

OPEN MIND MANAGEMENT®

REAL TIME

COACHING

principles of OMM® Real-Time Coaching

FALLING BACK INTO PREFERRED BEHAVIOUR

For instance: a project manager gets a mid-year review and is recommended to do a time management course, since 'he is all over the place' with too much to do without finishing anything. Based on this behavioural script it is fair to say he has the drivers "please someone else" and "try hard". So, he has a radar for picking up other people's problems. Naturally, he will (physically) leave his door open so there is no barrier for people to approach him. Of course, he doesn't manage to walk into the office to his own cubicle without being approached by colleagues about their needs. Giving him a time management course will temporarily do the job. But since he doesn't "own" his deeper drivers, in the long run he'll fall back into his preferred behaviour.

THE 3 PRINCIPLES OF OMM[©] REAL-TIME COACHING

1

OWNING YOUR OWN BEHAVIOUR

The number one OMM[©] principle is that people should take ownership of their own behaviour, in Real-Time Coaching you look at your own behavioural script. How have you been conditioned to behave. A script is neither right nor wrong, it is based on early experiences during one's upbringing. It is not about having to change. It is about knowing the limitations of your behavioural script and creating more behavioural menus.

2

AUTHENTICITY

Authenticity doesn't mean you and your conditioning. It means you have access to the full behavioural spectrum. You can decide what you want to do instead of reacting. To be authentic you need to have free access to the full behavioural menu.

3

ACCOUNTABILITY

Only when you 'own your own behaviour', you can be authentic which means you do not need to evade accountability. Shaming and blaming isn't interesting but owning your decision and learning from it, is. This only works if you oversee the consequences of this behavioural choice.

ARE YOU LOOKING FOR
A COACH TOOL
TO WORK ON A
CHANGE
IN BEHAVIOUR?
WITH A PROVEN
LONG-TERM EFFECT?

THEN OMM[©]
REAL-TIME
COACHING
IS FOR **YOU**

During a 5-step path with a clear beginning and end, you will work on your issue in real-time. In addition to periodic face-to-face sessions, you will be supported 24/7 by your own coach through your personal and interactive coach app, which implies that at any time during your learning curve you can immediately initiate consciousness raising and new behaviour. An important condition to kick off your personal development and actual implementation of a lasting change. With your personal 'detox app' you will work on a behavioural breakthrough.

The path follows some five steps. Within these steps, however, a tailored solution is provided to perfectly fit into your own process and development issue. This takes place through a mix of methods and techniques during conversations and working with tailored tasks in the coach app.



OMM[©] REAL-TIME MANAGEMENT COACHING

BEHAVIOUR
CAN ONLY BE
CHANGED
IN THE MOMENT

OVER THE PAST 8 YEARS
100% OF OUR COACHEES
SAY THEY HAVE EXPERIENCED
A LONG-TERM EFFECT
IN TERMS OF THEIR
THINKING
AND BEHAVIOUR

(SOURCE: RESPONDENTEN COACHONDERZOEK 2013)

1

INTAKE

The focus of the coachee is determined and fine-tuned with the client/organisational context.

2

CONSCIOUSNESS RAISING

During personal sessions, together with your coach, you will identify your behavioural patterns and scripts. In addition you will search for triggers that activate undesirable behaviour in your daily routine. You will start by working on the coach app to monitor your patterns.

3

DE-ENERGIZING OLD BEHAVIOUR

During personal sessions you will work with subconscious processes to make space for new behaviour. Through this you will break through bad clusters, emotional sabotaging mechanisms in your brain and will make sure that space is made for reaching your coaching target. You will continue to work with the coach app.



PERSONAL AND INTERACTIVE COACH APP

The coachee records their behaviour. The coach is able to monitor this and respond immediately (IN REAL-TIME), which supports both consciousness raising and conditioning of new behaviour. The coach app provides insight and speeds up the coaching process. In addition you will have a better picture of efforts and progress made.

4 TRANSFORMATION

During personal sessions the focus will be on mastering new behaviour. All acquired insight and developments eventually have to turn into natural behaviour. You will use the app to practice with new behaviour.

5 AFTERCARE

After completing your Real-Time Coaching course, you will have a further two-month access to your personal coach app to measure your development steps and progress. This stage of self-coaching is important to ensure that new behaviour sinks in.

In total you'll have one intake session and 6 to 8 one to one sessions in 3 months.

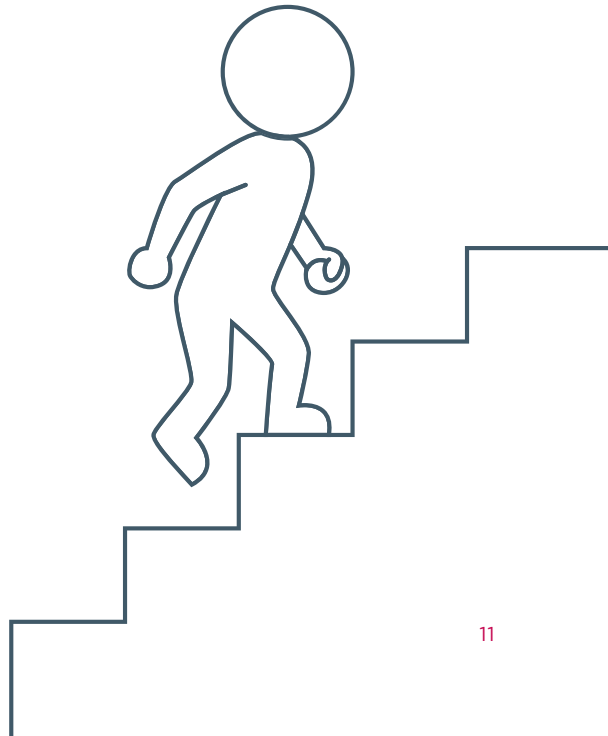
THE COACHES AND THEIR TECHNIQUES:

During Real-Time Management coaching you are supported by coaches with many years of experience and training in various areas. Over the length of your course they will deploy knowledge and a mix of techniques based on:

- ▷ Psychology
- ▷ Neuroscience and brain function
- ▷ Organisation science
- ▷ Behavioural analysis (MBTI, Insights Discovery)
- ▷ Transactional Analysis (TA)
- ▷ Progressive Mental Alignment (PMA)
- ▷ Personal coach app, for new behaviour

THE BENEFITS OF REAL-TIME MANAGEMENT COACHING FOR YOU:

- Coach available 24/7
- Effort and progress is continuously measurable and clarified
- Diversity of techniques with proven long-term effect
- Working on your specific coaching targets with a well-defined path
- Results within 3 months





IF YOU REALLY WANT
TO KNOW MORE:
WELCOME
TO THE EXTRA'S



COACHING

3

BRAINS

COACHING IS
DETECTING
A MIX
OF COGNITIVE
AND NON COGNITIVE
TRIGGERS
AND **REINSTALLING** THEM



Coaching increases the ability to communicate. In this context it makes sense to look at neurosciences, since how do we actually communicate? How do we learn, how do we change?

Fortunately all these processes seem to come from the same gearbox in the brain. Those who know what and why they will learn something, increase their ability to learn by 60%, which is why we will first examine how the brain works.



THE BRAIN CONTAINS THREE COMPARTMENTS

THE BRAIN CONTAINS THREE PARTS. YOU COULD CALL THEM NEIGHBOURS. THE THREE OF THEM ARE ON WATCH FOR DIFFERENT TASKS. THEIR COLLABORATION, OR **INTERNAL DIALOGUE**, IS NOT ALWAYS FLAWLESS. NEVERTHELESS, THEY WILL HAVE TO SURRENDER TO EACH OTHER IN THEIR JOINT AMBITION TO LEAD THE OWNER THROUGH LIFE.

LET'S HAVE A CLOSER LOOK AND GET AN INSIDE INTO WHY FOR INSTANCE IT'S SO HARD TO EAT LESS...



THE REPTILE BRAIN:

DO I SMELL A DINO? RUN!

The first brain is the oldest. It was the first brain human beings were equipped with, 250 million years ago. It is called the reptile brain and it reacts only to sensory stimuli. All of its experiences are being stalled in some sort of a Google. This Google delivers its reaction, which is purely based on survival. Do I smell a dino? Run! Does the ground beneath your feet shake? Cover yourself!

Survival is the only thing that counts for the reptile brain. No matter how. As long as you are there, you are in the league of winners. So even when you suffered severe pains during an attempt to survive, you will just do it again if this suffering resulted in survival.

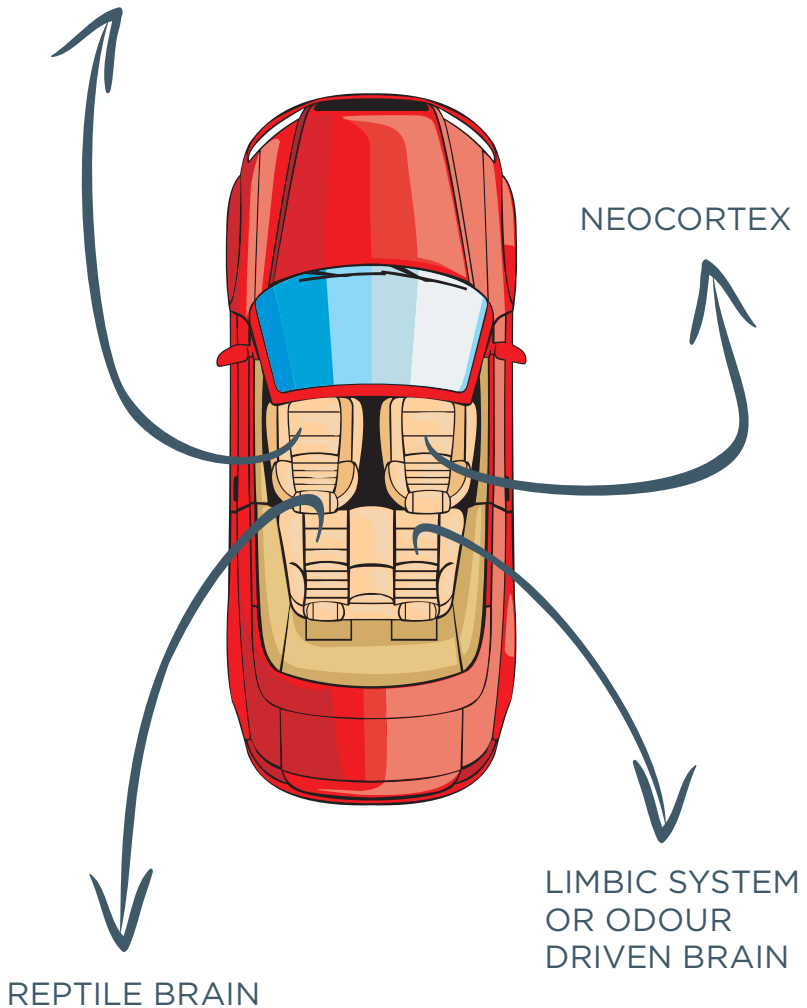
The reptile brain hates change, because it is not able to react to this: its Google has no data for something new. Also, it prefers to stay in a mass public. That is the ultimate form of safety. Preferably, the mass is one of equals, because there is nothing to fear from equals. Everything that is deviant however is life threatening. And that is what you will have to fight.

The principle behind it is purely the instinct of survival. It is one of the oldest drivers we know. Our Google simply does not have a response to anything new. It doesn't like anything 'new' simply because there's no proven reaction stored.

EAT WHENEVER YOU CAN AND ...

The reptile brain knows two vital commands it will obey as much as possible. The first one is to eat whenever possible. 250 million years ago this was useful because you never knew when the next

ARE YOU TAKING
COMMANDS OR
ARE YOU IN THE
DRIVER'S SEAT?



buffalo would pass by. Today however, there is even an application telling our children where to find the next McDonald's. A large part of western civilisation lacks scarcity, which will make any action against obesitas very difficult. Would a publicity campaign really defeat an ancient command?

... MOVE AS LITTLE AS POSSIBLE

The second command is not to move as long as there is no necessity to do so. Save all energy in your body until the moment you need it for survival. In large parts of the world the urgency of this command no longer exists. For one of our predecessors, who did not have a house, warm clothing or a bed, not having to move was the ultimate form of luxury. Today, the reverse is true: having time for physical exercise means you are well off. Yet, the tendency not to do it, remains. Just think of all the so called members of fitness centres. In the business they are being called donors.

If it's up to this part of your brain you'll eat because you can, not because you are hungry. Hence the chocolates and cookies for the grab at the checkout in the gas station and supermarket.

- Register for a day how often you eat because you can.





THE LIMBIC BRAIN: EMOTIONS AND HIERARCHY ARE DECISIVE FOR YOUR RANKING

The limbic brain is the second part of our brain. It arose by the time mammals began to rule the world instead of dinosaurs. They acknowledged the importance of reproduction and started to live in tribes. Protecting reproduction is the main theme in this part of the brain. Living in a tribe was one of the methods, because people are safe in a mass. Safety is especially important because newly born are not fit to protect themselves yet.

Hierarchy and emotions are introduced by the limbic brain. In this respect the relationship between the two is interesting. Hierarchy will only work when someone is prepared to accept the domination of someone else. If the subject gives the dominator the middle finger, hierarchy, or social ordering, does not work.

It is quite well thinkable that **EMOTIONS** (feelings of dependency or less romantic: an emotional bank account) play an important role in maintaining hierarchy. Hierarchical relations after all can only exist if all parties concerned accept them. When does one accept the dominance of the other? It can be based on fear or on respect. What remains, is an emotional attachment. This is not necessarily a very deep one. It can vary from paying the mortgage up to being eager to work for someone.

However, when there is a crisis, it must be clear who is capable of switching off the fan in order to prevent worse. In a tribal community of mammals with a limbic brain hierarchy and emotions make sure the community will survive. In times of safety it must already be clear who is highest in rank in quiet times. In a crisis there is no time to find out who is supposed to take action. In terms of tribes: when under attack, there is no time to decide who is the leader. There must be a clear structure of command. In today's structures, like the army and the police, this explains all stars and stripes on uniforms.

THE GROUP NEEDS TO SURVIVE

In short, the limbic brain is a considerable step forward in the evolution. The group has to survive and that is why we accept a leader. Safety for the group is the dominant principle. Short term quarrels and incidents are nothing more than a confirmation of the hierarchy. As a matter of fact, this is the basis for team building.

MANS applies these insights in its consultancy. When working for a multinational organisation, it advocates to let colleagues who work together in a team from over the world to physically meet each other. Once the colleagues have met, this changes the chemical processes in the bodies of team members.



The reptile brain and the limbic brain gain knowledge by repetition. Because they lack language, all knowledge is being fixed in the senses. Just notice how far away we have drifted from this principle, since we have developed the neocortex.

The limbic system is also called the odour driven brain. Because it's very

important for the survival of a tribe to be alert in the here and now, smell played a major part. Odour influences all kind of physiological processes. So back to the example: you've just had breakfast. This morning you go shopping with a friend, you enter the mall and smell cinnamon and melted sugar. Before you know it, you're having coffee with a cinnamon bun because it smelled so nice!

- Register for a day how often you eat:
 - because you can
 - because it smelled nice



HONEY, WHERE ARE THE KEYS?

The limbic system is also very good at retrieving something you have lost. The point is to trust on it. Have you lost your keys, take some time and trust your limbic system. In a minute, the place where you lost them, will return in your mind. So do not yell at your partner, for you know it yourself.





NEOCORTEX, THE NEW KID ON THE BLOCK

The neocortex is the new kid on the block. If the reptile brain represents a lifetime, the neocortex is just a four year old. The funny thing is that we immediately apply what we can accomplish with our neocortex. It is the only part of our brain that is capable of language. And just because we have developed this new trick, we cannot stop applying it. But being honest, ever since humans are capable of language, they have started to really mess things up. We have only seen greater wars since we have language in our menu. People have grown more and more vicious against each other since we have language, or since we are capable of 'reasoning'.

Wars have become larger and larger, people have become extremely violent against each other. Apparently, people do not control their new toy. It has not been fully integrated yet with our other bodily functions. The three parts of our brain do communicate continuously with each other. The first two parts of your brain cause your craving for some chocolate: your need for sugar and fat that help you survive. These two brains also enable you to remember in the middle of the night that this last piece of chocolate is in the left drawer in the kitchen.

ONLY THE NEOCORTEX CAUSES PEOPLE TO WANT TO BE DIFFERENT

A very distinguishing difference between the three parts of the brain is that the first two want to be absorbed in the mass. As long as you are not being noticed, you are safe. The neocortex however pushes people to accentuate the uniqueness of one's personality. It is questionable whether we should be happy with this capability. It also makes us the only species that can ponder on our mistakes in the past and worry about the future.

APPARENTLY,
OUR REPTILE
AND LIMBIC
BRAINS
ALSO SPEAK,
BUT WITHOUT
WORDS

Moreover, the brain can confuse us. Just think of the discussion whether people have a free will. If this is the case, you would expect this to be part of the neocortex. However, professor John Dylan published a remarkable experiment. He connected a neuro scanner to a number of guinea pigs and asked them to choose freely whether to use their left or right hand for a certain action. The neuroscanner showed that the brain decides six seconds before the actual rational decision what to do. Just imagine a goal keeper trying to stop a penalty, using this capability. Apparently, the neocortex is capable of providing us with a justification for what our reptile and limbic brain have predestinated. So people need to appreciate that they can make up a story that appears to be right in hindsight.

During a coaching trajectory, the coach constantly has to unravel which part of the brain predominates because this is decisive for the approach the coach will choose. These considerations are very important for MANS' coaches. After all, the coachee has to learn to understand why s/he is doing what s/he is doing. Just think of the internal dialogue about chocolate. What part of the brain predominated when you decided that you had the 'right' to that piece of chocolate? If a coachee is aware of that, s/he can discover how to change it.

Another example. Say, you want to lose weight because you overweight 20 kilos. In that case, it is useless to make an inventory of what you are eating every day. You should investigate why you are eating in the first place. This is practically always caused by incidents in the past. So, discover which part of the brain tells you to eat. Is it about survival (reptile and limbic), or is it about compensating losses, grief, or any other emotion stemming from the neocortex. If you have figured out what is causing your 'eating disorder', then you can decide what to do with it.

You will probably say that you eat on a rational basis. But if you fail to do so once in a while, then it is advisable to fully enjoy the intense pleasure that accompany the satisfaction of the needs from the reptile and limbic brain. If you don't, you will be left with a feeling of guilt.

The point is whether you are prepared to take ownership over your behaviour. Accept that you make mistakes and 'enjoy' the consequences, whether negative or positive. You should even accept that you will nag about making the mistake. Having done that, continue what you set out to do. But avoid being too normative.

During the first eighteen years of your life the brain writes a life script, telling you how to live your life, based on our experiences during childhood. This script is heavily influenced by what the reptile and limbic parts of the brain teach you, next to what the neocortex writes in words. By repeating a certain action thirty times, a physical pattern nestles in the brain. Neurons connect and form a string. This string becomes stronger as the action is being repeated over and over. This is how behaviour arises. This behaviour can be not wanting to stand out in a crowd. If you have been told constantly that your opinion is uninteresting, you are very likely to become very shy and withdrawn later on in life. An entire palette of other parts of the brain is operating simultaneously. What you smell, hear, see in these circumstances, all become part of your behavioural script.

COACHING ACCORDING TO OMM®
IS THE INTEGRAL APPROACH OF HOW
THE BRAIN IS STEERING BEHAVIOUR.
MANS DARES TO STATE THAT IT IS
UNIQUE WITH THIS APPROACH.



CALL US

The logo for Open Mind Management features a stylized grey 'C' above the words 'open' and 'mind' in a lowercase, sans-serif font. Below this, the word 'MANAGEMENT' is written in a smaller, all-caps, sans-serif font.

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