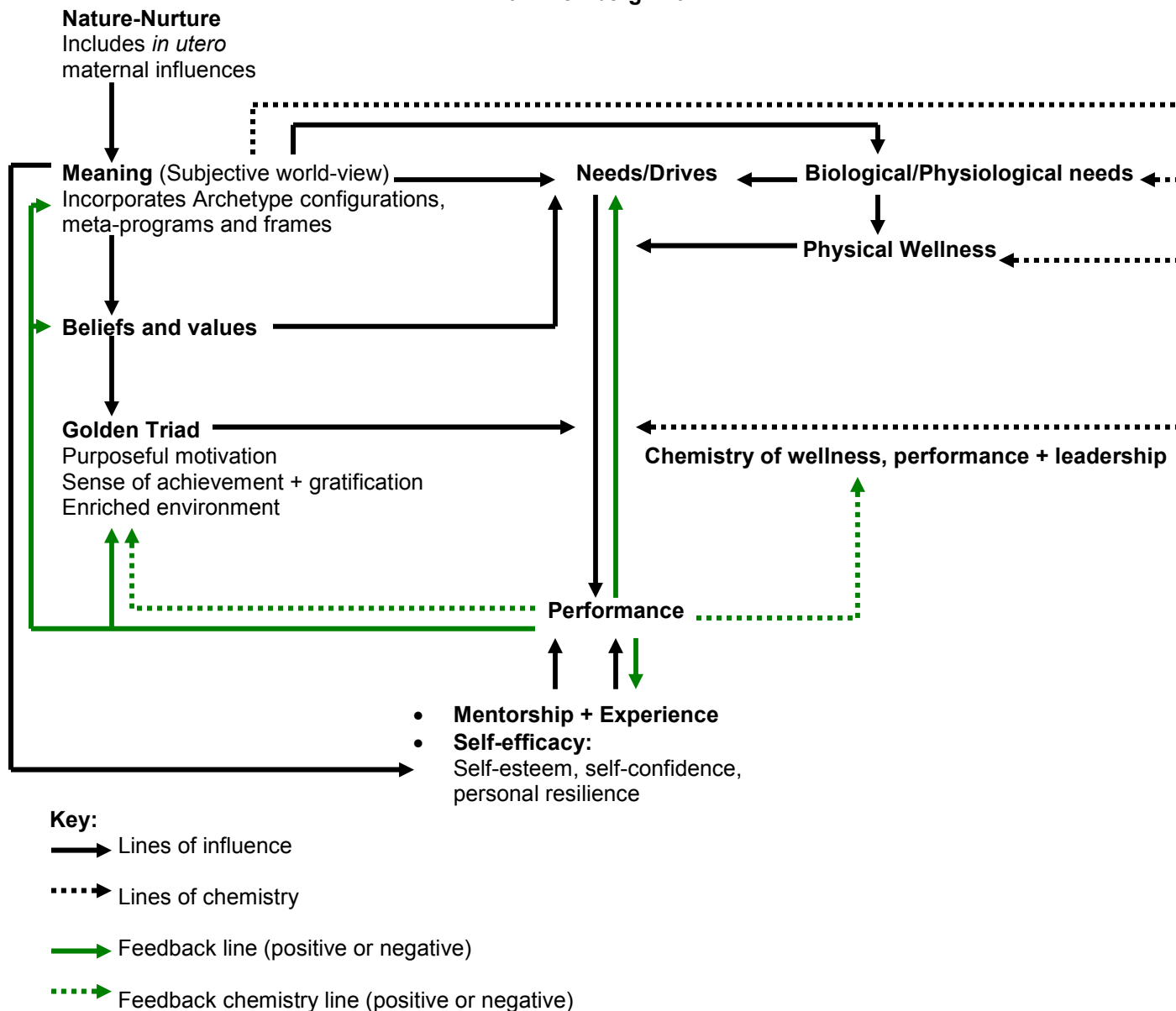


Matrix NeuroModulation

Ian Weinberg - 2014



Commentary

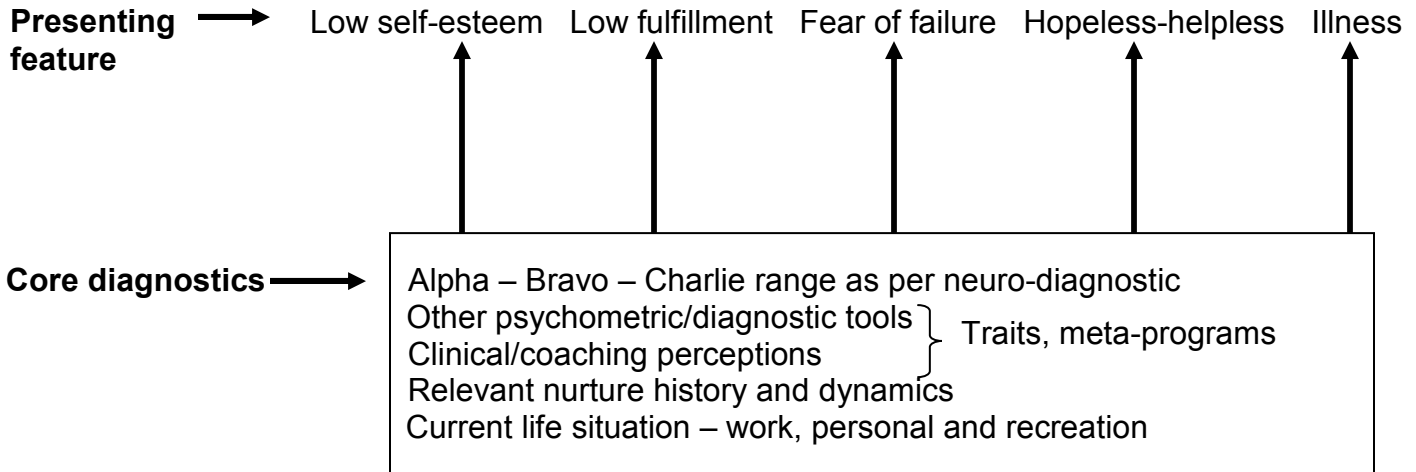
1. Coaching intervention at the level of personal **meaning** is directed at frames, meta-programs and Archetypes. This draws on multiple techniques based on the establishment and maintenance of rapport and directed at the neutralizing of violations and limiting beliefs.
2. **Meaning** changes influence beliefs, values, needs/drives, self-efficacy and sets the coachee up for the **Golden Triad**. Physiological needs may also be modulated.
3. **Needs/drives** directly influence performance.
4. Meaningful, purposeful and gratifying performance feeds back positively upon the chemistry and mind states associated with the Golden Triad. It also enhances self-efficacy, and solidifies the interventions directed at meaning, values and beliefs.

Effective Change Technology

For effective, comprehensive and sustained change of meaning, beliefs and values, the coach needs to address the following:

1. Engage nurture dynamics once the coachee has established and tested re-framed neuroplasticity. If this is not incorporated then new neuroplastic circuits will simply be layered over limiting nurture circuitry without integration. As a consequence, future potential triggers of nurture associated limitations will always pose a threat to success in self-esteem, performance and personal gratification.
2. Coach in all three spheres of life – Work/Application, Personal-Interpersonal and Recreation. In this way, balance and overlap of the various components of life is achieved.
3. Coach to attain authenticity – requires the integration of respect for and sensitivity to the prevailing ecology and the acknowledgement to contribute value to self, personal environment and the extended environment.

Principles of Neuro-coaching



- Intervention** → **Fundamental principles**
- Establish rapport – (enhanced oxytocin, dopamine and suppressed amygdala)
 - Define current dis-ease
 - Incorporate relevant nurture dynamics
 - Challenge violations – deletion, distortion and generalization
 - Identify pivotal elements in support of the pillars of a **well-formed outcome**:

