



Neuroscience for Coaches: How to Use the Latest Insights for the Benefit of Your Clients

Amy Brann

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The world of coaching is competitive. Organizations want coaches who deliver results. Many coaching tools and techniques are now fairly well established -- but how do they actually work? The coach who can answer this question credibly and convincingly is sought after.

Neuroscience for Coaches equips coaches with cutting edge neuroscience information that will help them deliver greater value to their clients. It covers the foundations that they need to be aware of and how they can use this new information effectively and practically in their everyday work. Readers will gain a clear understanding of the latest aspects of neuroscience that are relevant to coaching and be able to explain to their clients from a neuroscientific perspective why particular techniques and methods work and the benefits to them.

Including valuable tools and techniques to use with coaching clients, this book enables coaches to increase the ROI they deliver to their clients and differentiate themselves in a highly competitive market.

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