

# Welcome!



## ICF LA Neuroscience SIG

### The 3 Brains – Head, Heart and Gut – Connection

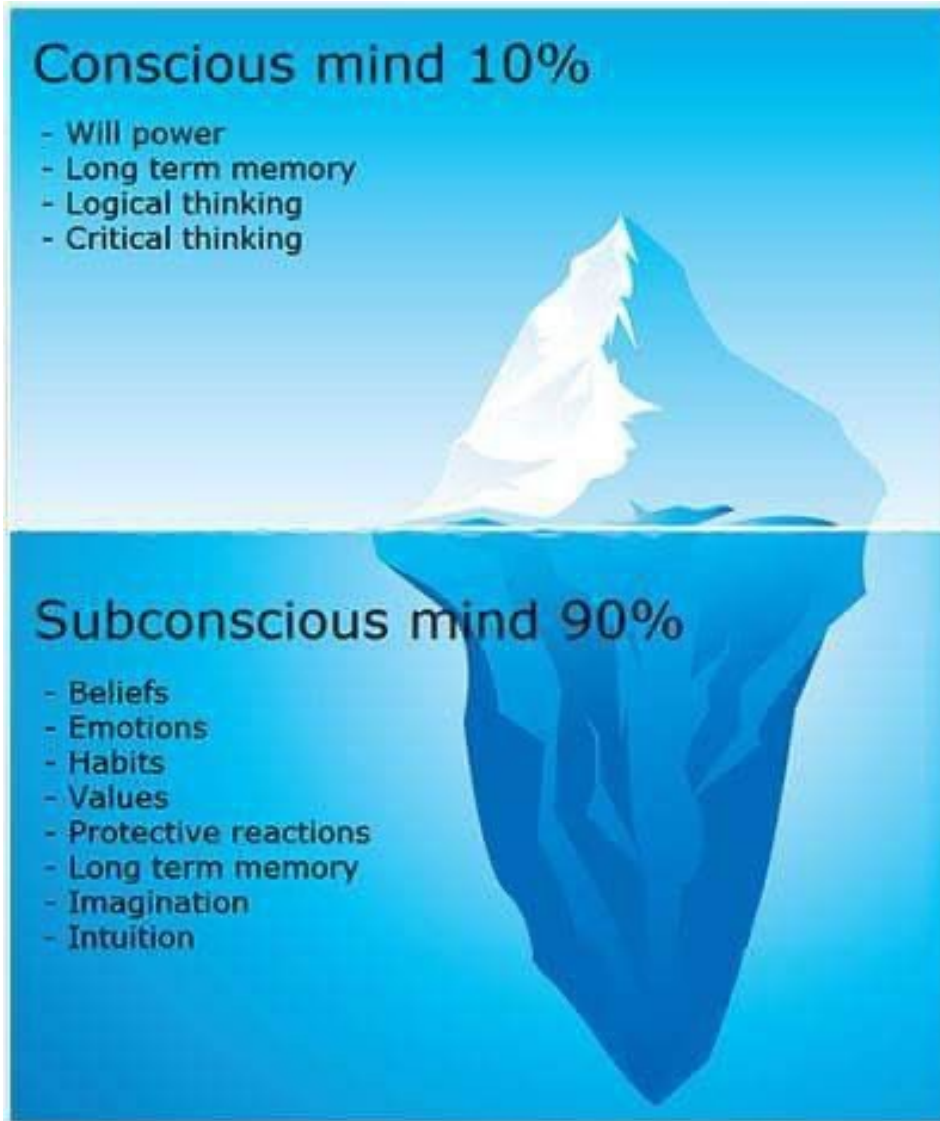
### The missing link for long-lasting coaching results!

Based on the 3 Brains Coach  
Certification Training  
ICF CCEU 30 hours



# My intention for you and this webinar?

- My passion is to provide you with knowledge and insights on how you can assist your clients to achieve truly long-lasting wellness and health
- In this webinar will discuss:
  - How we really make decisions and how our 3 Brains are in charge of our decision making
  - Your personal 3 Brains preferences
  - The science behind our 3 Brains
  - Discussion and maybe simple demo examples
  - Q & A
- And a special gift for you for when you join the 3 Brains Certification Training, you will receive a discount of €200 for you !



**Do you still talk  
about the  
Subconscious mind?**

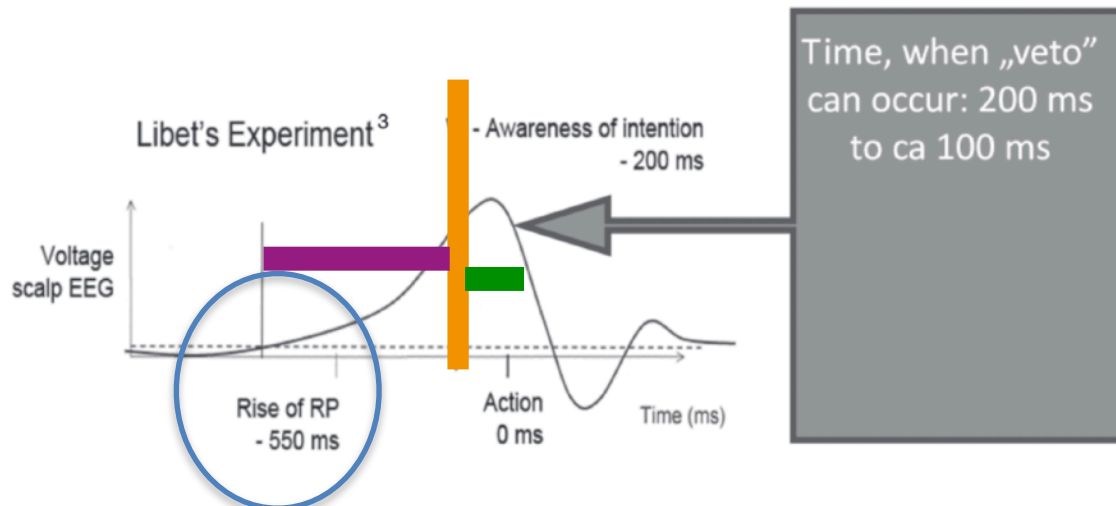
# What is happening?

- Do you have those moments that you procrastinate?
  - Is your prefrontal cortex - your Logical Head Brain - making the decision to wait till the last moment?
    - Does it make sense to procrastinate?
    - So it cannot be your Logical Head Brain 🤔
    - Who or what inside you is in charge and distracts you from your decisions that you thought were good for you?
- How does it make you feel when you are almost too late and maybe don't deliver?
  - Did you know that stress is a 'fight-or-flight' response designed to push you into action?
  - BTW and stops you clear thinking
    - Your prefrontal cortex is turned off so you stop thinking!
      - Why would you think about your presentation or emails when you are running for your life?)
    - Again: when your Head Brain is turned off, who inside you is in charge in these moments of stress?

# Neurologist Benjamin Libet

**Objective: measure the time when subjects become consciously aware of the decision to move**

- Result:
  - ~550 ms before the movement a electrical potential called readiness potential (RP) in the body/muscle starts
  - ~350 ms later and still before the movement the conscious awareness of the decision or “the urge to move” emerged
- Conclusion: The body decides before the heads knows
- **Something inside us plans and decides about our behavior but allows our Head Brain for a conscious “veto” to alter the outcome of our volition.**

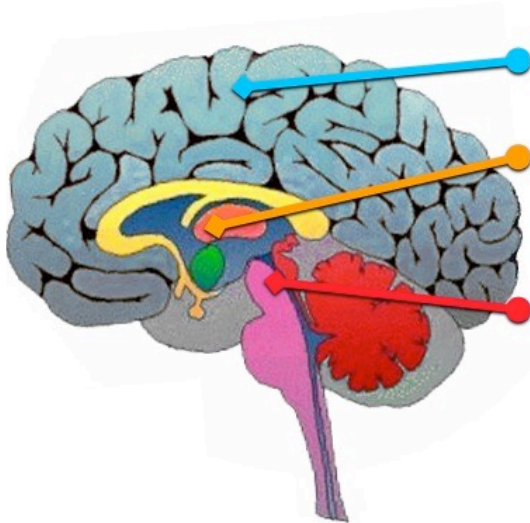


# What does this mean for us coaches?

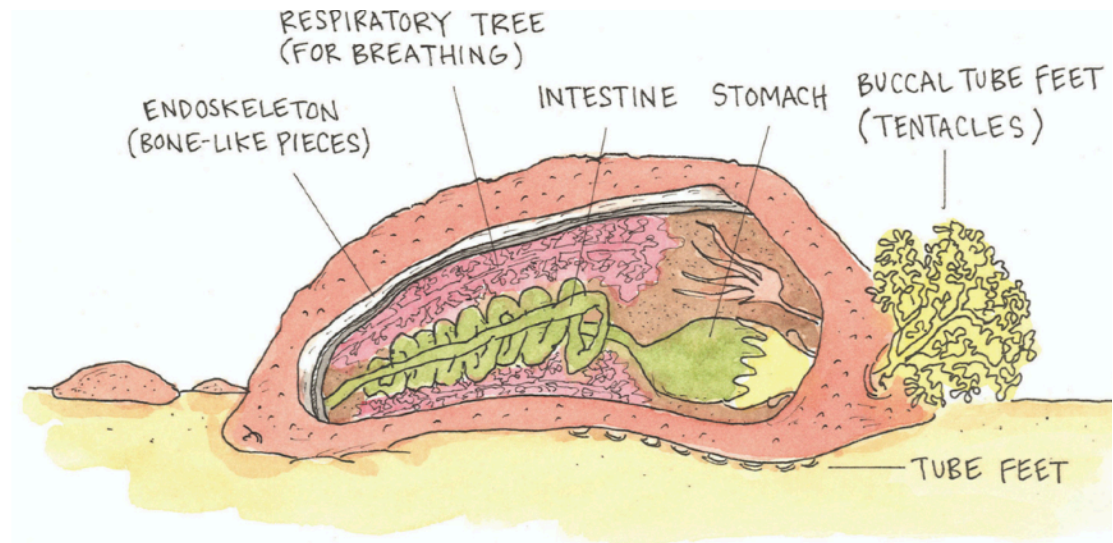
- Are our amazing questioning skills enough?
- We coach people on
  - awareness,
  - understanding,
  - willingness and
  - co-create solutions as a logical process
- And how many times have you been willing to do something ( 1st January resolution)... it made sense to do it ... and you had the ability to do it ...
  - But you still did not do it?
- We all know that we should:
  - NOT should procrastinate
  - NOT eat unhealthy
  - NOT sleep to less
  - NOT suffer from PTSD, depression or anxiety so ...
  - How could we coach our clients more successful?

# So who is in charge?

The old idea



Meet our living ancestor



**NO Heart or Head,  
it is a living Gut 🤔**



# Gut Brain

500,000,000 neurons, Dr. Michael Gershon  
In the book "The Second Brain" 1998

## Needs

- Survival for Myself (Pursuit Power and Control)
- The mantra: How can I make MY life the best for ME?

## Resources

- Neurotransmitters/hormones:
  - Serotonin (Happiness) >90% of the production
  - Dopamine (Reward)
  - Cortisol (Stress hormone Fight/Flight)
  - Adrenaline & Norepinephrine (Action)
  - Benzodiazepines (Relaxation like Valium)
- Parasympathetic Nerves & Sympathetic Nervous System

## Actions

- Fear (Flight)
- Anger & Rage (Fight)
- Lust & Desire (Reproduction)
- Hungers & Disgust (Food and Drinks)





# Heart Brain

100,000 neurons, Neuro-cardiologist  
Dr. J. Andrew Armour, 1991

## Needs

- Bonding with others for survival
- The mantra: How should I be or act so that YOU you like ME?

## Resources

### Neurotransmitters/hormones

- Oxytocin (Love)
- Dopamine (Reward)
- Norepinephrine (Action)
- Biophysical communication every time the heart beats
- Electromagnetic energy: the heart generates a magnetic field that is 5,000 times more powerful than that of the Head Brain
- Parasympathetic Nerves & Sympathetic Nervous System

## Actions

- Love, Happiness, Acceptance, Understanding, Inspiring, Enthusiasm & Persuasiveness (Connecting)
- Aversion & Hate (Protection)
- Sadness (Letting go)
- Guilt & Shame (Reconnecting)
- Values of Good & Wrong



# Head Brain

100,000 million neurons

## Needs

- Predict the future for survival
- The mantra: How does this work and is it correct?

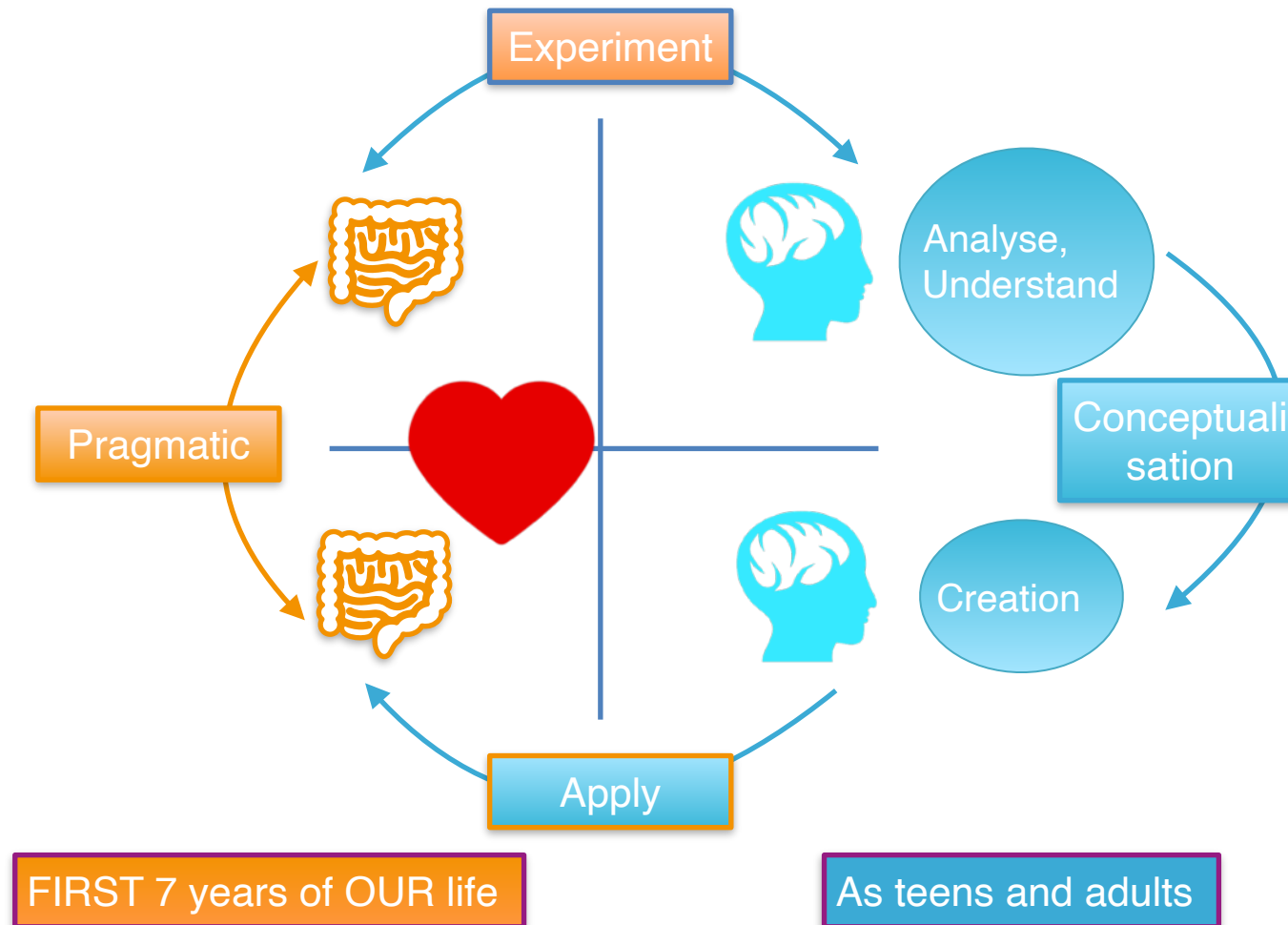
## Resources

- TIME (past, present and future)
- Awareness
- Database of memories, knowledge
- Language
- Can activate the Limbic Brain for Neurotransmitters
- Can influence the ANS with Breathing

## Actions

- Anticipation, Interest, Surprise, Wonder & Curiosity (Learning)
- Reasoning, Abstraction, Analysis & Synthesis (Understanding)
- Creating (Predicting)
- Judging (Protection)

# How do we learn?



# What are the 2 ways we learn as adults?

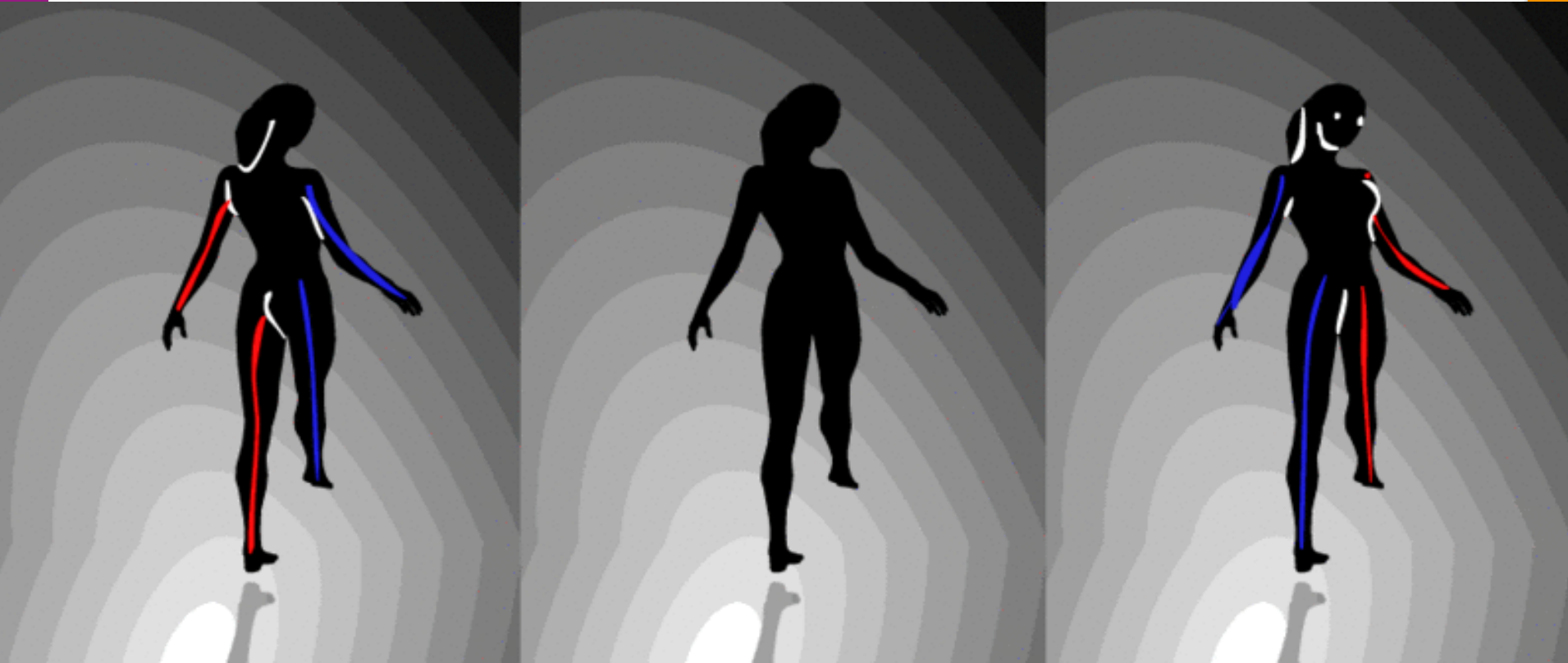
- Our 3 Brains are responsible for more than 40% of our daily energy consumption
- Law of association = **ALWAYS ON** = ECO mode learning
  - We use our "old" knowledge/experiences to compare and connect
  - It does not matter if that "old" knowledge is good or bad in the present moment, as they were "good or useful" in the past
    - **All our beliefs or issues are connected with "old" knowledge/experiences**
- creating totally new connections = **ONLY WHEN NEEDED** = High Energy mode as it needs intense repetition
  - New firing -> new wiring is kept to a minimum
    - **This is most of the time needed for change and achieving our objectives**



Personal Excellence  
& Leadership Academy

Bringing out your best in yourself is following your inner compass with curiosity, compassion and trust





# Why is law of association an issue for long lasting change?



Need: Predicting the future for survival

- How does this work and is it correct?

-> LOGIC



Need: Bonding with others for survival

- How should I be or act so that YOU you like ME?

-> YOU



Needs Survival for Myself

- How can I make MY life the best for ME?

-> ME

Decisions made by 1 or 2 Brains and not 3!

When they do not communicate with each other,  
they stay *reflexively* loyal to an old behaviour or belief that  
could cause them pain!

Even when it works against them!

<https://www.pealacademy.com/3-brains-preference-test>





3 Brains	Blocking	Solution	Silent
			
			
			




# Misalignments

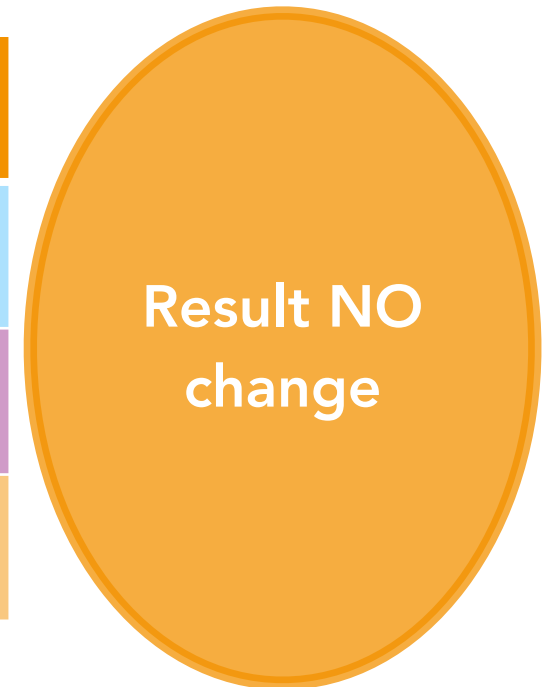
- When one dominates; the other brains are still there but are less heard
  - Normal Brain dominance (our 3 Brains preference score)
- When two or maybe all three have a conflict
  - My Gut says chocolate cake but my Head says a carrot salad
- When one or two brains are silent or are turned-off
  - Dominating beliefs; My mum loves to cook and loving her means eating her food
- When one or two brains are stuck in a single operation by extreme (emotional or physical) impactful event
  - The old coping mechanism is always on: I have to finish every plate as I had an upbringing where we never had enough food, the last week of the month it was just beans, rice, bread or nothing
- When one or more brains takes the role of the one of the other brains
  - I do ice cream therapy when I feel sad

# How can we use language to distinguish which Brain is in charge?

- I cannot fail in this new project, I feel that will damage my career seriously
- I feel that my colleagues depend on me in for this project, I cannot let them down
- I think that it makes sense that this project is in my hands as I know the most of this topic

# What is blocking long lasting results?




3 Brains	Blocking	Solution	Silent
		I know I can	
	My colleagues depend on me	I can't let them down	
	I cannot fail		



Decisions made by 1 or 2 Brains and not 3!

Afterwards we regret we did NOT:  
 followed our gut instinct, or followed our heart, or thought  
 this through

# The solution they all contribute and

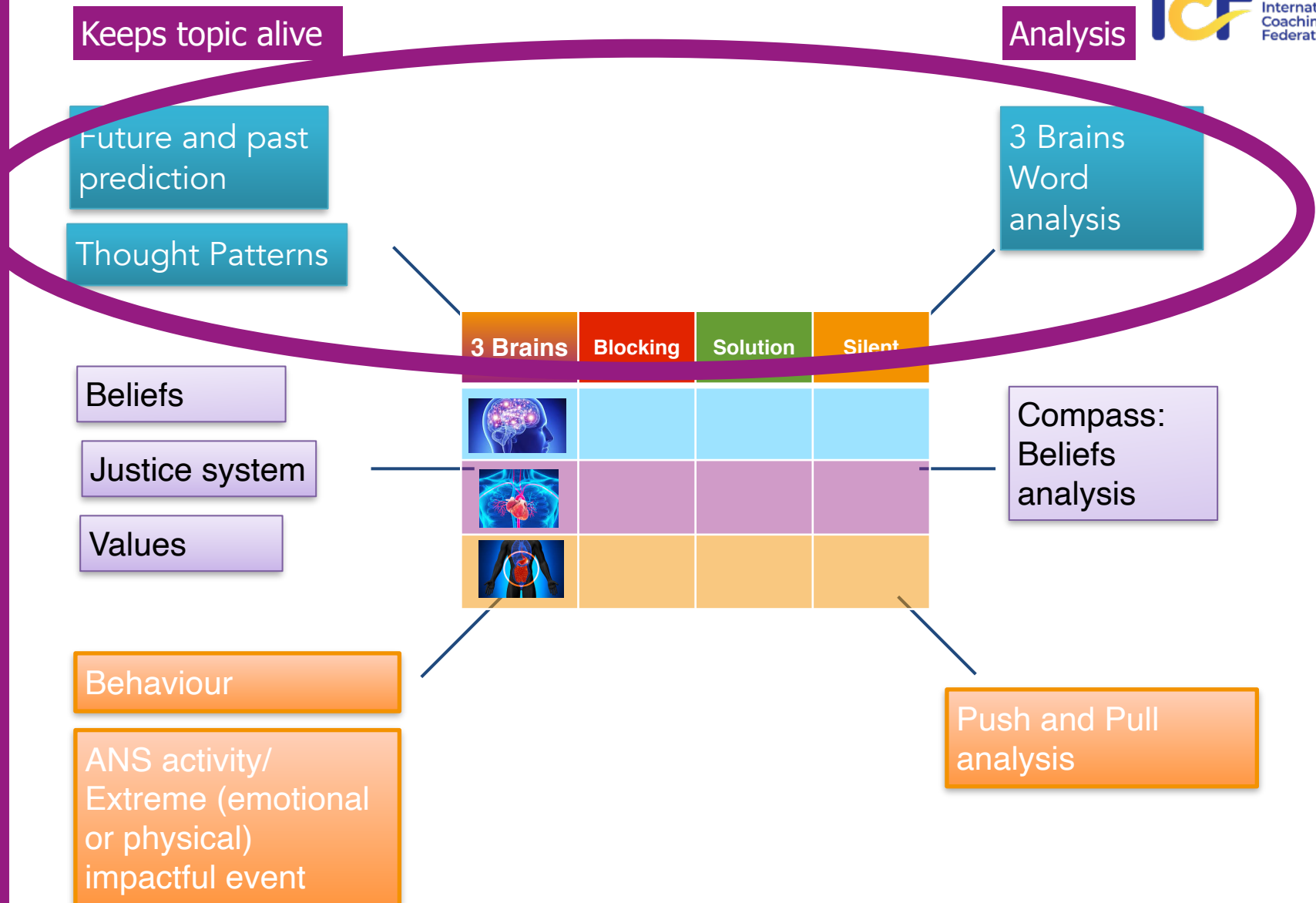
3 Brains	Blocking	Solution	Silent	OBJECTIVE
				AGREE
				AGREE
				AGREE

# How can we use language to distinguish which Brain is in charge?

- I have an issue with the landlord of my office as he is not maintaining it as we agreed on in the contract
- He is my friend so I believe I can bring it up
- I know he is not the most reasonable person and a discussion becomes always fight as he likes to win every discussion and I am not feeling good about fights

# 3 Brains and methods of analysing

3 Brains	Blocking	Solution	Silent
	Not most reasonable		
		my friend	
	discussion becomes always fight as he likes to win and I am not feeling good about fights		



# Why do we not succeed?

## How do we make decisions?

- How do You Distinguish?
  - When you can and cannot “trust your own logic”
  - When you can and cannot “trust your guts”
  - When you should and should not “follow your heart”
  - When you should and should not “follow your feelings”
- How do you decide to keep you limiting beliefs active?



# It only works when all the Brains are accessible otherwise

Decisions made by 1 or 2 Brains and not 3 will  
not last!

The brain(s) that did not agree or was silent  
will block the long lasting change

# Q&A

# A €200 gift for you



## A gift for you as participant to this ICF NeuroScience SIG webinar

- A discount of **€200** for you (now only €1.195)

## When you JOIN the 3 Brains Coach Certification Training

- When:
- 9 September - 1 October 15:00 19:00 CET or
- 7 October 29 October 17:00 - 21:00 CET or
- 21 October 5 November 09:00-13:00 CET
- 8 times 4 hours Thursday & Fridays and 30 CCEU's



## Action enrol with these links

Link: [9 September - 1 October 15:00 19:00](#)

Link: [7 October 29 October 17:00 - 21:00](#)

Link: [21 October 5 November 09:00-13:00](#)

[www.pealacademy.com](http://www.pealacademy.com)

# What will you master?

- Unique analysing techniques to pinpoint what is keeping your client stuck and what will support the solution
- Master 3 Brains language to enable an authentic truthful connection on a conscious and subconscious level
- 20 Profound and unique 3 Brains techniques for enabling long-lasting wellness and success
- Experience Transformational Self Development
- The science behind the 3 Brains—our Head, Heart and Gut—and how they work\*
- Exercises and more exercises to master the techniques and to feel/experience your wellbeing and success

**3 Brains Coach training** will help you master the skills and techniques to assist others to overcome procrastination, stress, and ineffectual decision-making approaches, in order to boost teamwork and performance.

You will receive invaluable insights and tools that you can apply to your coaching, leadership, managerial, therapeutic, even personal situations relevant to you.

# THANK YOU FOR YOUR INTEREST



## Read more?

- "The Second Brain" (Michael Gerson)
- "Trauma and Memory" (Peter Levine)
- "Science off the Heart" (Heartmath Institute Research Staff)
- "How Men and Woman Fit, Finally Understand Your Partner with the 3 Brains Theory" (Christoffel Sneijders)