

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

Wellbeing 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.



Mary Jackson, Mathematician and aeronautical engineer. The scientists known as 'human computers' were instrumental to the success of many NASA programs.



Dorothy Vaughan sits with Leslie Hunter and Vivian Adair.

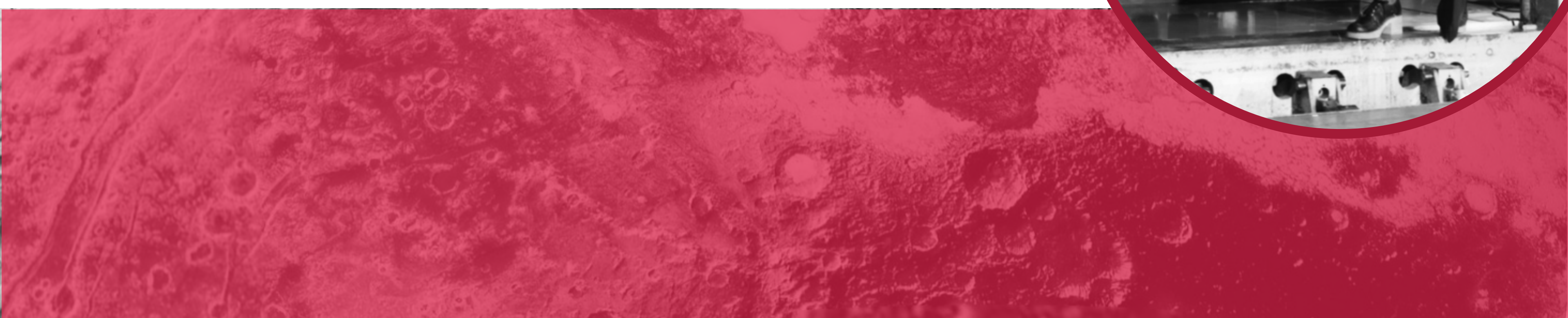
We continue to grow a “family” or community of Practitioner Partners whom we support and develop – and we’d love you to be part of that. We enable our partners to promote, deliver, and develop client relationships - relationships that will make a real difference to real peoples’ lives.

Our vision is to cultivate a global network of like minded, 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.

The surface of Pluto, as seen by New Horizons.

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



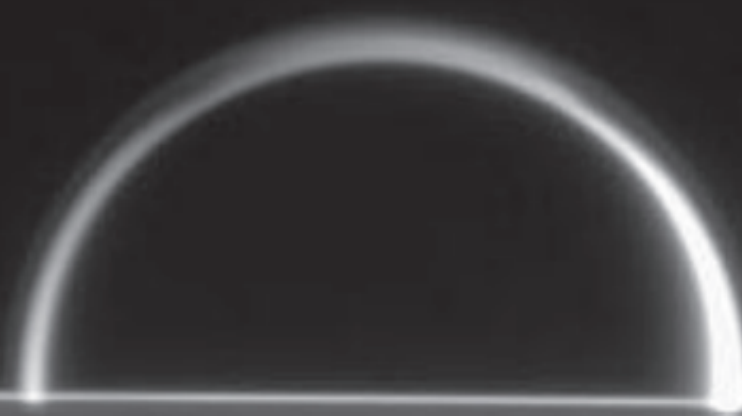
WHAT IS NEUCHEM COACHING®?

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



- **Changing brain & body chemistry.** Coaching a range of physiological processes that work almost immediately; removing anxiety or stress & increasing confidence.
- **Healthy emotional experiences** enhancing long term mood and effective emotional responses at work.
- **Creation of new cognitive and behavioural schemas** that remove barriers to the fulfilment of potential and resulting in top levels of performance and achievement.

Melba Roy Mouton,
Head Computer
Programmer and
then Program
Production Section
Chief at Goddard
Space Flight Center.



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.

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



PIONEER

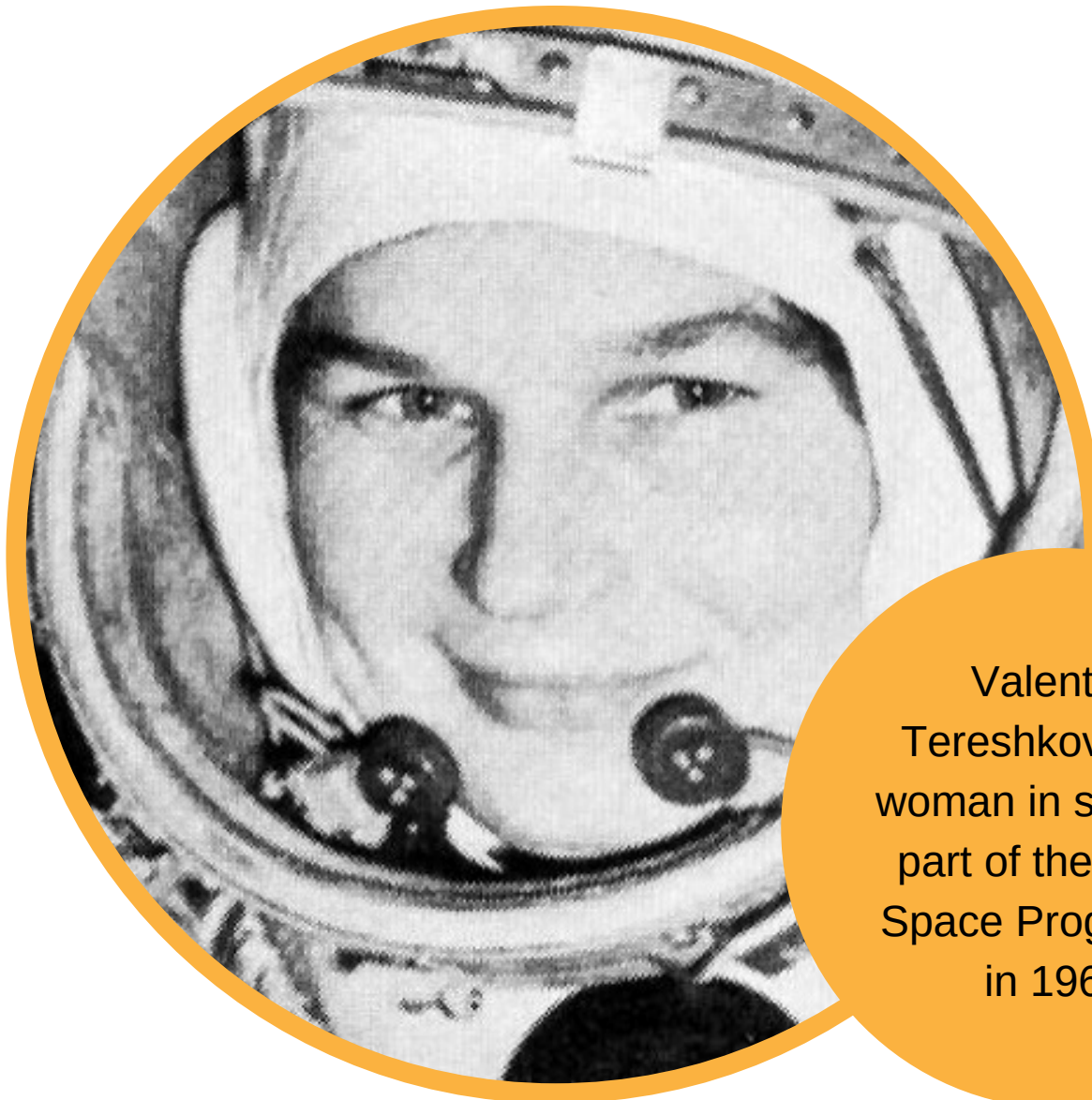
Why is Neuchem so Powerful in Enabling People to Change and Achieve?

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.



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



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?

"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** NLP—which is a therapy, and a useful mechanism for learning. This focuses on the brain and language.



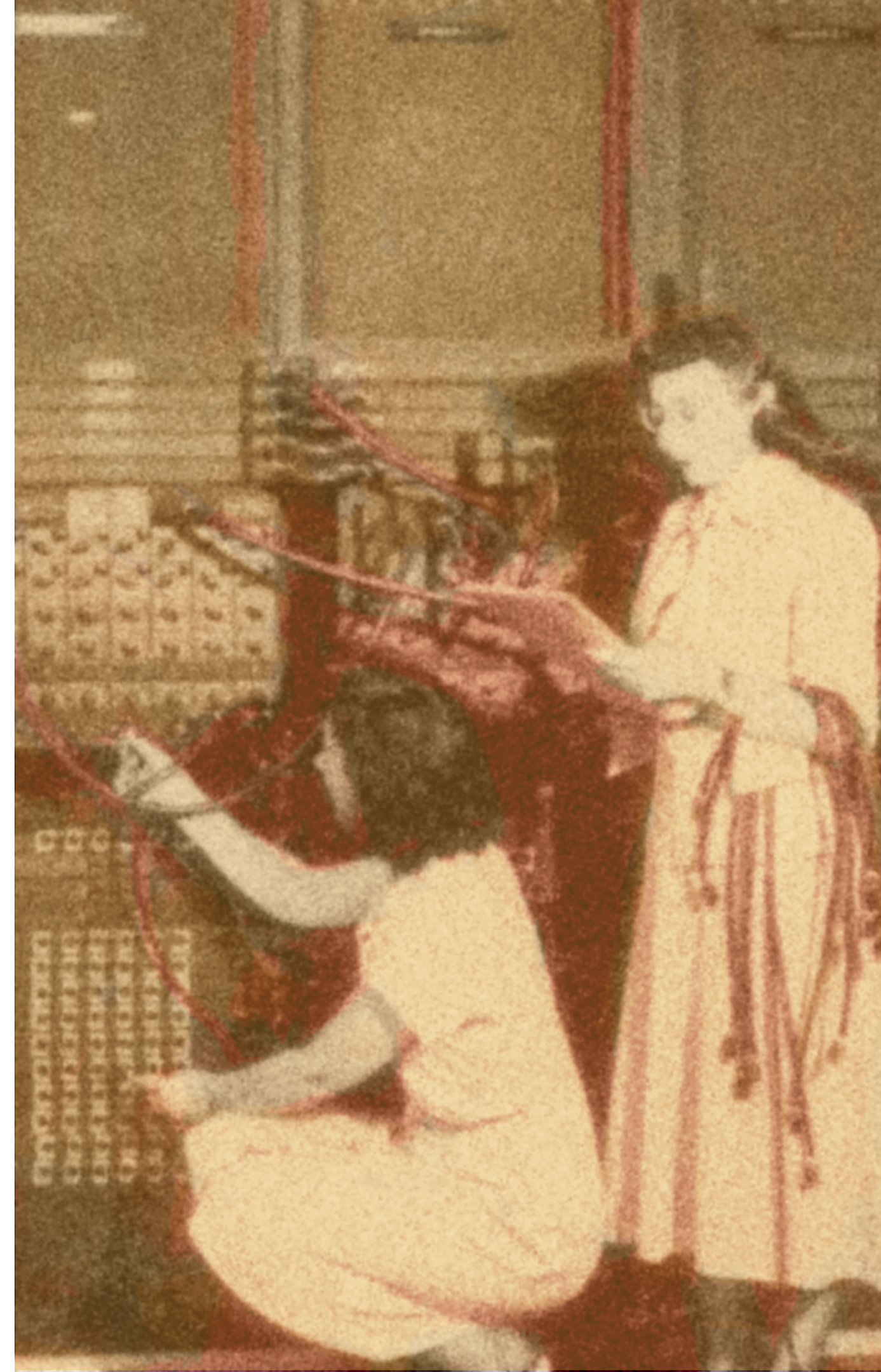
NeuChem® Coaching is **NOT** a therapy which is emotionally based: it is a physical learning and knowledge base focussing on the brain and physiology and neural wiring.



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 personal online study, live webinars, tutorials, supervision, and coaching practice. We provide plenty of opportunity for discussion, both live and on the forums, plus one to one access to the support you need to achieve your qualifications with ease. This includes assessment support from your tutor to walk you through the stages, and providing you with access to all the resources you'll need.

The qualifications are iterative, so you will need to successfully complete all the stages from the Access course through Approved in order to complete the Level 5 Certificate course.

The process:

- **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.
- **On-line study:** You will need to complete the personal study before you progress to the live workshops. The bite-sized learning modules are accessed via our online learning platform and include videos, interactive learning and quizzes to make the learning fun, and enable you to carry it 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.
- **Live webinars:** these commence with a keynote, at Level 5 these are frequently delivered by Maria Paviour.
- **Tutorials and supervision:** You will have access to a personal tutor, to arrange tutorials and supervision sessions to support your practice.
- **Assessment:** 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.
- When you have completed the theory, you will then undertake your coaching practice, keeping a portfolio and reflective journal. During this stage, you will be able to attend supervision and/or advanced training to support your development.

Supporting diversity: Please note that all our learning and assessments are fully supported. We happily and readily make adjustments to suit needs. Please enquire about bursaries and our quid pro quo / mutually supportive payment plans

Christine Darden
in Langley's
Unitary Plan
Wind Tunnel in
1975.



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.

ACCESS COURSE: WELLBEING 1ST RESPONDER (ILM RECOGNISED)

2 modules, 16hrs personal study, 4x live 3hr workshops.

This Access course provides a key introduction to the concepts and basis of NeuChem Coaching. An alternative to Mental Health First Aid, it emphasises boundaries and how to navigate difficult scenarios.

We explore how *anyone* can have a conversation about wellbeing, and how to do so safely - with a strong focus on boundaries and scope of practice.

Split into two modules, the first explores how we can champion wellbeing: breaking down the stigma and barriers around mental health. The second takes a deeper dive into how we can safely support people who may be really struggling, or in crisis. The 4Ds and the Guardian Questions provide a strong support framework.



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 groundbreaking launch.

Module 1: Cari Wellbeing Champion - promoting positive wellbeing.

In supporting others, Wellbeing Champions also require support. There may be times when they are faced with challenging scenarios, where colleagues are in need of support which is beyond the scope of their role.

There is lots of Wellbeing Champion training available, including Mental Health First Aid training. This can tend to focus on the bigger issues. What's really needed is an alternative: to focus on and support the everyday workplace wellbeing issues – to upskill people in how to have safely boundaried conversations; and how to know when and what they need to signpost to.

Module 2: Wellbeing 1st Responders - responsive wellbeing support.

This module follows on from Wellbeing Champions, building on the learning, and is a deeper dive – it is an ILM Recognised course. Still with a strong focus on boundaries and signposting, Wellbeing 1st Responder also helps people to be equipped with the guardian questions and looks at a slightly deeper style of conversation, using neuroscience-based techniques for having coaching style conversations.

ACCESS COURSE: WELLBEING 1ST RESPONDER (ILM RECOGNISED)

Module details.

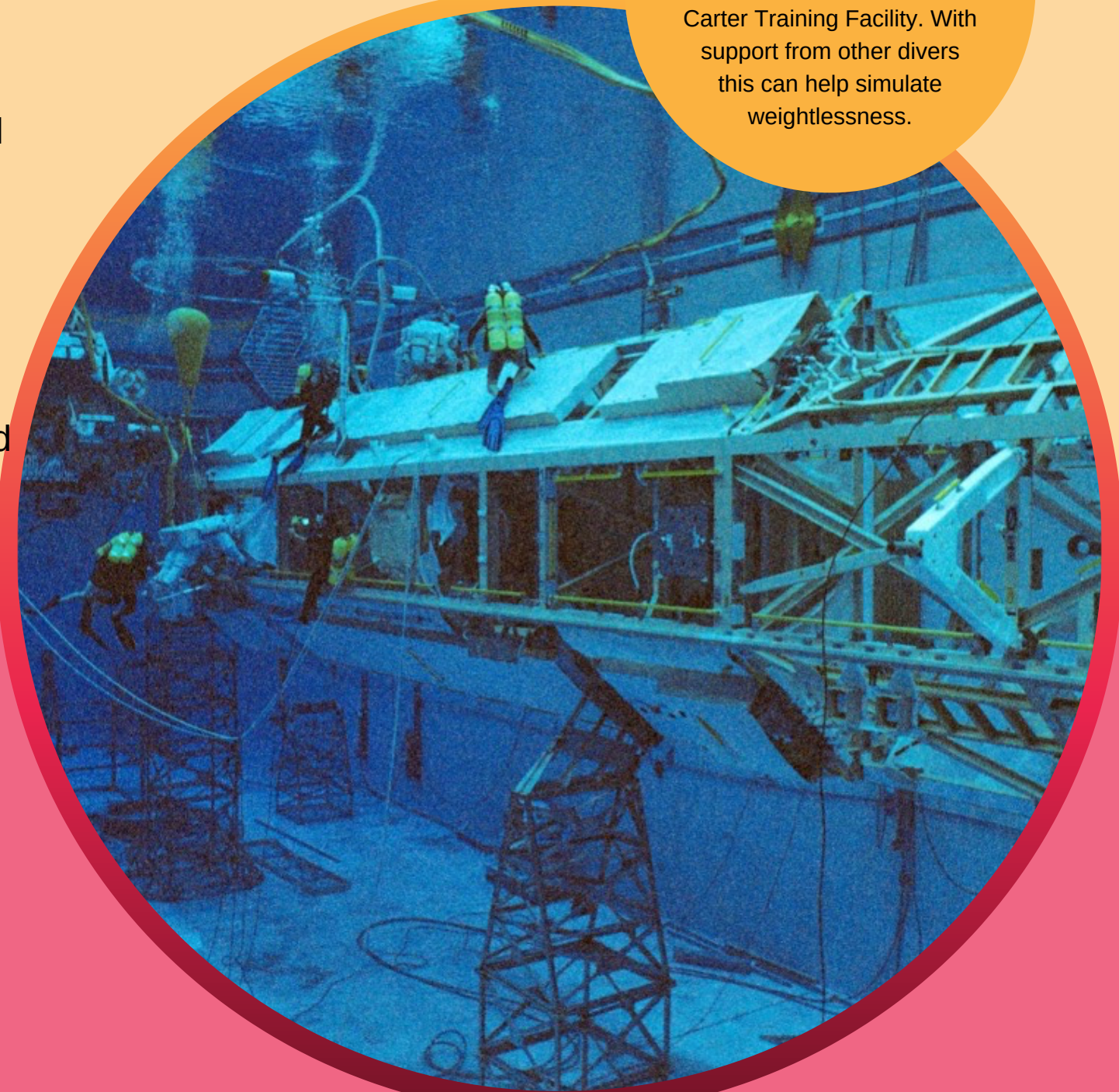
Module 1: Cari Wellbeing Champion [8hrs personal study, 2x live sessions]

1. Understand the role of the Wellbeing Champion and Wellbeing First Responder, and how these are vital in developing healthy and connected workplaces and organisations.
2. Understand the importance of scope of practice and setting boundaries, and how to have safe conversations about wellbeing
3. Understand what can affect wellbeing in the workplace, and how to build a supportive and non-stigmatising culture for everyone.
4. Reflect on and understand how to apply their learning to their role by promoting access to resources and role modelling open and engaged attitudes to wellbeing.

Module 2: Wellbeing 1st Responder [8hrs personal study, 2x live sessions]

1. Understand how to contract with conversation partners, and apply this to working with practice wellbeing conversation colleagues.
2. Understand how to manage difficult scenarios safely, within scope of practice and boundaries
3. Contract effectively with conversation partners, set safe boundaries and practice wellbeing conversation skills.
4. Develop effective reflection skills and apply this to their own practice of wellbeing conversations.

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 plus 4 x ½ Classroom, Tutorial and Supervision Days.



The international Space Station and the docked space shuttle Endeavour.

This course is suitable for people who have successfully completed the Access course.

The approved course includes:

Introduction and Overview

Module 1: Coaching Ethics: You will learn about the important considerations that you will need to take into account as a coach, this includes your 'scope of practice' and 'safe practice' Ethics Exam (multiple choice).

Module 2: NEU OSCKAR Model of Coaching. Provides the foundational learning and additional resources for the Neu-OSCKAR coaching model. It will provide the best practice approaches to setting up in readiness to support coaching clients. This includes identifying and modelling the effective use of 6 key BENDs (Brief Emotional Non-Verbal Displays)

Module 3: Coaching Practice This is primarily practical and peer supported. It builds on the Foundation in Coaching conversations course. It will introduce you to Neu-OSCKAR coaching technique in practice. You will need to complete 6 coaching sessions to pass this course and the applied neuroscience multichoice exam.

Module 4: Starting your Career in NeuChem Coaching. This prepares you to start coaching fee-paying clients and supports you in building your practice.

Duration: 4 x 1/2 days plus hours online learning and 6 hours coaching practice plus reflective practice.

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.

ACCREDITED NEUCHEM® COACH - ILM LEVEL 5 CERTIFICATE

Personal Study and 8 Classroom, Tutorial and Supervision Days.



This course is suitable for people who have successfully completed the NeuChem Approved Course AND for those with an ILM Level 5 who wish to learn the NeuChem approach.

This qualification will significantly widen your scope of practice so that you can provide full and in-depth coaching solutions to your clients. Here you will gain experience with the skills and specialist psychometric wellbeing tools for individual and organisation wide well-being diagnostics.

The 2011
launch of the
space shuttle
Atlantis.

Duration: 24 weeks including online learning and 12-36 hours coaching practice.

Module 1 : Introduction to the NeuChem ICE-AGE Model, Coaching Metrics and Reflective Practice

Module 2-4: ICE models including: Introspection session and Neurostory model; Codes session and Type and Type 2 Values model; Emotions session and Emotions Orb model - each module includes a virtual webinar workshop.

2 hours of coaching with 2-3 clients for the ILM Certificate per module which may be completed as Earn while you Learn .

Module 5-7: AGE Models including Aspiration session and Natal Potential model; Growth session and Creativity models; Empowerment session and Story Arc model - each module includes a virtual webinar workshop and coaching reflective practice.

2 hours of coaching with 2-3 clients for the ILM Certificate per module which may be completed as Earn while you Learn

Either - Module 8a: ILM level 5 Certificate Final Supervision and Career Pathway definition (including 2 x half day supervision

Or Module 8b: ILM Level 5 Diploma - As Module 8a plus Additional Coaching of 36 hours with 3-4 clients for ILM Diploma
Modules 8a or 8b finishes with a group reflection and coaching career advice and support

Qualification: either ILM level 5 Certificate or ILM Level 5 Diploma

In addition, this course awards the ILM endorsed NeuChem® certificate enabling use of NeuChem post nominal letters and access to the trademark and logo NeuChem

NeuChem® Scope of Practice: NeuChem Practitioner Coach - You may 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.

