

### The need for coaching

More organizations are using coaching as a key strategy to help develop leadership capabilities and increase the performance and productivity of their employees.\*

### Why choose our coaching programs?

- Both, the BBCS Brain-Based Conversation Skills™ and the BBCC Brain-Based Coaching Certificate™ program are based on the industry-tested Results Coaching System™.
- Since launching in 1998, we've redesigned both programs to better address the needs of today's leaders and coaches.



### Learning objectives

Apply **brain-based** coaching methodology

Facilitate **productive** coaching conversations

Develop new **habits, skills and behaviors**

### Both programs are designed for...

- Business leaders and managers
- HR and L&D professionals
- Coaching professionals
- Individuals interested in professional coaching

### The complete Brain-Based Coaching certification program structure



For additional registration information, please email: [education@neuroleadership.com](mailto:education@neuroleadership.com)

\*International Coach Federation, Global Coaching Study, 2016