

What You Can Say About Coaching From a Neuroscience Perspective

Objection/Comment	What You Can Say
How can you claim coaching really works? Isn't it just a crutch for people who can't deal with life on their own? ~OR~ I'm not sure coaching will work for me.	Coaching helps create positive new neural pathways, which leads to lasting, sustainable change. This means that coaching builds capacity, rather than dependency. And research shows that anyone can change their brain with focused effort.
Why are you asking me all of these questions? Can't you just tell me what to do?	As opposed to giving advice, coaching and being "coach-like" tends to put people in a state where their brains are more open to learning, visioning, growth and positive change.
I can see where coaching might make someone feel better, but how does it help with success?	Coaching helps build crucial connections between various parts of the brain, which helps the brain increase in focus and clarity, as well as make more effective decisions and recover from stress.
I am under so much stress, I just don't have time for coaching.	The tools of professional coaching have been scientifically proven to reduce stress, which leads to more sophisticated thinking, emotional intelligence, empathy and creativity.
Why are you asking me questions about my body? What does that have to do with anything?	Our brain is not just in our head. We have neurons in our heart and gut, and every part of our nervous system actually participates in processing information. When we only deal with "head" stuff we miss major aspects of your actual intelligence and insight.
I want to focus on getting things done, I don't want to look at vision, values etc.	We have two networks in our brain, one that focuses on moving things forward, and one that focuses on our motivations and deeper meaning. Generally only one can operate at a time, which means as well as doing, we need to explore more deeply or we risk losing the why of it all.
I'm not comfortable doing _____.	Coaching is all about creating new neural pathways, and the best way to do this is to step outside your comfort zone, try and fail, and be willing to experiment. If you can have fun, so much the better, it relaxes the brain and makes change easier.
Why do we have to focus on feelings so much? What difference does it make how I feel?	All true learning has an emotional base. Emotion signals our brain that something is relevant and important. Without an emotional connection it is much less likely we will be able to either remember or change.