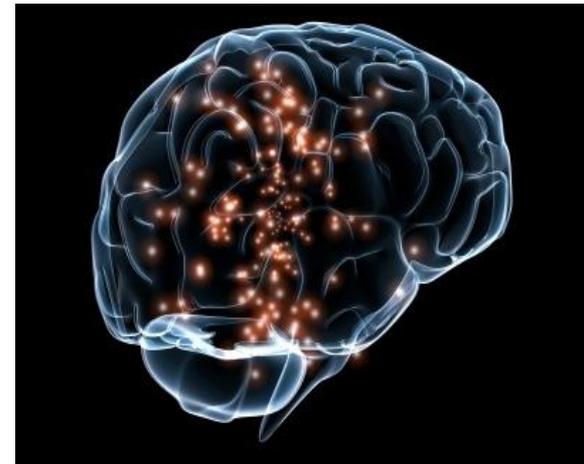


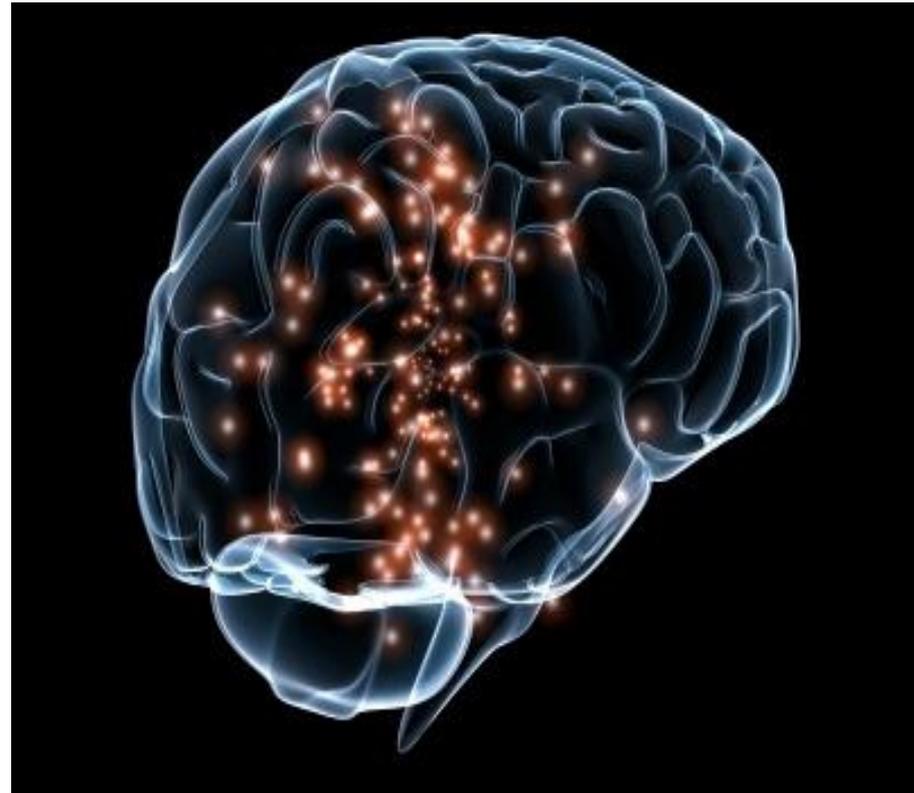
Creative Career Coaching Using a Whole Brain Approach

Ciara Bomford and Liane Hambly

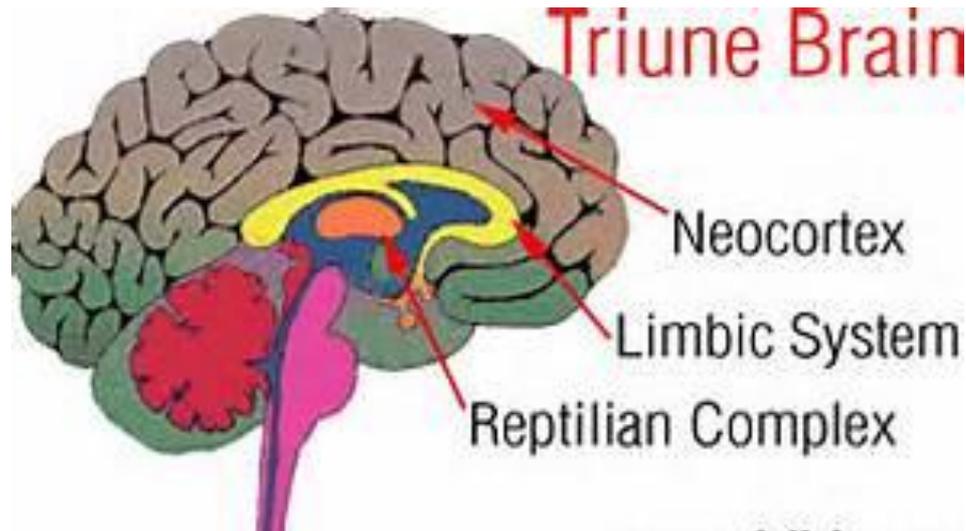


Insights from Neuro Science

- **Scientists are finding out more about how the brain works from fMRI scans and other research**
- **Can see what brain activity correlates to things we experience in the mind, and subsequent behaviour**



Developments in neuroscience/ neuropsychology

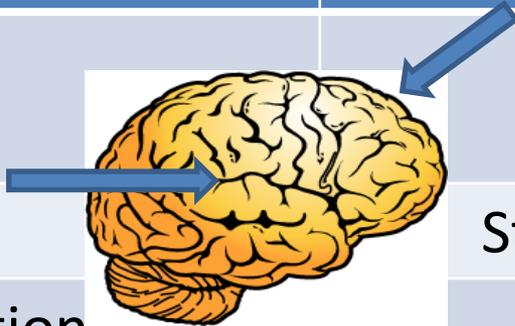


See:

- Susan Jayne Blakemore, TED lecture, The mysterious workings of the adolescent brain;
- Brown and Brown (2012), Neuropsychology for coaches
- CIPD research series on neuroscience and learning (search insight and intuition)
- Summary of recent developments in neuroscience and neuropsychology, creativecareercoaching.org (blog)

Dual processing theory – Kahneman (2011)

System 1 – allowed us to survive in a dangerous world. Limbic	System 2 – rational governor. pre-frontal cortex
Intuition Fast	Logic Slow/ deliberate
Experiential reasoning	Step by step analysis
Relies heavily on emotion	Less emotion
Unconscious/ automatic	Conscious
Processes thousands of pieces of information/ cues simultaneously	Can only process up to seven pieces of information at a time
Storage largely in images, sounds, smells, taste	Storage in words
Contextual	Abstract



Cognitive Bias – Decision-Making

- **Status quo bias** – preferring things to stay the same
- **Default option** – tendency to go with the pre-set default rather than make an active choice (linked to fear of regret)
- **Confirmation bias** – tendency to search for, interpret and focus on information that supports one's preconceptions
- **Anchoring** – tendency to rely too heavily on one piece of information when making decisions (often first piece of information)
- **Availability heuristic** – overestimate the likelihood of events linked to recent or available memories
- **Bandwagon effect** – believing or doing things because many other people do
- **Optimism bias** – tendency to be over-optimistic common in non-depressed people



BIAS

Methods for engaging the whole brain

- **Mindmapping**
- **LMI embedded in stories**
- **Roleplay plus reflection**
- **Backward action planning**
- **Metaphor**
- **Visualisation**



"Calm down Jenkins, it's simply a metaphor!"

“A metaphor is a figure of speech in which two unrelated ideas are used together in such a way that the meaning of one of the ideas is superimposed and lends definition to the other”

Amundson, (2009:1).
Metaphor Making: your career, your life, your way

Visualisation and Brain Pathways

- Visualising uses the same brain pathways as doing an activity for real (so does role play).
- **Sports teams who use visualisation to practice improve nearly as much as doing it for real – advantage of visualising yourself doing it perfectly even if you can't yet**



Whole brain decision making

- **Scrunch up the pieces of paper (Kinaesthetic)**
- **Open one, read out loud (auditory)**
- **Notice your reactions (in your body)**
- **Imagine this is what you are going to do – you are now there, in that option.(visual)**
- **Describe what you are doing, where you are, what you hear, see, smell, taste (all senses).**
- **Repeat for another option**

Others – facilitate the activity / go through these instructions

Keep the language sensory

Avoid advice giving or pros and cons

Make notes on body language – reflect back at end

Reflect back any underlying issues/decisions

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<http://creativecareercoaching.org/>

<http://careercoachexpress.wordpress.com>

Look out for our book “Creative Career Coaching: Theory into Practice” due to be published by Routledge late 2018 – perfect for your Christmas stocking!

