

*PRISM Brain Mapping* is a sophisticated, online, neuroscience-based instrument specifically designed to identify the behavioural preferences that directly relate to personal relationships and work performance and is an ideal tool for a coaching professional.

It has been designed so that a trained *PRISM Practitioner* can operate the system via their unique login to the secure system. Once logged in, a Practitioner can email questionnaire links to their candidates and then manage the output report content dependent on their requirements.

Neuroscience is highly relevant to the language and process of coaching in the business environment and it can be used in practical and effective ways to enhance the execution of strategies. If it is our job as coaches to help others to change and develop, shouldn't we know, therefore, how the brain works and how it creates and affects human behaviour?

However, just as people of different behaviour preferences accomplish work and communicate in different ways, they also have specific preferences on how to be coached. By understanding these preferences, you can impact people's reactions to your coaching. By understanding how the brain works, coaching professionals can better tailor their language, strategies, and goals to be in alignment with an individual's behavioural preferences or preferred ways of working.

Many personality and individual assessment tests are based on bi-polar scales (either/or) type of questions. In other words they identify people as either one thing or another. The inadequacies of dichotomous (contradictory) views of behaviour have long been recognized. Despite the best intentions of test publishers, many psychological instruments are used to describe people in terms of “either/or” e.g. Introvert v Extrovert. *PRISM* shows that human behaviour is not “either/or”, and that people can, and do, exhibit opposite behaviours. For example, the way in which people behave at home is often very different from the way they behave at work.

Neuroscience – which has seen most of its major discoveries made in the last two decades – has proved that the brain is remarkably elastic in terms of its capacity for change. *PRISM* focuses, not only on the brain's functional architecture, but also on how the neural networks interact with brain chemicals such as glutamate, dopamine, noradrenaline, serotonin, testosterone and oestrogen to create behaviour. It is these very same neuroscientific discoveries that have facilitated the development of the *PRISM* Brain Mapping.

*PRISM* Brain Mapping is a highly effective way of coaching using neuroscience as it provides insights about how people think, feel and do things. Neuroscience is an area rich in scientific terms, rich in complex jargon and rich with writers who write for other scientists... in short the language can be technical, confusing and difficult to apply in the business context. *PRISM* Brain Mapping removes this obstacle and provides a variety of ways to use valuable information about the brain in the coaching context.

*PRISM* Brain Mapping is based on the unchallengeable fact that the brain is the source of all human behaviour. Everything we know about the world around us, including what we know about our own bodies, comes from our brain. It processes all this information and chooses the appropriate responses (behaviours).

To facilitate understanding, *PRISM* uses colours to illustrate the behaviour preferences. Although the *PRISM* model is a metaphor for brain functioning, the *PRISM* maps represent the dynamic interaction that takes place within the brain and is based on the principle that no one part of the brain does solely one thing and no one part of the brain acts alone. All our thoughts, emotions and actions are the results of many parts of the brain acting together.