From Insight to Integration: The Neuroscience of Sustainable Change

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Why This Matters

- Coaching works best when clients are open, hopeful, and connected to meaning
- Change is easier when aligned with identity —not force or willpower




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Sustainable
change starts with
vision, not goals



The Ideal Self – The Foundation of Change

Hope, Purpose, Identity

Pull, Not Push

Ideal Self

Who do I want to be?



Ought Self

Who am I supposed to be?



TWO EMOTIONAL ATTRACTORS

- PEA (Positive Emotional Attractor):

  Vision, Hope, Openness

- NEA (Negative Emotional Attractor):

  Pressure, Evaluation, Urgency

- We need both - but the order matters

Two Fuels for Change

How the Brain Powers Transformation

	PEA (Clean Fuel)
Brain Network	Default Mode Network (Vision, Meaning)
Nervous System	Parasympathetic (Calm, Renewal)
Experience	Hope, Openness, Creativity
Energy Impact	Sustains energy, fuels implementation

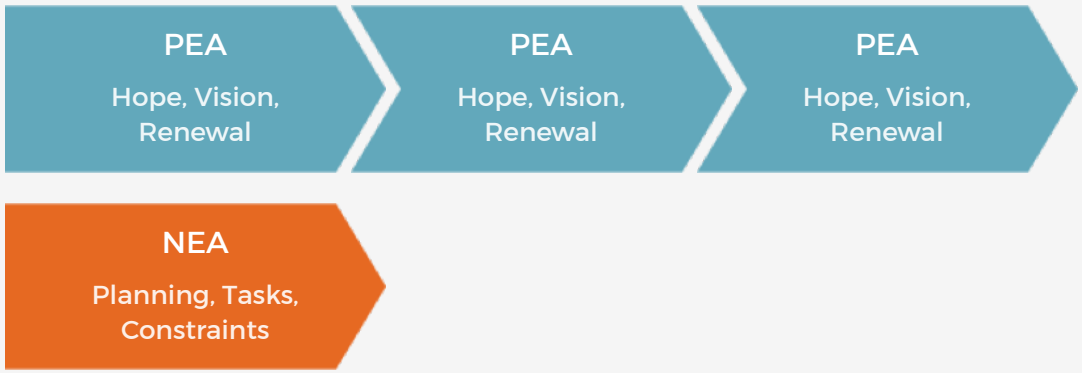
Two Fuels for Change

How the Brain Powers Transformation

	PEA (Clean Fuel)	NEA (Dirty Fuel)
Brain Network	Default Mode Network (Vision, Meaning)	Task Positive Network (Focus, Tasks)
Nervous System	Parasympathetic (Calm, Renewal)	Sympathetic (Stress, Mobilization)
Experience	Hope, Openness, Creativity	Pressure, Deadlines, Drudgery
Energy Impact	Sustains energy, fuels implementation	Burns energy quickly, depletes reserves

Three moments of vision and hope for every one moment of planning and problem-solving

Richard Boyatzis, Intentional Change Theory



The Coaching Rhythm



Hope first, strategy second

What We'll Explore



1. Embodied Practice
2. Toggle Practice
3. Learning vs Performance Goals
4. Integration & Reflection



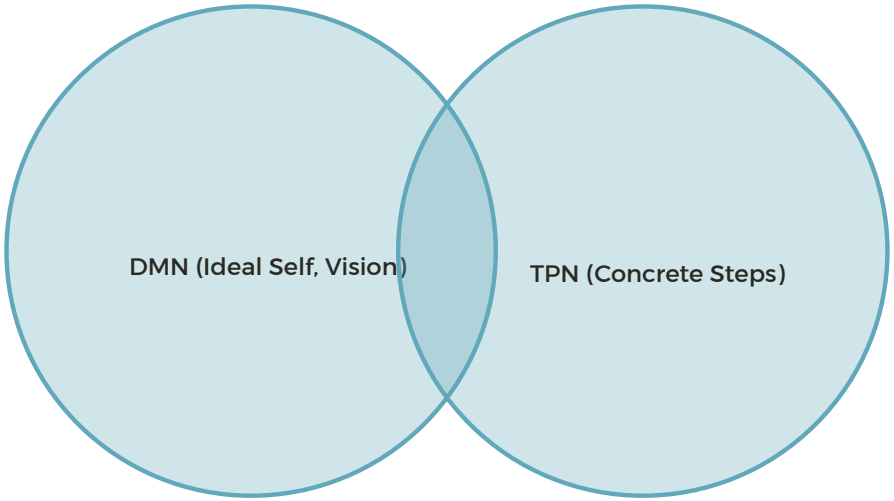
Why We Drop Into the Body

- Emotional states show up in the nervous system
- NEA contracts --> PEA opens
- No right way to notice
- Awareness builds "change" capacity

NEA vs. PEA States

1. NEA State
   - I should already ...
   - They expect me to ...
2. PEA STATE
   - I want to be the kind of coach who ...
3. What did you notice?

Vision (Ideal Self) --> Action



1️⃣ **Ideal Self (10 min)**
"If nothing were in your way, who would you most want to become?"

2️⃣ **One Honouring Action (4 min)**
"What is one small action that would honour that vision?"

3️⃣ **Return to Meaning (2 min)**
"What feels most meaningful or alive right now?"

 Performance Goals = Pressure

 Learning Goals = Curiosity & Openness

Rewrite one performance goal into a learning goal.

Final Reflection

- What surprised you about your state shifts?
- What will you try in your next coaching session?

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Key Takeaways
From Insight to Integration

✓ The ideal self is the brain's north star for change
✓ The PEA fuels creativity, learning, and follow-through
✓ Identity creates sustainable motivation
✓ The coaches own state amplifies or diminishes all of the above.