

feature



“Brain-based coaching respects the substantial differences between people’s brains, focusing on helping coaches think things through for themselves and make their own new connections.”

Such thinking can have significant drawbacks. Perceiving the world through our own hardwired filters means we can significantly improve performance simply by shifting ours and others thinking. Brain-based coaching offers this benefit by helping people break free of their autopilot.

INSIGHT #4 THE BRAIN HARDWIRES EVERYTHING IT CAN

With so much information to process, and with such a limited working memory, the brain must take any repetitive or otherwise important thought or activity and “hard code” it into our more capacious subcortex (the part that holds long-term memories and processes). Unsurprisingly then, lasting change takes effort and a whole new approach. Brain-based coaching provides that new approach.

INSIGHT #5 IT’S PRACTICALLY IMPOSSIBLE TO DECONSTRUCT OUR HARDWIRING

It’s practically impossible to deconstruct our hardwiring: those connections are just too deeply embedded to be “unwired”. In addition, any attempt to understand the source of a habit just serves to deepen the very circuitry we’re trying to undo!

Brain-based coaching transforms performance and results by maintaining a focus on solutions and creating whole new habits, backed-up by the attention.

INSIGHT #6 IT’S REALLY EASY TO CREATE NEW WIRING

Everything we think and do influences the connections and layout of our brain, continually fine-tuning its pathways. The upside of this is our extraordinary capacity for new connections.

Brain-based coaching focuses on moving coachee’s from impasse to insight, to new and ingrained behavior. And quicker than other forms of self-improvement. *



MARINA was born in Switzerland and has lived in Canada, Singapore and in 2013 she moved to Dubai with her husband. She is fluent in French, English, Italian and Spanish. Since 2014, she works as a brain-based coach certified through the Neuroleadership group and the Professional Academic Life Coach for teens and young adults, Coach Training EDU. She is an Associate Certified

Coach (ACC) by the International Coach Federation and holds an EQ Practitioner Certification. She is also delivering different workshops on Mindfulness. She has developed her own program “Embrace your Authenticity”, to help people empower their life by being true to themselves. Prior to her current career, she was mainly working in IT, in different positions, primarily in training and more recently in recruitment. She always enjoyed roles that required social and interpersonal skills. Moving to Dubai presented her with the opportunity to follow through on what she really wanted to do as a career; to work with people, to support them and enrich their lives. With strong interpersonal skills she is able to deeply connect with people, whether they are colleagues, friends or strangers.