

THE PROSPECTUS

School of
NeuChem
Coaching



Maria Paviour's Story - How it all began...

I've always loved the mystery and power of the brain so naturally, I studied psychology and biology at University. At a time when I was struggling with the death of my beloved Grandad, I didn't realise how damaging being emotionally "controlled" was to me.

My career got off to a flying start, I was a board director before I was thirty; won a number of awards and published a book. I had three beautiful children and a happy family life.

Then one day in 2004, I had a severe concussion that went wrong. I suffered debilitating migraines, lost speech and mobility. My brain would intermittently and completely "shut down". My life seemed to have come to a full stop. I could see no way forward.

I was in my personal hell - I was unable to do the things I loved: thinking, writing, analysing, working. My Neuropsychologist told me it would take 5 years to get back to normal life. I couldn't accept this. Willpower was not getting me anywhere.

Day by day I lay in bed in the dark writing a novel in my head by imagining it like a film. I devised ways to extend my thinking. I was determined to get back to work.

After 2 years I became Business Manager at a Medical Practice. The NHS was failing at mental health, but I knew its importance to my recovery - so I was on a mission. In one year, patient satisfaction increased from 17% to 67%. I became a "guru"; the University and the PCT adopted my models as "best practice"; QOF assessors called my work "gold standard". Despite my brain injury, I was happy, energised and really felt alive.

It is difficult to believe anyone would oppose wellbeing for others. However, sadly, it was true. One rotten apple can spoil the barrel. One personality disorder can poison the team.

My work exposed malpractice and a doctor who preyed on the disempowered. The senior GP and I were forced to become whistle-blowers; we experienced extreme bullying and were literally locked out. For 2 years I fought for patient safety - but with no support.





After 2 years of legal cases, I realised I had suffered not one but two separate traumas: one physical and one emotional; but I'd been trying to cognitively change the world around me. I was unwittingly imprisoned by my emotions.

And then something really bad happened. Someone I loved very dearly had a breakdown revealing a hidden, life long, mental health condition. This had a catastrophic impact on my life and my children's lives. Initially, I felt grief and numb.

I had a choice - either crawl away or dig deep. If I was to make it I would have to fully awaken my emotional barometer. I would have to create a new survival code.

It was only when I experienced this first hand that I really understood the importance of the techniques I used with my clients, and how vital it was to enable everyone to benefit from this. And now I won't rest until the world is healed through this method.

So, for a year I carried out a structured analysis of my coaching approach and created the blueprint for NeuChem® Coaching. I cannot get enough of how much this process is changing people's lives for the better and I've never had more fun learning about the brain as I do now.

This is my story, but we all have stories. We are all forced to face ourselves at some point. How we are equipped to face these decisions is what enables us to change, adapt and survive. NeuChem® Coaching demystifies the brain and provides the rapid, non-invasive and powerful means to do this. I look forward to meeting you soon,

Maria Paviour

B.Ed(hons), Registered Occupational Psychologist
Principal Practitioner Member ABP, MISMA, Assoc CIPD



NEW HORIZONS

Well Being Coaching Using
Neuroscience

At the NeuChem® School of Coaching, we work through organisations to support and improve personal wellbeing. Our ideal student candidates will want to be part of that mission: using higher levels of happiness to increase organisational profitability. You will want to enhance your current capabilities and will recognise – and benefit from – the value that accredited, licensed qualifications will offer you. Looking for a fresh, exciting challenge, you embrace new learning.



Left: Dorothy Vaughan sits with Leslie Hunter and Vivian Adair.
Right: Mary Jackson, Mathematician and aeronautical engineer.

The scientists known as 'human computers' were instrumental to the success of many NASA programs.



We continue to grow a “family” or community of Practitioner Partners whom we support and develop – and we’d love you to be part of that. We enable our partners to promote, deliver, and develop client relationships - relationships that will make a real difference to real peoples’ lives.

Our vision is to cultivate a global network of likeminded, passionate and effective super-coaches.

These coaches are the catalysts of organisational culture change, helping leaders co-create an emotional environment which promotes happiness and wellbeing. Together we supercharge organisational success. We support individuals to give them the resilience to deal with the many traumas and tragedies that life may bring, equip them with the resources to supercharge their personal performance and open their brain pathways to enable joyful living.



Above: Christine Darden, NASA 'Human Computer' and subsequent trailblazer for female engineers in aeronautics.



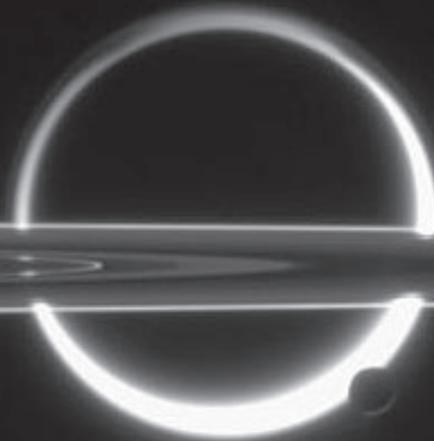
What is NeuChem® Coaching?

The rapid, non-invasive solution to performance & mental health.
NeuChem® Coaching works by doing the easiest things first...

You will learn how to help people to change their thinking – without having to think about it; without willpower; without invasive processes that open up painful old wounds; without time-consuming “talking” therapy. Clients will never have to re-live a painful experience again in order to understand it, deal with it and change their behavioural patterns. Instead, we enable people to change their thinking and behaviours and increase their wellbeing and performance with the **NeuChem® three stage process...**

I attended the NeuChem® Coaching training with Maria. This course was excellent and will certainly be life changing for me. Was worth the time, travel and cost in spades. Cannot recommend it enough.

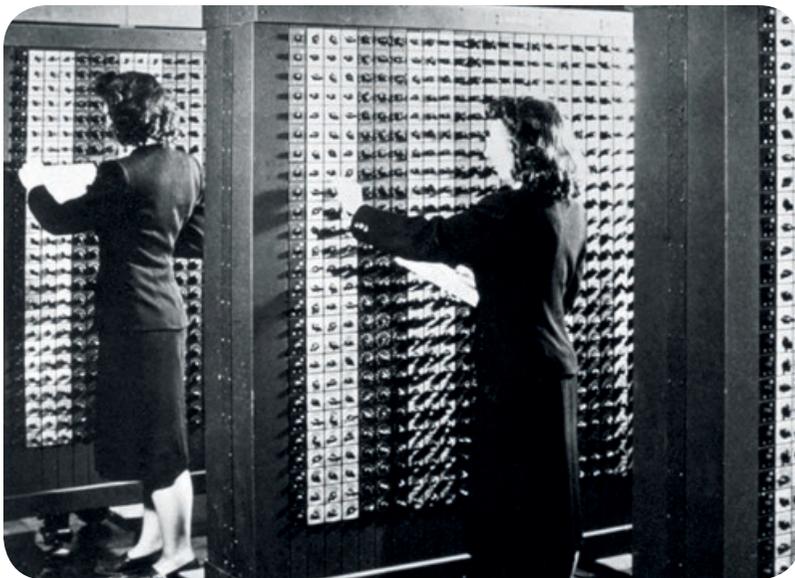
Tracy Boylin, MCIPD



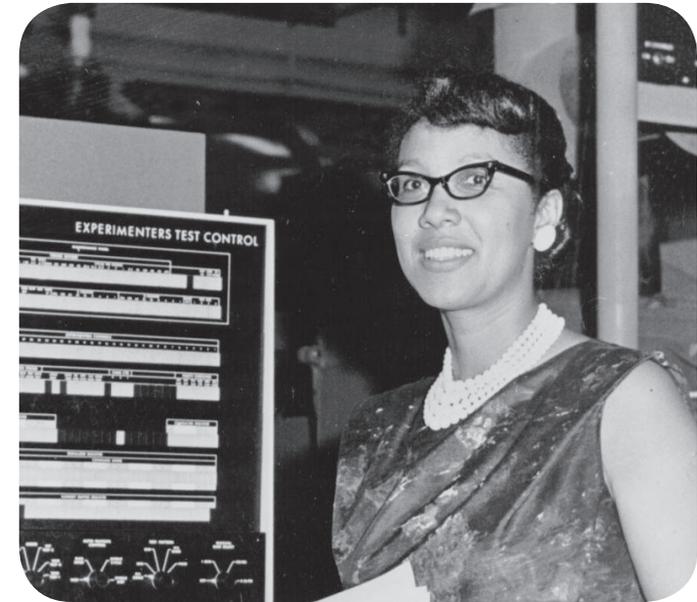
1) Changing brain & body chemistry – coaching a range of physiological processes that work almost immediately; removing anxiety or stress & increasing confidence.

2) Healthy emotional experiences enhancing long term mood and effective emotional responses at work.

3) Creation of new cognitive and behavioural schemas that remove barriers to the fulfilment of potential and resulting in top levels of performance and achievement.



Right:
Melba Roy Mouton, Head
Computer Programmer
and then Program Pro-
duction Section Chief at
Goddard Space Flight
Center.



Below:
Programmers inputting
data on the Electronic
Numerical Integrator and
Computer (ENIAC)

This innovative method of coaching combines, and overlays evidence-based psychology with neuroscience. It creates positive, big, and immediate shifts in confidence, stress, anxiety and well-being - within 6-sessions. **The key to NeuChem is this:** it enables you to change your state. Once you are in the right state you can easily access your mental resources and work at your peak.

NeuChem® Coaching has exceptional levels of efficacy. So far, the majority of clients have reported full, positive life changes: increasing happiness; improving wellbeing; and effectively and positively managing anxiety. Clients report speedy and spontaneous changes in self-esteem. This doesn't surprise us. We know that self-esteem and negative messages are just schema that can be changed – once you have the right body chemistry.

PIONEER

Why is Neuchem so Powerful in Enabling People to Change and Achieve?

My wife insisted I try something as my stress levels were affecting everyone. Now even my mother says she has never known me so happy [since NeuChem® Coaching]! I no longer feel dread about work, my team is happy, and I feel able to review my work and life and make positive decisions about my future, no longer paralysed with anxiety.

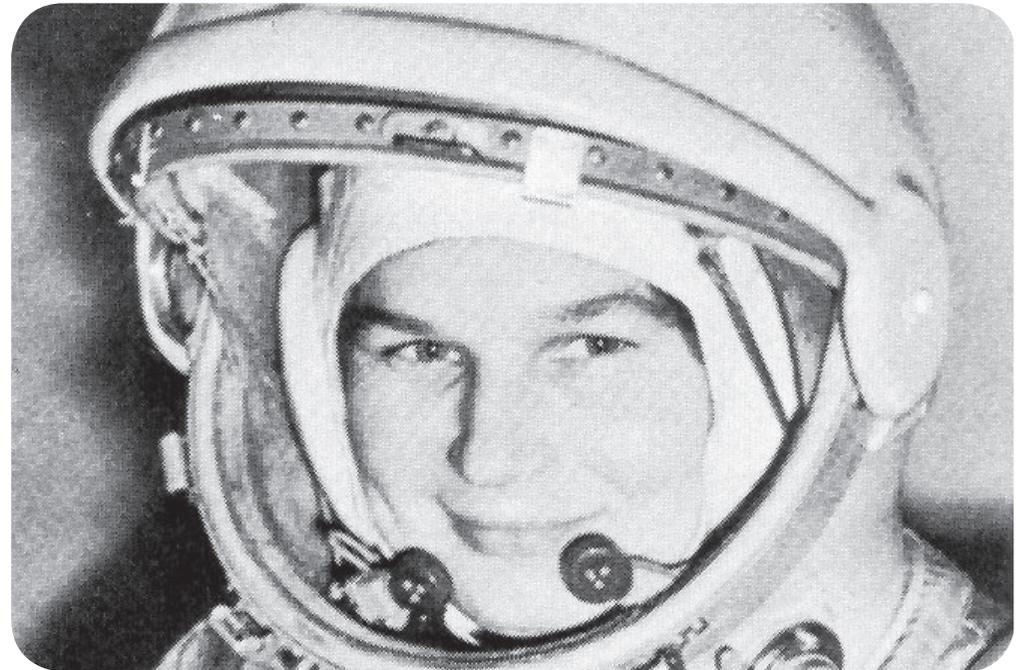
S.C. Senior Executive Global Organisation. NeuChem® client

NeuChem® has been developed from neuroscience – from how the real science behind how the brain works – taking into account the role of senses, cognition, emotions, interoception and physiology.

It works through empowering changes that create positive memories and building strengths from current programming. It enables people to change patterns permanently.

Right: Valentina Tereshkova, first woman in space as part of the Soviet Space Programme in 1963

Below: Astronaut M. Scott Carpenter looks into a Celestial Training Device (globe) during training



Standard coaching models (GROW/OSKAR/ACHIEVE) start by asking people to name their 'goals'. This creates a cognitive challenge for people already feeling challenged/overwhelmed. NeuChem® starts with the pleasure and power of storytelling, and then enables people to access the brain wiring that allows peak performance.

NeuChem® has been designed to replicate the way in which our brains learn and adapt. In the same way that it is sometimes best to avoid a 'red route' motorway, NeuChem® coaching allows you to find the scenic route or the shortcuts in life. And it makes that journey easy, rapid, empowering - and fun!

How is NeuChem® Coaching Different to CBT, NLP and therapy-based interventions?

PATHFINDER

Now, my life is amazing! A complete change from when I was continually worried about my health – I now realise that this was not the real problem. I've totally turned my life around – in fact I created a new life for myself.

A.B. NeuChem® Coaching Client

The 'human computers'
of NASA

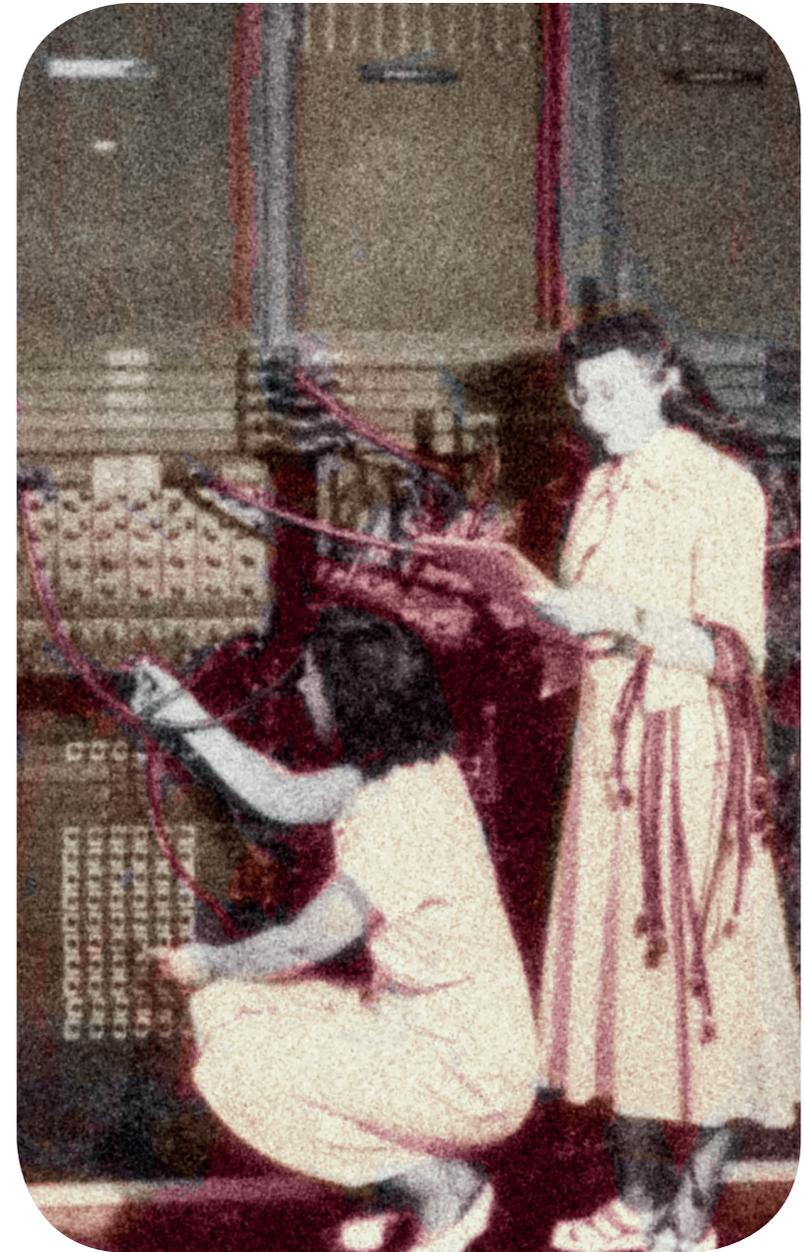
✘ NeuChem® Coaching is **not** CBT - a cognitive process in which you understand triggers, moderate responses.

✘ NeuChem® Coaching is **not** NLP—which is a therapy, and a useful mechanism for learning. This focuses on the brain and language.

✘ NeuChem® Coaching is **not** a therapy which is emotionally based: it is a physical learning and knowledge base focussing on the brain and physiology and neural wiring

✘ NeuChem® Coaching is **not** like life or performance coaching which is cognitively based as it includes direct interventions and prescriptive behaviours

✔ NeuChem® Coaching **is** a non-invasive process that positively changes lives





**School
of Neuchem
Coaching
Programme Details**

The Qualifications // Entry Requirements //
Course Details

How will I study?

Our courses are a mixture of classroom learning, personal study, seminars, tutorials, supervision, and coaching practice.

We provide plenty of opportunity for discussion and one to one time, giving you access to the support you need to achieve your qualifications with ease. This includes walking you through the assessment stages, and providing you with access to all the resources you'll need.

The process is as follows:

Induction – you will have contact with your tutor for a one to one tutorial session so that they can provide you with the relevant and specific support you may need. Your tutor will also be carrying out assessment of your work and providing you with feedback to ensure that you are successful and enjoy your study journey.

Ethics paper – you will need to complete the personal study ethics paper before you can progress to **any other course**. The modules are accessed via our online learning platform. The ethics paper is a bite-sized learning experience that you can carry out in your own time and own way – maybe watching a film on the way home on the bus, or reading a paragraph or two in lunch break.

Classroom sessions and action learning sets – Our classroom sessions commence with a key-note, frequently delivered by Maria Paviour, on the theory. The second session looks at how the theory is applied to coaching, and the third session is practical implementation of learning. You will also experience supervision sessions at the end of the day courses.

Tutorials and supervision: You will have access to a personal tutor, to arrange tutorials and supervisions around your practice. You will now complete your assignments, which are also bite sized to make successful completion as straightforward as possible. And then you will continue undertaking coaching practice, keep a portfolio and reflective journal. During this stage, you will be able to attend supervision and/or advanced training to support your development.



Above: Christine Darden, mathematician, data analyst, and aeronautical engineer. Influential in the researching of supersonic flight and sonic booms at NASA



Qualification with ILM

As an approved ILM Centre we offer internationally recognised qualifications, regulated by Ofsted – giving real credibility and value to your coaching practice. As a student member of the ILM, you will have free access to all the learning resources, discounts, and a range of other member benefits.

NeuChem® Coaching Taster Session

One to Two Hour Webinar

This course is suitable for people who:

- Want to explore the possibility of becoming a NeuChem® coach.
- Want to promote wellbeing in the workplace through a coaching culture.
- Want to develop their coaching skills based on a proven, scientific, model.
- Are interested in gaining insights into neuroscience and coaching.
- Have a coaching qualification and want to stand out from the coaching community by uplifting their practice with science.

Entry Requirements: an interest in neuroscience and coaching.

Duration: 1 - 2 hour webinar.

Overview:

Many organisations are aware that well-being is a vital ingredient for high levels of performance and positive engagement in work, but may not know how to create a culture in which people can thrive, rather than simply struggle to survive.

This webinar is a useful introduction to the concepts behind NeuChem® coaching and will allow you to assess whether this is the right route for you to take in your journey as a wellbeing coach.

You will gain an awareness of the neuroscience of functioning and non-functioning organisations what makes us perform at our best; and will be introduced to brain friendly methods for improving performance.

As with all NeuChem programmes, this is designed to provide the most efficacious approach.



Above: Engineer and mathematician JoAnn Morgan watches the Saturn V launch from the Johnson Space Center, making history as the first woman to watch from the control room the ground breaking launch.

Below: Sally Ride in 1983 became the first American Woman in Space, catching up to Valentina Tereshkova twenty years later



Introduction to NeuChem® Coaching

One Day to Become a Wellbeing Champion

This course is suitable for people who:

- Want to support wellbeing in their organisation and drive more engagement and support for their colleagues.
- Want to be introduced to the AI enabled wellbeing super assistant, Cari®, to benefit their team/organisation.
- Want to develop practical coaching skills based on a proven and scientific model.
- Are interested in gaining insights into neuroscience and coaching.

Entry Requirements: an interest in neuroscience and coaching.

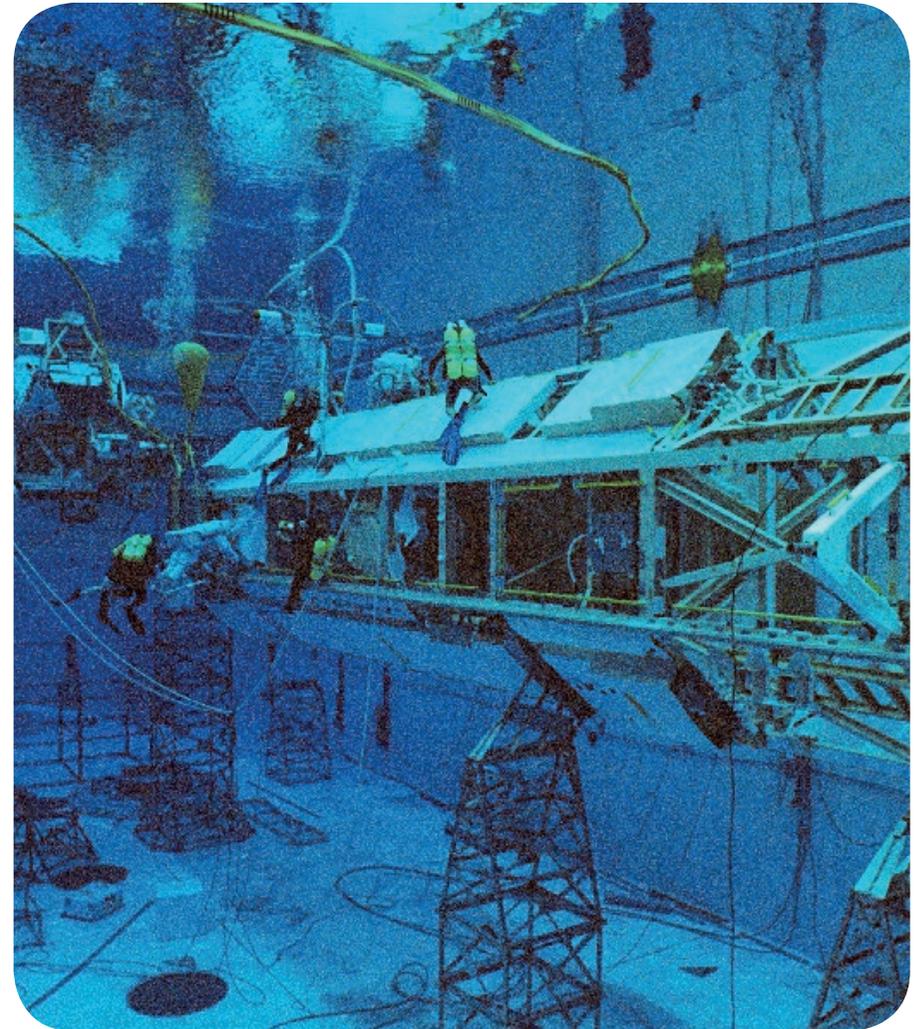
Duration: 1 day course.

Overview:

A psychologically sophisticated neuroscience-based coaching framework that creates fast, easy, empowering change. This is an essential “access” course for the NeuChem® Programme, providing foundational learning and training in essential coaching skills, specific to the NeuChem® approach.

NeuChem® has been developed over 20 years by our award-winning principal psychologist-biologist, the bestselling author Maria Paviour. The NeuChem® Coaching model is uniquely based entirely on the neuroscience of learning and performance; registered and exclusive to Maria Paviour Company Ltd.

Attend this introductory day and begin your journey towards becoming a NeuChem® Coaching professional. Unlock the brain using the latest evidence and research-based methods in neuroscience and coaching. Through this process of self-discovery, you will find out how you can get yourself into the driving seat of your own brain, use life-changing brain skills for yourself and your coaching clients.



Above: Underwater astronaut training in the 6.2 million gallon Neutral Buoyancy Laboratory in the Sonny Carter Training Facility. With support from other divers this can help simulate weightlessness.



Approved NeuChem® Coach - ILM Recognised Certificate

Personal Study and 2 Classroom Days



Above: The International Space Station and the docked space shuttle Endeavour

This course is suitable for people who...

This enables you to provide a one hour enhanced feedback and coaching session using the unique NEU-OSCKAR wellbeing model and protocol-based neuroscience health coaching. As a Wellbeing Coach – you will have gained the knowledge, and credibility, of an approach developed using cutting edge scientific research. Combining neuroscience and coaching, the NeuChem® model creates fast, lasting change, allowing you to practice with your own clients. Once qualified, you can advance to Associate Member of the Association of NeuChemologists®. This gives you the ability to target and support rapid change at an organisational level, operating as an Associate for Maria Paviour Company Ltd., its partners, or other recognised consultancies. This qualification includes CARI Interpreter qualifications.

Duration: 2 days plus online learning and 6 hours coaching practice.

Overview:

This programme will provide an insight into the key elements of Neurochemical Coaching™ and provide people who want to learn how to become a coach or experienced coaches to learn new skills and approaches to coaching.

Qualification: ILM Recognised Certificate.

NeuChem® Scope of Practice: CARI™ Wellbeing Coach – You can use the CARI™ assessment tool and provide a one hour enhanced feedback and coaching session using the NEU-OSCKAR wellbeing model and protocol-based neuroscience health coaching only.

Accredited NeuChem® Coach - ILM Level 5 Certificate



Personal Study and 8 Classroom Days



As an accredited NeuChem® Coach Practitioner you can advance to full Member status of the National Association of NeuChemologists®. This qualification will significantly widen your scope of practice so that you can provide full and in-depth coaching solutions to your clients. You will be able to provide the complete 6 stage coaching solution, using the progressive neuroscience-based ICEAGE™ coaching framework, which demonstrates high levels of efficacy (around 97%) based on client reported outcome measures, especially around reduced anxiety and increased performance.

Duration: 8 days plus online learning and 12 hours coaching practice.

Overview:

NeuChem® Coaching moves people quickly through the change curve, using specially developed psychometric wellbeing tools. As a certified NeuChem® Coach, you will be qualified with the skills to provide these assessments of your clients' wellbeing. You'll be able to design solutions for individuals and organisations that focus on wellbeing levels and engagement – and that are proven to drive significant return on investment.

Qualification: ILM level 5 Certificate plus ILM endorsed NeuChem® certificate.

NeuChem® Scope of Practice: CARI™ Wellbeing Coach – You can use the CARI™ assessment tool and provide a one hour enhanced feedback and coaching session using the NEU-OSCKAR wellbeing model and protocol-based neuroscience health coaching only.