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Master Mind
 **Institute**



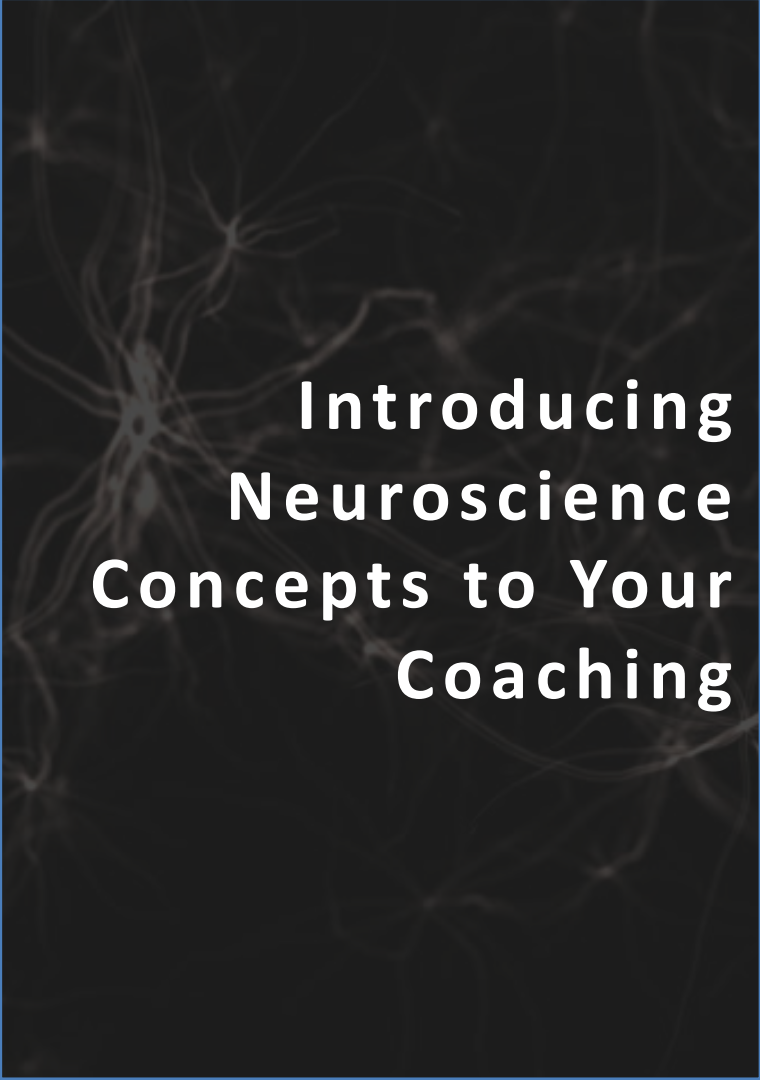
The Neuroscience of Why Most Coaches Fail

Why coaches fail when they don't take risks

They play it too safe in coaching sessions. They're not asking enough "risky" questions where the answers are uncertain and they don't know where the session will go. They are not challenging their clients enough.

They play it too safe in their coaching business. They're not proactively trying new things where neither success nor failure is guaranteed.

They're not finding the "sweet spot" where there is enough challenge to stretch them, yet not too much challenge where they're setting themselves up for guaranteed failure.



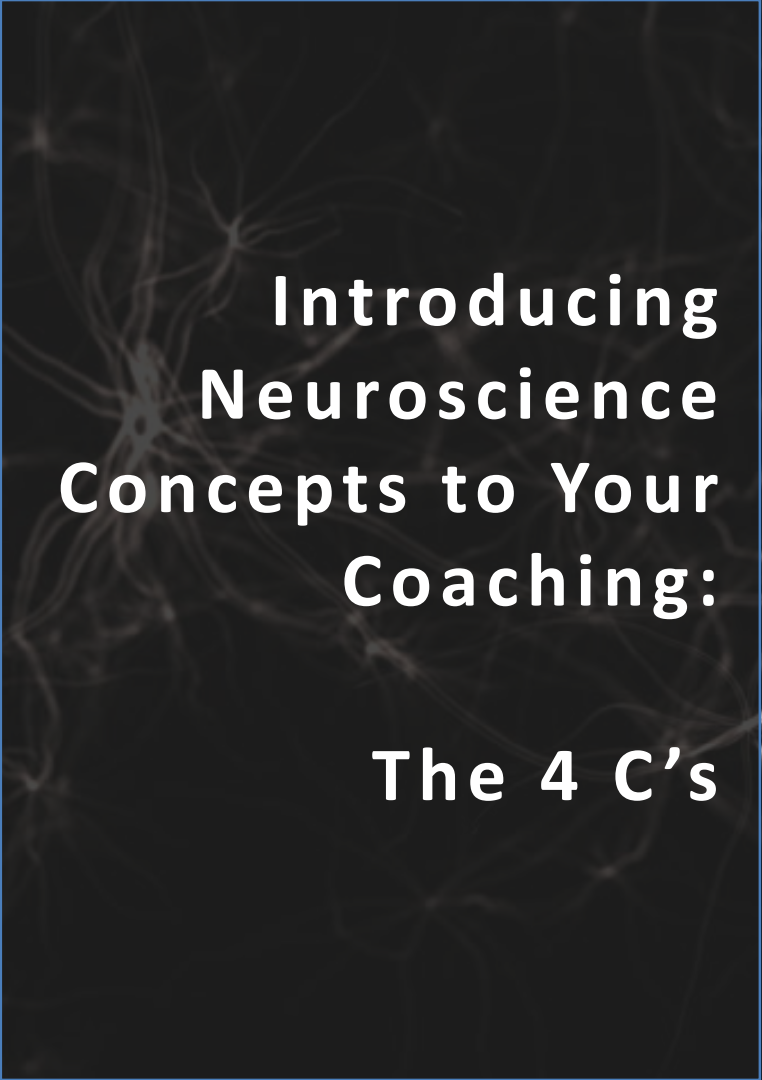
**Introducing
Neuroscience
Concepts to Your
Coaching**

Coaching Application: Listening for an opportunity where a neuroscience concept may add value for the client. In this case, listening for an opportunity where your client could benefit from “risk taking”.

Content (What neuroscience fact are you sharing?): Sharing with your client that our brains have more of the “motivation neurochemical” dopamine released during the *process* of doing something meaningful and uncertain (aka risky) rather than the outcome. **Our brains are in a more optimal state when there is a degree of uncertainty. You will not learn or grow unless success is *not* guaranteed.**

Context (Why are you sharing it?): Dopamine helps us feel pleasure and motivated. Let clients know that you’re sharing this information to help them be more effective, motivated, productive toward their goal.

Client’s Understanding: Ask powerful questions about how this concept applies to them.



Introducing Neuroscience Concepts to Your Coaching:

The 4 C’s

Embrace Risk and Uncertainty



Challenge Your Clients
to Find the “Sweet
Spot” in Their Goals &
Actions



What's next? Want to keep hanging
out with Hayden & Kelly? :

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