



ICI Standards & Curriculum for

ICI accredited training:

“Neuro-Coaching Skills Training applied to Coaching, ICI”

“Neuro-Coaching Skills Training applied to Coaching, ICI” is accredited by the ICI. The ICI member Institute: EmpowerMind with the “Coach Master Trainer, ICI”: Jørgen Svenstrup, Mitzi Svenstrup and Klaus Dahl Tindborg, who developed the curriculum, have the right to conduct and seal the certificates of this training with an ICI seal. If you have any questions, please contact them directly.

Duration & procedure of the training of the 64 hours/8 days: "Neuro-Coaching Skills Training applied to Coaching, ICI"

- a minimum of 64 hours (not academic hours) of face to face training in a minimum of 8 days
- the participants need to follow all training days, do all tasks,
- facilitate 20 hours of neuro training in team- and individual context
- produce and present an innovative mental neuro program (soundfile)
- write a paper reflecting on the use of neuro training techniques in the coaching praxis.

Training content of: "Neuro-Coaching Skills Training applied to Coaching, ICI"

Module I

Day 1 and 2

- The framework for the course
- Rapport - Icebreaker
- Why neuro skills training
- Brain / thoughts / feelings
- About the 9 Steps to change
- About goals, specific measurable
- Short intro about what neuro training comes from and what it is
- Neuro Training. The history and ingredients
- About the difference between mindfulness and mental training
- About the benefits
- About documented effect
- About the 3 strategies: acceptance, emptiness, control
- Phase 1. physical relaxation
- About the phases in neuro training
- About physical relaxation
- Reflection on relaxation so far
- Mental processes
- Placebo and faith
- Thoughts influence emotions
- Law of focus



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- The research phases
- Relaxation
- Self images
- Destination Image
- Troubleshooting
- Strength
- + induction + languages

Module II

Day 3 and 4

- Reflections
- Morning Training
- Goal charts
- Mental Relaxation
- About goals with principles
- About visualization
- About making movies
- Create your own storyboard
- Goal charts
- Tell stories in pictures
- Visualization
- When do we do it?
- The theoretical foundation (PP, Placebo, enhanced placebo)
- About hypnosis as a tool and the active elements.

Module III

Day 5 and 6

- Reflections
- Morning Training
- Welfare Accounting and self-esteem
- Ideomotoric training
- Other applications: joy, focus, etc.
- Create own programs from welfare accounts
- Quick inductions
- About stress (history, Involve, theme, exercise)
- About flow model
- Brainwaves
- About tests and effect
- About the Rapport and confidence
- Alternative inductions
- Focus on finger lift
- Alert hypnosis
- Deepening techniques
- About hypnosis therapy + demo and exercises



Module IV

Day 7 and 8

- Reflections
- Morning Training
- Individual and team training
- Certification process
- Evening Training
- From here to complete course
- Final Evaluation
- Certification

Core competencies

- The ability of using neuro training techniques in the coaching session when relevant
- Using induction-techniques
- Using deepening-techniques
- Using suggestions and post hypnotic suggestions
- Management of spontaneous regression
- Facilitation of teams vs individuals
- Using specific and unspecific suggestions
- Distinguish between using hypnosis and enhanced association.
- Ethics around the use of hypnosis in coaching
- Knowledge of relevant brain processes
- Knowledge of difference and similarities between Neuro Coaching and hypnotherapy
- Facilitating idiodynamic stimulus
- Creating individual self-hypnosis programs for future use

And higher level of skills in various of the core coach competencies, especially:

- Creating confidence and rapport
- Calibrate coachee
- Paraphrasing – summarizing
- Using authority ethically
- Knowledge of thought and emotions
- Using metaphors
- Using visualisation-techniques

The framework of Neuro Linguistic programming, the Integrated mental training model (Uhnestål and Milton Erickson) are used as additional methodology.



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What are the benefits of Certification?

Learn to exploit the brain's potential through Neuro Coaching

Mental training or neuro skills training is a recognized research-based form of training where you through neural training learn to utilize the brain's potential to help you or others perform optimally. At the same time, a higher level of awareness is achieved with what thoughts control you or others.

On the ICI Neuro Coaching Skills training you learn to apply neuro training in your coaching practice. You learn induction and suggestion techniques and experience through practical experience, exercise and theory how to help your focus people achieve what they want. In addition, you are trained to convey the mental training material to individuals and teams.

Addressed to:

The Neuro-Coaching Skills Training is a training for certified coaches that enables the participants to facilitate and train individuals and teams in an evidence based mental training process using self-hypnosis as accelerator.

For general orientation about certificates please see the “ICI Certification Guidelines”

For the ICI member Institute EmpowerMind, please see:

<https://www.coaching-institutes.net/empowermind>