



International  
Teaching  
Seminars

# Applied Neuroscience Programme

**its** business and **its** personal. **its** understanding why and how and what to do.  
**its** the power of your thoughts and your words. **its** science and its emotion.  
**its** having a choice. **its** making a change. **its** the might of your potential and how you use it.  
**its** doing what matters. **its** being yourself. **its** inspiring others.  
**its** getting results. **its** having more than you ever thought you could.  
**its** having the how to's. **its** International Teaching Seminars.

**\*Your future. Your choice**



[www.itsnlp.com](http://www.itsnlp.com)





**Enabling  
you to make  
a practical  
difference**  
*for you, your team and  
your organisation.*

# What does it mean to be Neuro- Effective™?

As consultants our experience is that business can really benefit from some of the work being done in neuroscience but it needs to be applied neuroscience. That's why when we advise on how individuals, teams and organisations can best apply current research there is one question we always ask about current and proposed practice. It's a really simple question but it always guides us toward best practice.

The question is this: Is this way of doing things neuro-effective™? Or to put it another way, are you, your team and the organisation working with the way the brain works – or not? We want to share the fruits of this way of thinking which will provide practical ways for you and your organisation to become more neuro-effective™.





# Do you want to leverage the POWER of your brain?

## What makes this programme unique?

- ✓ It distills complex, cutting edge Neuroscience research into tools that are understandable and immediately useful.
- ✓ It is the first of its kind anywhere. Professor of Applied Neuroscience Patricia Riddell and Ian McDermott have been collaborating to make current state of the art neuroscience available in a practical format.
- ✓ It combines Patricia's many years experience in teaching and researching psychology and neuroscience with Ian's in delivering real behavioural change for individuals, teams and organisations.
- ✓ It covers a wide range of applications in just 10 days: motivation, creativity, memory, emotion regulation, stress, resilience and decision making among others.

## Who is this programme for?

Anyone who wishes to enhance both personal and professional life by gaining a deeper understanding of the brain and how to work with it.



The tools instantly apply to most of the important areas of human activity. You might choose to take this programme for interest sake, or, if you wish a higher level of credibility, you might choose to work towards a Certificate in Applied Neuroscience and/or a Practitioner in Brain and Behaviour Change. No prior training is required.



## What is Applied Neuroscience and what can it do for you?

**Understanding a little of how the brain works can create significantly more insight into the sometimes mystifying complexities of the behaviour of your team, your colleagues, your boss – even your family.**

Right now there is a lot of buzz around neuroscience but too often not much real practical neuroscience. Learn how to apply current research so individuals, teams and organisations can be more effective.



# Benefits of the Applied Neuroscience Programme

## Individuals

- ✔ Helps you understand what is going on in people's heads.
- ✔ Gives you tools for making behavioural change easier for yourself and others.
- ✔ Provides the "whys" for many aspects of human behaviour.
- ✔ Gives you practical tools for decreasing stress levels.
- ✔ Scientific tips for maximising your own performance.

## Team

- ✔ Improves performance within teams by explaining and validating individual differences and showing how they are vital to success.
- ✔ Shows how to reduce demotivation and increase motivation.
- ✔ Increases awareness of human potential and how to get the most out of our collective brain power.

## Organisational

- ✔ Demonstrates how to increase creativity and innovation.
- ✔ Provides models of decision making and how to optimise this.
- ✔ Gives insight into the neuroscience of leadership.
- ✔ Gives you the scientific evidence and vocabulary to neutralise resistance to change.

## Meet your Trainers



### **Patricia Riddell (Professor of Applied Neuroscience)**

Co-creator of this programme, Patricia is a Professor of Applied Neuroscience, a chartered psychologist and a chartered scientist. She creates cutting edge training tools that integrate and expand on the most recent findings in neuroscience.



### **Ian McDermott (ITS Founder)**

Over the past 7 years, co-creator of this programme, Ian McDermott has worked with Patricia Riddell to bring the fruits of Neuroscience research out of the lab so that everyone can have access to the practical benefits of current cutting edge neuroscience research.

## Module Details

### **Module 1**

#### **Emotion, Regulation and Motivation**

It is easy to wonder after you have been involved in a particularly unhelpful emotional response to a situation what emotions are for, and in what way they can possibly benefit us. In this module, we will unravel the brain's response to emotion – what it is for, its benefits, and how best to make these responses work for us.

We will distinguish between expressed and regulated emotion and learn how to develop a larger emotional repertoire that can provide more flexible behavioural alternatives in emotive situations.

We will also consider the connection between emotion and motivation. Our motivation is highly dependent on our emotional state. By considering the way in which the brain uses emotions to determine whether to approach or avoid a situation, we can investigate the link between emotion and motivation and how to use this more effectively both for ourselves and with others.



By the end of this module, you should:

- Understand the role of emotion in our lives.
- Be able to distinguish between expressed and regulated emotions and have tools available to regulate your own emotions when required.
- Understand the benefits of a large emotional repertoire and know how to expand your own repertoire.
- Understand the connection between emotion regulation and motivation.
- Know the difference between approach and avoid modes of behaviour and have tools available to switch between these modes.
- Be able to describe the brain systems involved in emotional regulation and motivation in a manner that is accessible and useful to non-experts.

## Module 2

### Creativity and Insight

In times of economic hardship, one way for individuals and organisations to survive is to be more innovative than their competitors. Innovation requires creativity and insight to come up with new products, new solutions or new markets.

One of the wonders of the human brain is its ability to come up with completely novel ideas. This does not just happen – as anyone who has sweated over coming up with a new idea will know. However, sometimes, we are all capable of moments of insight where an idea or a solution comes to us out of the blue. What is it that happens in the brain during these moments? And how can we create this type of original thinking when we need it most?

In this session, we will explore different types of creativity and insight and determine what is happening in the brain when this happens. We will consider what state our brains should be in to give this the best chance of happening and will have fun with some practical exercises that give you a chance to increase your own creativity.

By the end of this module, you should:

- Understand the importance of a climate that is suited to creative thinking and have tools to create this climate.
- Differentiate between different types of creativity and know which type is best for particular applications.
- Understand the nature of insight and know how best to cultivate this in yourself and others.

- Be able to determine types of creativity and insight to support best states for goal setting.
- Be able to describe the brain systems involved in creativity and insight in a manner that is accessible and useful to non-experts.

## Module 3

### Learning and Memory

Every workplace requires people to be able to learn skills, to remember information, and to use both the skills and information effectively in their roles. Many workplaces use complicated induction procedures, training courses, and away days where employees are loaded with the information required to function in the workplace. And yet there is often little consideration of how to best communicate this information – potentially costing huge sums when information is not effectively provided.

In this module, we will consider the systems in the brain that allow us to learn and remember. We will learn about different types of memory, and the systems in the brain that are used for each. This understanding will be the springboard for practical tools for effective communication with, and training of, people. These will be relevant both for organisations, teams and family units.

By the end of this module, you should:

- Have an understanding of the importance of learning and memory as functions in the brain.
- Understand the mechanisms used for learning in the brain and how best to promote new learning.
- Understand the role of context, repetition and emotion in learning and be able to use these to create more effective learning.
- Understand what memory is and what it does for us.
- Have tools to be able to improve memory where required.
- Be able to use your understanding of learning and memory as springboard for effective communication skills.
- Be able to describe the brain systems involved in learning and memory in a manner that is accessible and useful to non-experts.





## Module 4

### Decision Making and Planning

As we move up the ladder of success in the workplace, or when we become parents, we are required to make decisions and plan for events that affect a number of different people's lives – sometimes in highly significant ways. We are also responsible for bigger budgets and financial planning. But we don't always get support for how to get the best from the decision making systems in our own and other's brains.

In this module, we will present the evolution of decision making, and the different decision making systems that have resulted from this process. We will consider in what contexts these different decision making processes work best, and how to choose what kind of system to use.

You will learn how to optimise both individual decision making and decision making in teams.

By the end of this module, you should:

- Understand the evolution of decision making and the brain systems that are in place to make decisions.
- Differentiate between different decision making processes and understand the strengths and limitations of each.
- Be able to consider which decision making system to use in particular contexts.
- Have tools to help with decision making in complexity.
- Be able to optimize individual and team decision making and planning.
- Be able to describe the brain systems involved in decision making and planning in a manner that is accessible and useful to non-experts.

## Module 5

### Stress, Resilience and Contemplation

In the workplace, it can feel that we are required to be more and more productive, but often without additional resources. Decisions, often with huge financial implications, or that have the potential to affect the lives of others, have to be made quickly and in pressurised environments. Events beyond our control affect our daily lives and we have to deal with these as best we can. This can be very stressful.

What exactly is stress? And what function does it serve for us? Why would we have evolved to be stressed? And, how come some people seem to be much better at dealing

with the stresses of life than others? What can we learn from these people about how to be more resilient?

In this module, we will address the stress mechanism in the brain and what benefits it has for our performance under pressure. We will consider when stress is problematic, and what tools we have at our disposal to control it so we can work more effectively and live more stress free.

Recent advances in neuroscience have demonstrated that contemplation of different forms (e.g. mindfulness, meditation, yoga) can have an effect on the way that we think and the structure of the brain. We will explore this evidence and provide tools for how to best use contemplation in different forms to reduce stress.

By the end of this module, you should:

- Understand the function of stress and how to use this effectively.
- Understand the nature of resilience and have tools to increase resilience in self and others.
- Have tools to decrease stress and increase resilience in self and others to work/live more effectively.
- Understand the nature of contemplation and its benefits.
- Understand the links between contemplation and techniques including mindfulness and meditation.
- Understand the benefits of meditation and mindfulness practices to brain functions.
- Be able to describe the brain systems involved in stress, resilience and contemplative neuroscience in a manner that is accessible and useful to non-expert.

### Additional Programme Features

Programme Manual for ongoing reference and learning – you'll still be picking it up in years to come!

Resource Team – a team of people who have completed the programme previously and expertly help support and facilitate your learning.



# Your certification options



This programme qualifies for 33.5 CCE units of Core Competencies and 17.1 CCE units of Resource Development with the ICF (International Coach Federation).

This programme is accredited by the CPD Standards office, and equates to 70 hours of CPD.

You have three options in terms of ITS certification for this programme. Below is an overview of these.

### Option 1 – No Certification

Just attend and get the learning – there's nothing else for you to do!

### Option 2 – Certificate in Applied Neuroscience

(Included in the programme fee)

In order to achieve this you will need to complete the following requirements:

- 3 written reflections (one from each of 3 different modules)
- 2 in-class assessments (you must be present on the second day of Modules 3 and 5 for these for certification purposes)
- 4 video viewing verification forms

### Option 3 – Certificate: Practitioner in Brain and Behaviour Change

(Additional fee of £400 applies, as this includes additional personal feedback form Professor. Patricia Riddell)

In order to achieve this you will need to complete all of the requirements for the Certificate in Applied Neuroscience (Option 2), PLUS these additional requirements:

- 2 additional written reflections (i.e. one reflection from each of the 5 modules)
- 4 practitioner exercises – each one consists of creating, delivering and reviewing an intervention. These will also include separate written assignments.

(you will have until Module 3 of the programme to decide if you wish to achieve this additional designation)

Please note: Only options 2 and 3 allow you to be certified for the ICF Continuing Coach Education Units and The CPD Standards Office.



## 📅 Dates & Times

### Face-to-face

Module 1:

#### Emotion Regulation and Motivation

March 17th – 18th 2018

Module 2:

#### Creativity and Insight

April 14th – 15th 2018

Module 3:

#### Learning and Memory

May 5th – 6th 2018

Module 4:

#### Decision Making and Planning

June 9th – 10th 2018

Module 5:

#### Stress, Resilience & Contemplation

July 7th – 8th 2018

**Time: 10am to 5pm daily**  
**UK**

### Distance

Pre-Workshop Video

Tutorials:

#### The Evolution of the Brain

Learn what you need to know about the brain in four short 30 minute videos, which are :

- How your brain came to be
- How the parts of your brain connect up
- What your neurotransmitters can do for you
- How your brain changes to work best for you

## 🏠 Venue

**London Kensington Forum,**  
Holiday Inn,  
Kensington  
London, UK

**Please see our website for the latest pricing information.**

Discounted earlybird prices are available, as well as interest free payment plans, group booking discounts and multiple programme booking discounts.



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**Want to be sure  
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programme  
for you?**

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