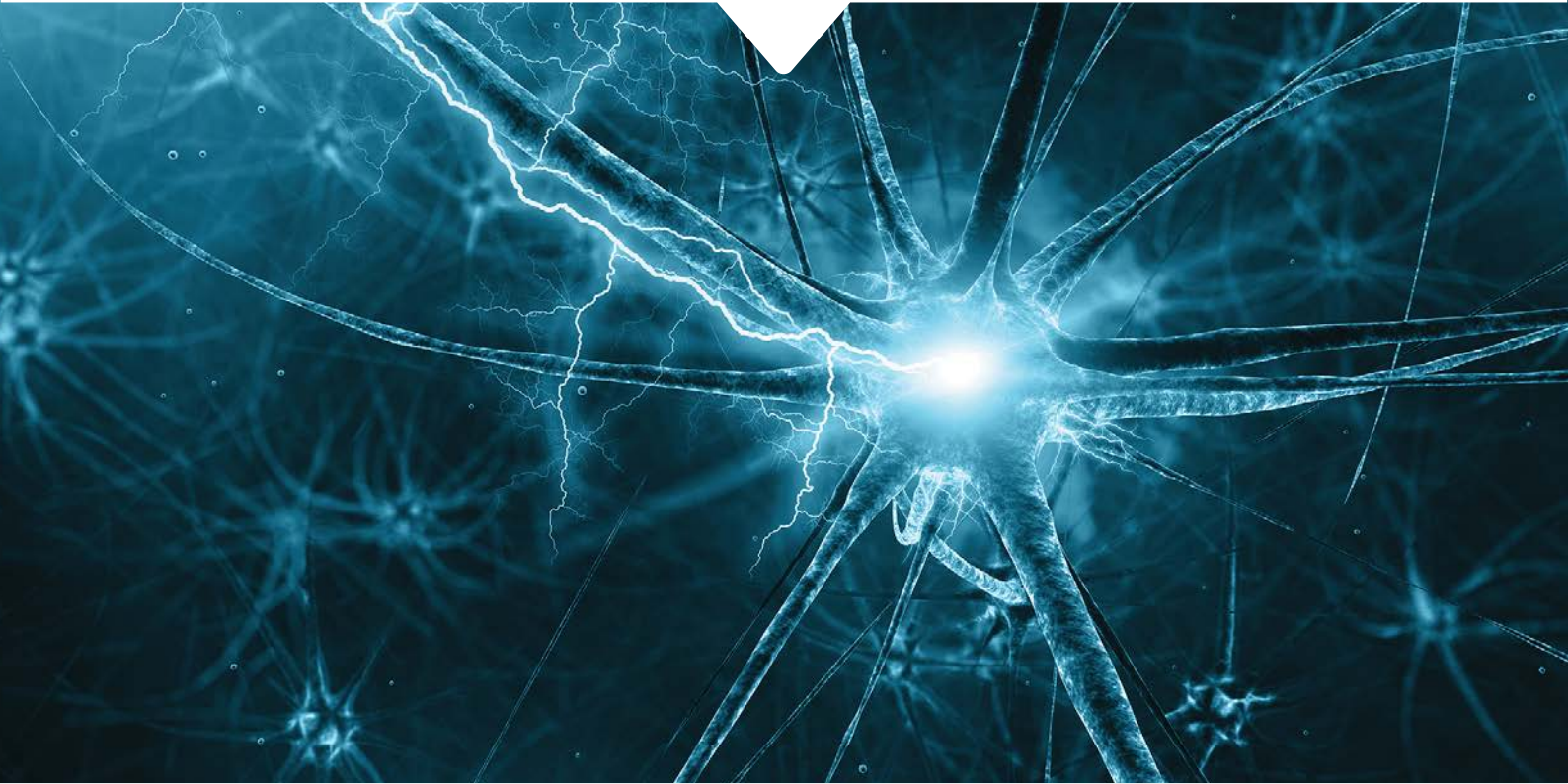




neurozone®



COACH  
CERTIFICATION  
COURSE **PROSPECTUS**



## THE COURSE

Understanding of what drives and motivates the emotional brain is an essential skill for any coach to ultimately transform individuals and the collective. We fundamentally believe that people change people, and profound insights and knowledge change people profoundly. The **Neurozone® Coach Certification Course** is designed to:

1. Equip you as a coach to understand how the brain works for high performance and confidently guide people to optimize their brain/body system to reach a state of optimal wellness and thriving;
2. Once this understanding is embedded, you will also be proficient to coach through **Neurozone® tools and products**, which is an ideal measure to repeat at various intervals in a coaching year calendar.

## THE RELEVANCE TO YOUR COACHING BUSINESS

Corporate systems challenge the biological functioning of human beings. As an example, inherently, systems operate without 'switching off', challenging professionals to remain in 'on' mode. Biological systems that remain in 'on' mode eventually burn out, leading to reduced output and disengagement. Extrinsic and intrinsic factors that continuously challenge the brain/body system include the high demands on a highly skilled and competent workforce and the intrinsic motivation of individuals that paradoxically contribute to resilience erosion and burnout.

The foundational rhythms of exercise and movement, nutrition, sleep/wake and mindfulness provide the platform for wellness and resilience. Resilience is a core capacity that sets us up for high performance. Our optimal functioning as individuals and as a collective requires understanding of what drives and motivates the emotional brain. Holistically, organizational performance is intricately dependent on resilience, self-leadership, learning capacity and innovation capacity. These four capacities are central to providing the platform for the mastery of all other skills and competencies agile organizations need for wellness, high performance and thriving.



thrive.

## DATES & FORMAT

- ✓ **Flexible time commitment:** 4-6 hours per week
- ✓ **Week 1-4:** work through online course material, punctuated with weekly check-in tutorials
- ✓ **Week 5-7:** practical application of learning in the form of a peer review session. We also guide you in how to approach the market on selling the **Neurozone®** concept and reporting.

## COURSE FEES

**R11 700** excl VAT (R13 455 incl VAT) or

**\$1 050** excl any withholding taxes/VAT

## APPLICATION QUALIFIERS & DEADLINE

In order to qualify, applicants must meet one of the following criteria:

- ✓ ICF-accreditation or equivalent
- ✓ At least 2 years of coaching / management consulting / facilitation experience

## A NEUROZONE® LENS

As a **Certified Neurozone® Coach** you will:

- ✓ Gain deep insights into the workings of the brain and how the brain/body system drives wellness, leadership, competency and skills development;
- ✓ Have the ability to coach with Neurozone® products with confidence;
- ✓ Optimize your own brain/body system for high performance;
- ✓ Receive 20 CCE's for credential renewal in the area of Resource Development (ICF).

## THE SOLUTION

The **Neurozone® System** contributes to reduction in chronic stress, builds resilience and increases overall health and wellness. Through the practical application of neuroscience, **Neurozone®** delivers effective solutions with extraordinary dividends in high performance and wellness. The methodology links neuroscience markers with human competencies. Through the practical application of current, validated and peer-reviewed neuroscience, **Neurozone®** has developed a model of brain performance for optimal wellness and thriving. It provides a holistic picture of any individual's brain performance opportunity. Studying the various drivers of brain performance, we designed a validated, analytical diagnostic for the optimization of the entire brain/body system. Individualized reports provide guidance toward greater understanding and personal transformation. The **Neurozone®** model naturally crystallizes into at least **four core competencies** for high performance and thriving. They are:



Resilience



Self-leadership



Learning Capacity



Innovation Capacity

**Neurozone®** uses three principles to provide a comprehensive neuroscience-derived solution: (1) Coaching ("people change people"), (2) Deep insights for transformation and knowledge for optimization, and (3) Comprehensive analytics.

Certified coaches are fully capable of providing value, not only through coaching sessions, but also by translating transformative insights, knowledge and understanding of the analytics-driven reports to their clients.

**Neurozone®** Reports are online, automated and interactive.

- ✓ For individuals **Neurozone®** developed the **FourCore Report**, which identifies the most important personalized behaviors leaders and team members should optimize for the four core competencies. The **FourCore Report** is ideal for personal mastery and should ideally be repeated every quarter. It is well suited for individual transformational and transactional coaching.
- ✓ Teams receive **Team Analytic Reports** that provide the most important behaviors needed for a desired outcome, for example resilience and reduction of team turnover intention. The report, which is usually repeated quarterly, is ideal for team coaching.
- ✓ Organizations can order company-wide analytics called **Heat Maps** to inform planning of human capital optimization strategies.

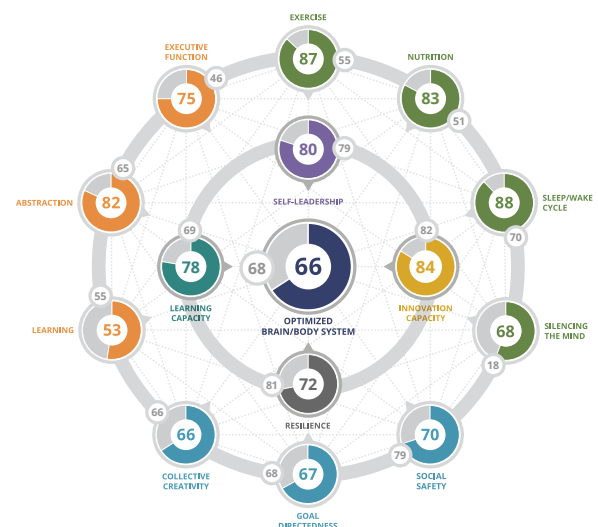
During the course you will learn how to package these reports into sensible solutions for your clients.

## MORE ABOUT THE FOURCORE REPORT

- ✓ Once the online **Brain Performance Diagnostic** is completed (this takes about 20 minutes), a **FourCore Report** is generated — an interactive document filled with personalized scores, recommendations, links to relevant science and more.
- ✓ Initial reports are followed up on a quarterly basis with a repeat report to plot improvement and new areas for development.
- ✓ These reports are sold by Neurozone® to coaches at a wholesale price and resold at a recommended retail price; a 33% margin is awarded to the coach.

## GUIDE TO BRAIN PERFORMANCE

During the course you will receive an electronic copy of the **Guide to Brain Performance** — a comprehensive 80-page guide that includes the **Neurozone®** model with detailed elaboration, cutting-edge research and the future of neuroscience. This book is a culmination of decades of research that will not only enable seamless coaching with individuals and groups, but also enrich each coach towards personal flourishing.





# COURSE OUTLINE

**NOTE:** All Zoom tutorials will be recorded and made available should some coaches be unable to join.

## 1 WEEK BEFORE COURSE STARTS:

We will send you a course road map with links to all your necessary course tools, including a link to complete your own **FourCore diagnostic**. You will need to complete this before the course commences (please note that you will receive your personal report in **WEEK 5**).

## WEEK 1:

### ZOOM TUTORIAL

We kick off the course with an online Zoom Tutorial facilitated by Dr Etienne van der Walt, CEO and founder of Neurozone®. This is an opportunity for the group to meet each other and to make sure that all next steps are clear.

### ONLINE COURSE: Neuroscience for High Performance

The course contains neuroscience-based insights through a variety of creative media, including animated videos, podcasts and our interactive 3D model of brain performance. You will require approximately 4-6 hours per week; we recommend a commitment of 45-60 minutes per day. The first week entails orientation, two seminars on Brain Basics, the Model of Brain Performance, and Thriving.

## WEEK 2:

### ZOOM TUTORIAL

Like previously, we start the week with an online Zoom tutorial facilitated by Dr Etienne van der Walt. The focus will be a synopsis of the course material, ensuring group interaction and addressing any questions.

### ONLINE COURSE: Neuroscience for High Performance

In week two, we start to focus on a deeper understanding of the 10 drivers: This week we will be looking at the first 5 drivers; Exercise and Movement, Nutrition, Sleep/Wake Cycle, Silencing the Mind and Social Safety.

## WEEK 3:

### ZOOM TUTORIAL

Same procedure as the previous week.

### ONLINE COURSE: Neuroscience for High Performance

This week we complete our understanding of the remaining 5 drivers; Goal Directedness, Collective Creativity, Learning, Abstraction and Executive Function.

## WEEK 4:

### ZOOM TUTORIAL

Same procedure as the previous week.

### ONLINE COURSE: Neuroscience for High Performance

This week we complete the online course in four seminars: 1) Chronic Stress & Brain/Body System Implosion, 2) Resilience, 3) Self-Leadership, 4) Problem Solving and Decision Making.

## WEEK 5:

### ZOOM TUTORIAL

Same procedure as the previous week.

### FOURCORE REPORT

At the start of this week, you will also receive your own FourCore Report via email. Set aside 2-3 hours to work through your own report in detail.

### ZOOM TUTORIAL: Introducing the FourCore Report

We conclude the week with a Zoom Tutorial facilitated by Dr Etienne van der Walt that explains how to interpret the FourCore Report.

### PEER-TO-PEER ROLEPLAY: FourCore Report

After the FourCore Report introduction tutorial you will be ready to approach your coach buddy for your peer review session. The intention of the peer review is to help each other become confident in coaching with the FourCore Report. For these sessions you should place yourself in the shoes of the client/coachee. For the sake of the exercise, you do not have advanced knowledge of the system and try to experience it from a neutral space. During the session think of your own clients and the typical questions they might ask. Try to role play as a typical client as much as possible. Once you have completed the session as "the client", give detailed feedback to your "coach" in a written form for submission. Comment on general confidence, knowledge of the model, answers to your questions, etc. And then reverse roles. This session can take place in person or online and should take roughly 30 minutes per person.

## WEEK 6:

### ZOOM TUTORIAL: How to sell the Neurozone® Concept

This tutorial covers the various Neurozone® offerings and how it can help evolve your business, how to market and sell the products and how to recruit new clients. In addition, details are shared on the commission structure for selling reports and how it can benefit your business's bottom line.

## WEEK 7:

### ZOOM TUTORIAL: Online Course Wrap-up

We conclude the online course with a tutorial facilitated by Dr Etienne van der Walt, an imperative session for pending questions, before the coach approaches the market with the product. Certificates will be issued during this week, subject to the following criteria:

- Online Course Completed
- Peer Review document submitted
- Formal Agreement submitted

*NOTE: Please note there will only be a grace period of 2 weeks after the course wrap-up to finalize your certification.*

## POST-COURSE SUPPORT:

### MONTHLY MASTERCLASS WEBINARS

On a monthly basis Dr Etienne van der Walt facilitates real-time evening webinars (recordings available to those who are unable to attend). Each webinar has a unique topic with some time allowed for questions and answers.

### BUSINESS SUPPORT

You can count on our support crew to assist you in incorporating the Neurozone® System into your business — from technical to science to business support.

### THE BUSINESS TOOLKIT

You will receive access to various visual templates and documents to paint a clear picture when marketing and selling the product to your clients. Please note to gain access to the Toolkit you will need a Gmail account.



neurozone®

## ABOUT NEUROZONE®

Neurozone® combines the knowledge and expertise of three rapidly evolving fields: Neuroscience, Analytics and Coaching.

Using our deep scientific knowledge and extensive analytical understanding of the Brain/Body System, we developed a Behavioral Code for High Performance that Neurozone® Certified Coaches globally use in customized solutions with individuals, teams and organizations to develop resilience and other capacities essential for high performance.

While our neuroscience and analytical experts continue to refine The Behavioral Code, we equip existing coaches with ground-breaking knowledge and insights through our short online course leading to Neurozone® certification. Certified coaches use our customized solutions with their clients for leadership development, executive wellness, team efficacy and employee wellbeing. We also provide our solutions directly to clients with relevant needs.



## DR ETIENNE VAN DER WALT

Etienne is an accomplished neurologist, cognitive neuroscientist, and authority in early childhood brain development. Etienne's 14-year career as a clinical neurologist has given him a deep understanding of the anatomy, biology and physiology of the human brain and nervous system. In more recent years, his professional and personal fascination with the remarkable discoveries coming from the various brain sciences has led him to believe in the vast potential to enhance brain performance and a state of thriving. The realization of this vision is the founding of Cape Town based Neurozone®, a neuroscience business dedicated to the application of brain science to enhance human capacity. Etienne is also the founder of AmazingBrainz, a non-profit dedicated to the design of programs for the brain stimulation of young, developing children – especially in disadvantaged communities. Etienne worked as a neurologist in South Africa, the UK, and the Netherlands, and speaks to diverse audiences of professionals, educators, and parents about the amazing human brain. Etienne is a key contributor at the annual McKinsey/Harvard think tank on advancing adult learning.

