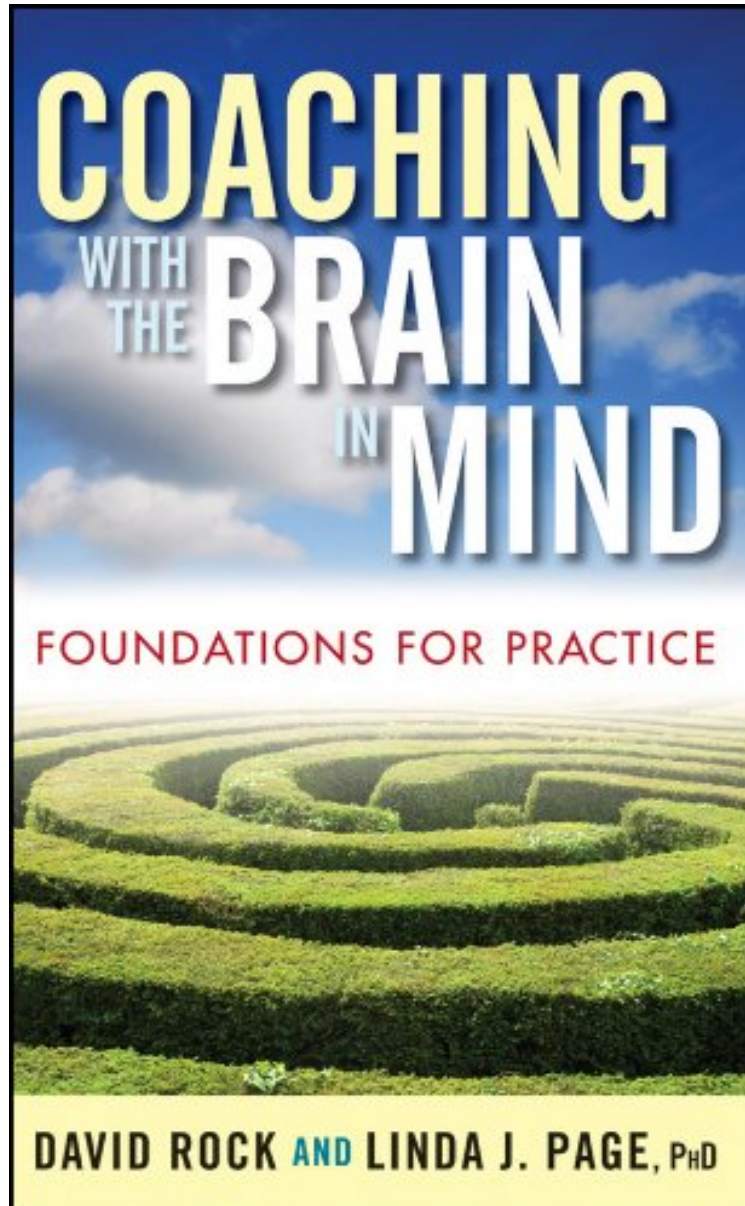


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## Coaching with the Brain in Mind: Foundations for Practice

*David Rock, Linda J. Page*

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**David Rock, Linda J. Page** : **Coaching with the Brain in Mind: Foundations for Practice** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Coaching with the Brain in Mind: Foundations for Practice:

12 of 12 people found the following review helpful. Helped Me With My Agile Coaching StanceBy Daniel James GulloThis book is a must-read for anyone involved with corporate cultures, change management, Agile, or other

situations where there are human interactions. Rock provides sound psychological evidence by citing his research and the work of others to support recommendations for coaches. I especially like the section on Conflict Management using the SCARF model and techniques for refocusing negative energy into a positive and constructive direction. 14 of 14 people found the following review helpful. Very interesting, perhaps a bit heady for some readers' purposes. By Erika Garms, PhD After joining David Rock's NeuroLeadership Institute and attending one of the annual Summits (conferences), I am a full-fledged neuroscience enthusiast. I read *Your Brain at Work* early on and then everything else Rock had written. Having been trained in two other coaching methods, I now face the challenge of blending what I feel are the best attributes of all three methods into one smooth, consistent, productive model for my own use with clients. Rock structures the book itself in a unique and masterful way using section titles like "bedrock," "pillars," and "platforms." This could be a bit confusing or distracting to someone looking for a fairly quick and easy approach to coaching. It's not simple. If you're looking for a deep dive into the supporting neuroscience of a solid method to coaching, and do want to understand the foundational concepts and research, this should satisfy. The ample examples are helpful, and occasional graphics support and enhance understanding. I wish there were far more graphics. There is a LOT here. *Coaching With the Brain in Mind* covers a lot of breadth AND depth but is sound and effective - I've been able to put much to use. 5 of 5 people found the following review helpful. Brilliant! By mk Fascinating view into the world of the brain and how we can use our knowledge to relate more effectively. Coaches, educators and anyone who wants to influence themselves or others should read this book today! Practical, impactful advice!

*Coaching Brain in Mind Foundations for Practice* David Rock and Linda J. Page, PhD Discover the science behind brain-based coaching By understanding how the brain works, coaching professionals can better tailor their language, strategies, and goals to be in alignment with an individual's "hard-wired" way of thinking. Written by two well-known coaching professionals, David Rock and Linda Page, *Coaching with the Brain in Mind* presents the tools and methodologies that can be employed by novice and experienced coaches alike to create an effective and ultimately more rewarding relationship for both coach and client. This informative guide to the neuroscience of coaching clearly demonstrates how brain-based coaching works in practice, and how the power of the mind can be harnessed to help an individual learn and grow. Illustrated with numerous case examples and stories, this book is organized for immediate use by professionals in their client work. Coverage includes: A succinct but comprehensive overview of the major scientific and theoretical foundations for coaching and their implications for practice How the language of coaching; setting goals, making connections, becoming more aware, seeking breakthroughs, and taking action; parallels what neuroscientists tell us about how the brain operates Neuroscience as a natural platform for the ongoing development of coaching Building on the existing foundation of coaching by adding neuroscience as an evidence base for the profession, *Coaching with the Brain in Mind* shows that it is possible to become a better professional coach by understanding how the brain works. As well, the authors, through their research, present that an understanding of neuroscience research, however new and speculative, can help coaches and leaders fulfill their potential as change agents in the lives of others.

About the Author David Rock is one of the thought leaders in the global coaching profession. He has taught his integrated coaching model to more than 3,000 coaches and managers worldwide. His coaching organization, Results Coaching Systems, works with large corporations to build internal coaching competencies among managers and leaders. He is the author, most recently, of *Quiet Leadership: Six Steps to Transforming Performance at Work*. Linda J. Page, PhD, is founder of Adler International Learning, a coach training and consulting organization, and active member of several international coaching organizations. Her writing and editing experience spans various media, genres, and subjects, including articles on coaching, neuroscience, organizational change, and psychotherapy. She has also written scripts for CBC radio and for several children's albums including *Big Bird* and *Oscar the Grouch: Camping in Canada*.