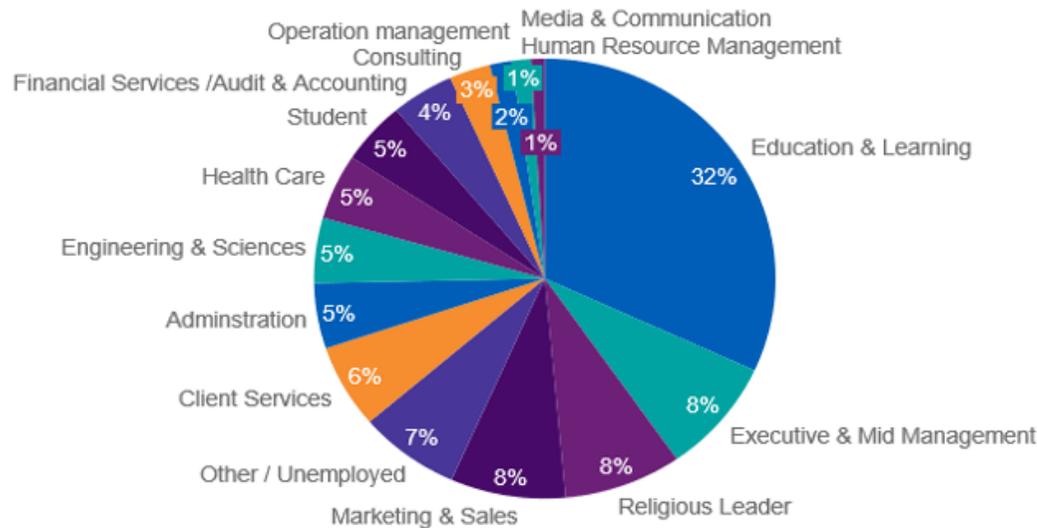
“Rate The Neuro-Led Leader Course”



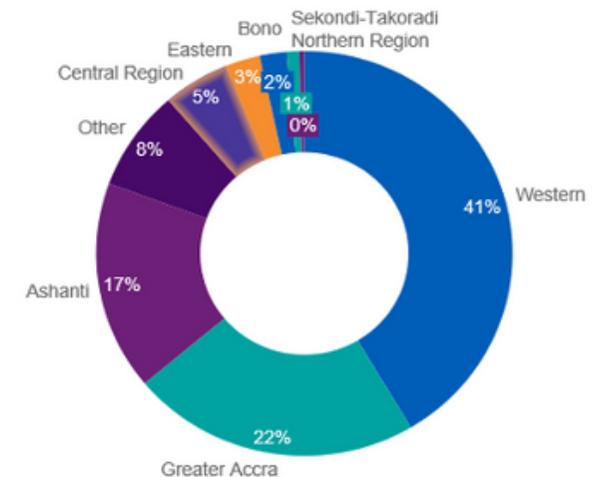
Age of participants



Job Functions



Participation from Regions of Ghana



# our team



Anthony Moss-Zobel

**President/Founder/Brain-based Coach/Trainer**

Anthony is a professional coach and business lecturer with over ten years of experience. His key areas of expertise include Human Resource Management & Communication.



Gabriella Benko

**Brain-based Coach/Trainer/Entrepreneur**

Coaching entrepreneurs, business professionals & leaders through ambitious growth and change. My brain-based coaching approach is coupled with solid business experience and a strong dose of humanity.



Yohan Kiwingba

**Admin Intern**

Yohan, currently studying business management in Paris. He is an intern at Neuro-led Coaching working in the role of administrative assistant.

**Superpower!**  
**Self-awareness and Emotional Intelligence**



# What people are saying

"The presentation and the sessions were very interactive that I could relate to it. It was very practical and the breakout sessions gave me a lot of insight."

"Very insightful course! Neuro-led Coaching & Consulting is simply awesome and a game changer!"

**- Goddard Jacques Amissah**

'The Neuro-led Leader course helps me to engage with my colleagues and deal with communication challenges and bring awareness about how I am thinking - fixed or growth mindset.'

**- Anastasia Kraikue, Police Sergeant**

"The trainer ensured that the trainees understood the purpose for organising such training sections. No participant at any point was made to feel irrelevant. Varied ideas were welcomed. The breakout sections are very good and that offers a great opportunity for all trainees to act as coaches and coachee. A great experience."

**- Bridget N. R. Morton**

"The interaction between the lecturer and the students was great! This training will go a long way to help me in my day-to-day activities in the office and my social and emotional journey. Thank you!"

**- Hon. Ignatius Asaah Mensah**

"The objectives were clearly set out and the pre-course also gave an overview of the lesson, making it comprehensible. [I learned about] helping people to identify their problems or challenges and helping them realize the solution is within themselves."

**- Raymond Ohene Yinenkyi**

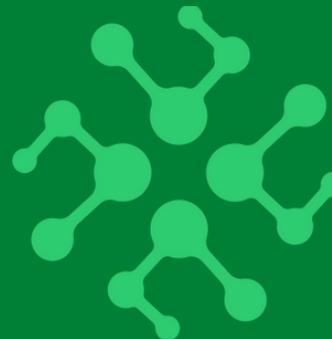


*ONCE YOU DECIDE,  
YOU CAN MAKE IT HAPPEN.*

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