

# Coaching with the Brain in Mind: Where Neuroscience, AI and Tomorrow's World Meet

## Agenda

#CoachingConf20

Tuesday 29 September 2020

We're live on Zoom from 08:00. We recommend joining us a few minutes early to test your connection, audio and camera settings.



08:00 Bright and early session



**Competencies refresh 'Working with the new ICF core competency model' – Tracy Sinclair**

This session will give participants an insight into the background surrounding the development of the new ICF core competency model and will also explore each competency.

09:30 Welcome – Professor Jonathan Passmore

Keynote sessions



**09:40 'AI, robots and populism – is now the right time for a 'brain friendly' insurgency?' – Dr Naeema Pasha and Kate Lanz**

We are facing unprecedented change and challenges as a human society: from the influx of AI and robotics into the workplace, to the deep impact of populism in politics.

Can coaches truly address these huge issues? By enabling people to understand how to live well in an increasingly volatile world, through understanding both brain science and people skills, the speakers suggest they can.



This keynote will offer unique insights from cutting-edge research from applied brain science in business, looking at the essential change attributes that enable workers to evolve and flourish in an AI world.



**10:20 'Brainy coaching' – Professor Patricia Riddell**

What can we learn from neuroscience that might help our coachees to crack even the most difficult of challenges?

In this session, we will consider why changing habits of a lifetime is so difficult. This should help us to gather the clues we need to tackle these sticky challenges. Ideas from the realms of behaviour change in other disciplines will be introduced to suggest some new techniques to add to the coaching toolbox.

11:00 Stretch break and networking

11:30 Practice session



**'Using the principles of applied neuroscience in coaching practice' – Professor Paul Brown**

Three working principles underpin this session. The brain is: (1) the organ of adaptation; (2) the organ of relationship; and (3) the master controller of behaviour, which is influenced via its emotional rather than cognitive system. By the end of the session we will have concluded what is at the heart of the art of coaching.

13:00 Lunch break and networking

### 13:30 Demonstration of ProReal



#### 'Avatar technology' – Andrew Jackson and David Tinker

ProReal is avatar-based VR software used to support coaching and counselling. It can be used in-person or remotely with individuals and teams, and has a strong evidence base that highlights accelerated insights and outcomes. For coaches who already work remotely with clients, this can bring an exciting digital addition to the toolkit. During the demonstration David Tinker will do a live coaching session using ProReal.

### 14:15 Practice session



#### 'Exploiting the digital coach' – Dr Stella Kanatouri

Digital media opens up new dimensions for coaching practice and has the potential to significantly enhance coaching. Yet there are challenges and unknowns about this distinct form of coaching that need to be addressed to control for the quality of the coaching interaction and to reduce ethical risks. We will focus on the coach's digital palette and on making best use of it to optimise the coaching experience.

15:30 Stretch break and networking

### Keynote session



#### 16:00 'Critical challenges for coaching and mentoring in the new decade' – Professor David Clutterbuck

Multiple forces will dramatically change the nature of coaching in the next decade – from AI to corporate internalisation of coaching provision.

Coaching also needs to embrace a much wider social and environmental agenda, which will be essential in order to keep the profession relevant.

16:45 The Henley Centre for Coaching Awards



### 17:15 Closing session



#### What AI can do for you – how your coaching practice could benefit from artificial intelligence! – Svenja Haus

When coaches think of artificial intelligence, they often feel threatened and worry about being replaced by a machine. However, many still know so little about what AI can do, how it works and what it just can't do (yet). As coaches we are trained to think and act solution-oriented, but in this point many have not yet managed to recognize the chances and show strong reactivity. In this session I would like to open up the continuum of AI in coaching, explain a little bit how AI works and show the opportunities that are especially obvious to the coach.

18:30 Close

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