

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

Agenda

Tuesday 29 September 2020

09:00 Registration

09:30 Conference opening



09:40 'AI, robots and populism – is now the right time for a 'brain friendly' insurgency?' – Dr Naema 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.

08:00 Early doors session* –
including light breakfast



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

Insight into the development of the new ICF core competency model and each competency.

09:30 Welcome – Professor Jonathan Passmore

Keynote sessions

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.

11:30 Parallel practice sessions

Option 1: 'From coaching as a commodity to the augmented coach' – Edith Coron

This session will sort hype from reality. It will also argue that, at this juncture, we have an ideal opportunity to reflect on the transformation our profession is undergoing and to be informed agents of these changes.

Option 2: '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.

11:00 Refreshment break

*Registration for early doors is at 07:30. This session is charged at an additional cost, places subject to availability, terms and conditions apply.



13:40 Demonstrations or exhibition/networking

Zoom – ‘Demonstration of digital coaching platform’

Jane Ross and Matt Smiles

Demonstration of ProReal – ‘Avatar technology’

Andrew Jackson and David Tinker

Saberr – ‘Coachbot technology’

Tom Marsden

13:00 Lunch and exhibition

14:15 Parallel practice sessions

Option 1: ‘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.

Option 2: ‘Neuroscience and performance – applying theory to influence interpersonal interactions’ – Professor Stewart Cotterill

We will explore key neuroscience theory and research, seeking to understand the practical implications and lessons for applied coaching practice.

Delegates will develop a better understanding of the neurological changes and structural limitations that can influence how we engage with the world.

Closing 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



15:30 Refreshment break

17:00 Refreshment break and optional guest departure

17:15 After hours parallel sessions

Option 1: Research refresh – ‘Coaching with evidence in mind’ – Dr Rebecca Jones

Rebecca will share her view on current trends in research in the field of coaching psychology.

Rebecca will also draw together key insights for practice from the research in coaching psychology and share recommendations for future research in this developing field.

Option 2: Skills refresh – ‘Working with archetypes in coaching – a somatic coaching experience’ – Aboodi Shabi

This lively and interactive somatic coaching workshop will explore how to build our range as coaches.

Delegates will leave with a clear understanding of how different energies can support them and their clients in building range and improving performance.

18:30 Close and final departures

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