

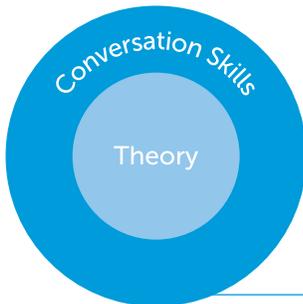
# BBCS Brain-Based Conversation Skills

## Program Overview & Objectives

At the foundation of the program is coaching theory supported by the latest neuroscience. The program applies this theory by introducing brain-based models and frameworks to give participants the skills to have insightful brain-friendly coaching conversations.

## Participants Who Enroll

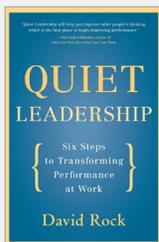
Those interested in developing stronger brain-based conversation skills to enhance the quality of communication among managed teams, peers, and clients. The program is designed for internal and external organizational leaders and professionals at all levels.



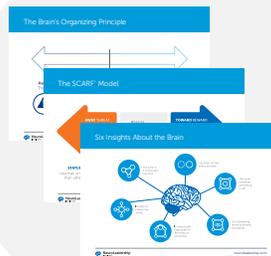
## Learning Outcomes

- Discover key insights about the brain
- Communicate using a wide range of brain-friendly techniques
- Gain skills to generate insights and learning
- Develop confidence in regulating emotion
- Help those you coach build new and positive habits

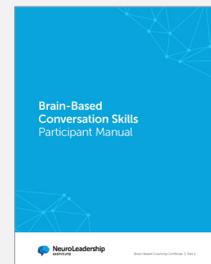
## Program Printed Materials



*Quiet Leadership*  
by David Rock



Quick Reference  
Flashcards



Brain-Based Conversation  
Skills Manual





## BBCS Program Structure & Course Overview

90-Minute Orientation Call – \*These calls are not recorded  
3-Day In-Person Workshop (8:30 AM – 5:00 PM)



### Orientation Call

- Our Learning Approach & Journey
- Six Insights About the Brain
- Results Coaching Approach – TAPS Model™



### Day 1

- **Module 1:** Brain-Based Conversation Theory
- **Module 2:** Brain-Based Communication
- **Module 3:** Conversations that Generate Insight
- **Module 4:** Dance of Insight™



### Day 2

- **Module 5:** Impasse to Insight™
- **Module 6:** Insight to Action
- **Module 7:** Emotion Regulation
- **Module 8:** Bringing the Conversation Together



### Day 3

- **Module 9:** Elements of Insightful Conversations
- **Module 10:** Developing New Habits
- **Module 11:** Action to Habit
- **Module 12:** Coaching with Presence



### Attendance

To receive your **“Certificate of Completion,”** the program requires 90% attendance. This includes attending the Orientation Call and 10 of the 12 in-person training modules covered during the three days.

BBCS provides 36 hours (units) to apply towards a coaching credential (ACC, PCC, MCC) with the ICF via the Portfolio Path. The ICF requires additional steps that are needed to apply for any of the above credentials. Please click [here](#) for more information on ICF credentials.

### Completion of Program

Upon successful completion of the orientation call and the three-day program, you will receive a digital **“Certificate of Completion”** in Brain-Based Conversation Skills. This certificate will indicate the number of hours (units) earned so it can be contributed towards the ICF application process. Please click [here](#) for more information on ICF credentials.



### Brain-Based Coaching Certificate

**Upgrade:** Those that successfully complete the Brain-Based Conversation Skills program have the option to upgrade to our full Certificate course by enrolling in our next available teleclass cohort.

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

