

### THE PROSPECTUS

Part of the Maria Paviour Company Ltd Sussex Innovation Centre, University of Sussex

### **Contents**

Maria Paviour's Story – how it all began	3
Time for change // Time for your personal and business growth	
What is NeuChem® Coaching?	5
Programme Details	
The Qualifications	
Entry Requirements	10
Progression	
Introduction to NeuChem® Coaching One Day Access Course	
The Award in CARI™ and Wellbeing Coaching	14
Association Of NeuChemologists® Qualification - CARI™ Wellbeing Coach Practitioner	16
Level 5 Certificate in NeuChem® Coaching	18
Level 5 Diploma NeuChemologist®	21
Research Fellow: Contributing to the body of knowledge	23
Graduating as a NeuChemologist®	24
Professional status as a NeuChemologist® Membership of the Association of NeuChemologists®, Accreditation, Licensing, and ongoing CPD.	25
On-going CPD - Post Course Sustainability	26
Membership of the Association of NeuChemologists®	27
What do you need to do now?	28
Frequently Asked Questions	29



### 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 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



### Time for change // Time for your personal and business growth

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.

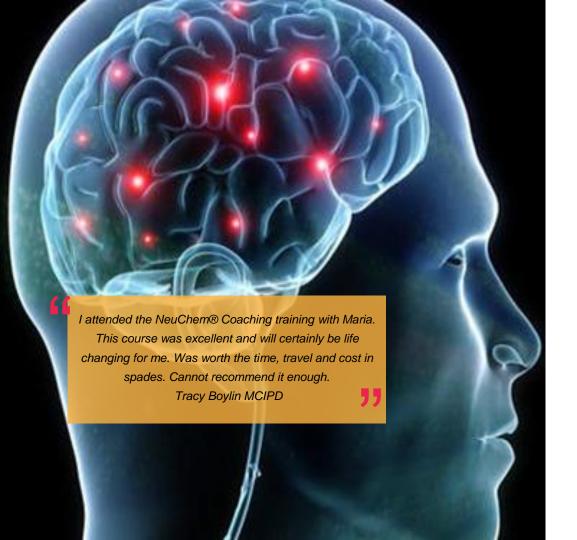
You will want to enhance your current capabilities, and will recognise - and benefit from - the value that accredited, licensed qualifications will offer you. Looking for a fresh, exciting challenge, you embrace new learning.

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 efficacious 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.



# 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.

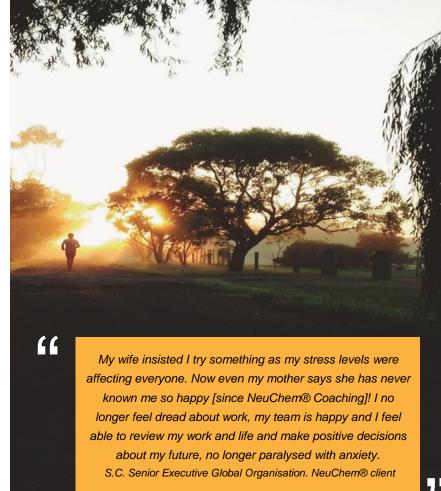
Instead, we enable people to change their thinking and behaviours and increase their wellbeing and performance with the NeuChem® three stage process

- 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.

### **NeuChem® Coaching:** A life changing experience

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.

NeuChem® Coaching has exceptional levels of efficacy. So far all 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.



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

# Why is NeuChem® Coaching so powerful in enabling people to change and achieve?

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

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 focusses 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

NeuChem® has been developed from neuroscience - from how the brain actually works - taking into account the role of senses, cognition, emotions, physiology, and physiognomy.

It works with creating a positive memory, and building strengths from current programming. It enables people to change patterns permanently.

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!



### The Qualifications

Approved Centre

There are four qualifications in NeuChem® Coaching. Key information is below, for further details on course content please see the relevant Prospectus page(s). Courses and fees are progressive, you must attend and pass each qualification to move forwards.

We offer discounts on courses following attendance on the Introduction course. We also have a payment plan available - please contact us for more details.

COURSE QUA	QUALIFICATION	PROGRESSION		STUDYING	FEES
		Membership level: Association of NeuChemologists®	NeuChem® Scope of Practice:		
Enrolment into the School of NeuChem	CPD Points (CPD Certification Service)	Pre-membership Enrolled Student	For information only	Personal Study	Free of Charge
The Introduction to NeuChem® Coaching: Access Course	CPD Points (CPD Certification Service)	Pre-Qualified Eligible Student	Eligible for Progression	1 personal study, 1 classroom	£330+VAT or £50+VAT (for enrolled students)
The Award in CARI™ Wellbeing Coaching	Level 3 ILM Award	Associate Member	CARI™ Wellbeing Coach	4 modules: 1 personal study; 4 classroom 6 hours coaching practice	£745+VAT
Association of NeuChemologists (includes CARI™ Interpreter qualification)	Association of NeuChemologists® Certificate in NeuChem® Coaching	CARI™ Coach Member	CARI™ Wellbeing Coach Practitioner	4 modules: 2 personal study; 2 classroom	£120+VAT
Level 5 Certificate in NeuChem® Coaching	Level 5 ILM Certificate (Foundation Degree)	Practitioner Member	Accredited NeuChem® Coach Practitioner	9 Modules: 5 classroom; 3 seminar/tutorial/supervision 12 hours coaching practice	£2100+VAT
Level 5 Diploma NeuChemologist®	Level 5 ILM Diploma (Foundation Degree)	Principle Practitioner Member	Accredited NeuChemologist®	8 Modules: 4 classroom and personal study; 4 seminar/tutorial/supervision 88 hours coaching practice	£2100+VAT

### **Entry Requirements**

To join the NeuChem® programme, you will need to demonstrate:

- Completion of the Introduction to NeuChem® Access Course
- · Experience in professional coaching
- Demonstrable interest in psychology or working use of psychological principles in practice
- Coaching or professional education/ training qualification or evidence of experience at executive level in coaching or relevant training

#### Person Profile

Involved in people development, working in private or corporate practice or employed in a business. You may be a trainer or coach or consultant, you may be a manager with an interest in people development mentoring and talent development. You may be an executive or life coach. You are looking for a way to differentiate your services. You want to increase your skills, knowledge, qualifications, and credibility and capitalise upon potential new revenue generating business. You are intrigued by neuroscience and can see potential for its use in your work.

#### How do you enter the programme?

An initial meeting with one of our interviewers will confirm your entry path to the programme. Successful candidates will meet with Maria Paviour to experience NeuChem® Coaching (via Skype, or Harley Street, London

### **Progression**

Completion of each NeuChem® Qualification allows to you work at higher levels as a coach. We will support you throughout your journey to qualification with regular supervision and peer support groups.

- Completion of the CARI Wellbeing Coach Course (ILM Level 3 Award/Certificate) sees you practising as a Student NeuChemologist.
- The Certficate in NeuChem® Coaching qualifies you as a NeuChem® Coach Practitioner, able to use your skills in NeuChem® with coaching clients
- On graduation as an Advanced NeuChemologist® your learning will be at a deeper level, enabling you to devise your own NeuChem solutions

#### NeuChem Fellowship

Accredited members who demonstrate exceptionally high standards and success in delivery of NeuChem® may be conferred the NeuChem® Standard of Excellence, and granted a Fellowship.

#### Becoming a Harley Street Practitioner: elite executive coaching

Accredited Members of the Assoc. of NeuChemologists® can become listed as Harley Street NeuChem® Coaches, offering private/elite executive coaching from the Maria Paviour Company Ltd's Harley Street practice. This is only available to those who achieve the standards of excellence required for full Accredited Membership.

### How will I study?

Our courses are a mixture of classroom learning, personal study, seminars, tutorials, supvervisions, 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.

#### Study in a way and time that suits your schedule

Classroom dates are held throughout the year. Once you have enrolled on a course, choose and book the dates you would like to attend.

Personal study modules are accessed via our online learning platform, and can be completed as and when suits you. The seminars are part of a rolling programme - you can choose the dates that fit in with your diary. You will have access to a personal tutor, to arrange tutorials and supervisions around your practice.

We do everything we can to support you on your route to qualification, walking you through the assessment stages, and providing you with access to all the resources you'll need.

### Qualification with ILM



We are an approved ILM Centre. Our courses offer you an internationally recognised qualification, 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.



### Fees and payment plans

Our published fees are cumulative, the price for the full Level 5 Diploma is inclusive of all previously attended NeuChem® qualifications.

There are discounts available to qualifications booked within a certain time period - please see our qualification page for details, or contact us at the office.

We are also able to offer an additional payment plan. Please contact us for more details.

# How can you use your qualifications? Scope of Practice

#### The Award in CARI™ and Wellbeing Coaching

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 neurscience health coaching. This level of qualification limits you to practice with your own clients only. To qualify for the register of CARI Practitioners and operate as an Associate for Maria Paviour Company Ltd, its partners, or any other consultancy, you will need to progress and complete the Association of NeuChemologists® Qualification (see page 15).

#### Association of NeuChemologists® - includes CARI Interpretor

CARI™ Wellbeing Coach Practitioner - 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. This qualifies you to be entered onto the register of CARI Practitioners which enables you to operate as an Associate for Maria Paviour Company Ltd, its clients, partners or any other consultancy.

#### Level 5 Certificate in NeuChem® Coaching

Accredited NeuChem® Coach Practitioner - you can broaden and deepen your offering to provide an complete 6 stage coaching solution using the ICEAGE™ progressive neuroscience-based coaching framework as well as carrying out coaching clinics with an augmented 1 hour NEU-OSCKAR coaching model.

#### Level 5 Diploma NeuChemologist®

Accredited NeuChemologist® - You have a deep understanding of relevant neuroscience, practical skills, knowledge and experience to operate as a Business Psychologist. You are eligible to practice at our Harley Street Clinic (and use this on your letterheading), work with senior leaders and provide wellbeing coaching to overcome specific mental and physical health issues that present in the workplace, qualified to consult and advise at a strategic as well as tactical level on wellbeing, employee engagement, diversity and inclusion. At this level, you are able to flexibly apply the NeuChem principles and devise initiatives programmes to neutralise issues and enhance well being.

### Introduction to NeuChem® Coaching

#### One Day Access Course

#### This course is suitable for people who:

- Want to begin their learning for a career in coaching
- Have a coaching qualification, and want to augment and develop their practice with the NeuChem® neuroscience methods
- This course is an essential "access" course for the NeuChem® Programme

Entry Requirements: an interest in neuroscience and coaching

**Duration:** 1 day

#### Overview

This provides learning and training in essential coaching skills that are specific to the NeuChem® approach.

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

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, and then use life-changing brain skills for yourself and your coaching clients.



"

It was really interesting finding out how that deeper understanding of how the brain works for us in life, could make my capability as a coach even more powerful. Be prepared to learn a mix of science, and art. It's stimulating!

Simon Drury, Art of Reinvention
Student on the Introduction to NeuChem® Access Course

"

#### Outline

#### You will learn:

- What NeuChem® Coaching is, how it differs from standard and transformational coaching and how it empowers people with powerful results.
- The 3 essential NeuChem® Coaching skills necessary for progression to NeuChem® Coach and the 3 essential feedback approaches.
- The 6 key ingredients of the NeuChem® coaching model
- The physiological and brain chemistry changes that enable you and your clients to rewire thinking and therefore transform your lives
- How to use the rapid, easy and fun NeuChem® approach to enable clients to make significant personal changes, deal with stress, anxiety and low mood, and transform those behaviours that hold humans back
- How to work with the pleasure of story-telling in order to develop the Neuro-story<sup>™</sup> and Neuro-script<sup>™</sup> approach to change
- Why this neuroscience-based NeuChem® coaching model works so powerfully every time - creating permanent and lasting results

### The Award in CARI™ and Wellbeing Coaching

#### 4 modules: 1 personal study; 4 classroom-based

#### This course is suitable for people who...

- Do not have any coaching qualification, but do have experience in learning and development or management and would like a foundation degree level qualification
- Have a coaching qualification, but want to augment this and develop their practice with NeuChem® methods

Entry Requirements: Completion of Introduction to NeuChem® Access Course

#### Overview

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

Duration: Four day training course, plus personal study

Qualification

Level 3 ILM Award

Membership Level Assoc. NeuChemologists®: Associate Member

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 protocolbased neurscience health coaching. This level of qualification is limits you to practice with your own clients only. To qualify for the register of CARI Practitioners and therefore operate as an Associate for Maria Paviour Co Ltd, its partners or any other consultancy you will need to progress and qualify with the Association of NeuChemologists® Qualification (see page 15).



NeuChem® is a really powerful technique. It's succinct, and easy to use.

Jonathan Hazan, CEO Datix
Studying the Award in CARI™ and Wellbeing
Coaching



### The Award in CARI™ and Wellbeing Coaching

#### Course Outline

#### Module 1: The Ethics Paper

Classroom, 1 day and Personal Study

The essential knowledge required for practicing as a NeuChem® CARI and Wellbeing Coach. You will need to pass this before you can enter onto the Award course. We provide a full refund if you do not pass or do not wish to progress to the full Award course.

#### You will learn:

The definition of NeuChem® coaching in the context of organizational and individual health Wellbeing coaching and psychopathology - our scope of practice How NeuChem complements other practices, tools and therapies The key elements effective, legal, safe and ethical practice Your role and responsibilities as an effective and affective coach The anatomy of a truly effective coach in terms of the latest research and science

### Module 2: Applying the NeuChem® Framework for Effective Coaching Classroom, 1 day

You will build an in-depth knowledge base quickly and easily with our range of exciting and accessible online learning tools. This provides a springboard for practical classroom based learning to get you coaching in practice immediately.

#### You will learn:

The Neu-OSCKAR wellbeing coaching model

How to use a wide range of neuroscience-based tools that enable rapid and easy change The characteristics of 4 key brain systems and how and when to enable your clients to use these How to carry out a wellbeing Diagnostic using CARI and how to read the individual profiles

### Module 3: Practical - Undertaking Wellbeing Coaching Classroom, 1 day

This is a day of practical coaching, and provides you with all the skills development you need to enable you to begin your coaching practice.

You will learn:

- How to implement NeuChem in practice
- How to review and reflect upon your practice

### Module 4: Reflection Day - Workplace Coaching Skills and Practice Classroom, 1 day

You can choose to take this session from 2 weeks to one month after unit 2, and after you have had some pro bono coaching experience. This is a journey of personal discovery, as we learn from each other and from ourselves and tutors our strengths and areas we wish to improve and develop and may include 1-1 tutorials. You will learn:

- The progressive form of the Johari method for developing self-awareness
- The Guidelines for Giving Feedback using the Daring Greatly approach

### Association Of NeuChemologists® Qualification - CARI™ Wellbeing Coach Practitioner

#### 4 modules: 2 personal study; 2 classroom-based

This course is suitable for people who...

Would like to provide coaching in a corporate setting, as a fully qualified CARI coach/consultant, join the Association as a CARI practitioner and provide coaching for Maria Paviour Company Ltd. This is the access course for the Level 5 Certificate

#### **Entry Requirements:**

Completion of the Level 3 CARI™ and Wellbeing Coach Course

#### Overview:

This 'uplift' to the Award course fully qualifies you as a CARI™ Coach/Consultant, and enables you to provide corporate coaching for the Maria Paviour Company Ltd.

This is the access course for the Level 5 Certificate in NeuChem® Coaching.

Duration: 30 hours study, 6 hours coaching practice

#### Qualification

Association of NeuChemologists® Membership Certificate

Membership Level Assoc. NeuChemologists®: CARI™ Coach Member or with Uplift CARI Wellbeing Consultant

NeuChem® Scope of Practice: CARI™ Wellbeing Coach Practitioner - 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. This qualifies you to be entered onto the register of CARI Practitioners which enables you to operate as an Associate for Maria Paviour Co Ltd, its clients, partners or any other consultancy



NeuChem® will help my clients to engage with their emotions, and to better understand the capabilities they have within them.

Donna Wray, DWray Consulting
Studying Level 5 Diploma in NeuChem®
Coaching



# Association Of NeuChemologists® Qualification - CARI™ Wellbeing Coach Practitioner Course Outline

#### Module 1 and 2: Advanced Ethics

Personal Study plus 1 day classroom

Providing insights into the way in which CARI Wellbeing Practitioners scope their practice with regards to their knowledge of the brain. This module introduces the delegate to fundamental knowledge about brain wiring and mechanisms. You will cover top level contracting as a coach with organisations.

#### You will learn:

How to blend the NeuChem coaching skills as appropriate and within scope of practice

The new definition of coaching within the psychopathology of the population

The importance of brain plasticity to coaching approach

How to track and trend performance and well being, and overcome objections or barriers to coaching How coaching can be dangerous, and how to use a psychologically sophisticated and progressive form of coaching

The complexities of contracting with clients, stakeholders and sponsors

The psychological contract and framing expectations and agreed behaviours

How coaching supervision works in NeuChem coaching - the special considerations

### Module 3 and 4: Creating the business case for wellbeing and coaching Personal Study plus Classroom, 1 day

This provides a deep understanding of how to create a business case for wellbeing and coaching and the need for coach supervision. You will learn how to read, create and interpret the CARI company report, enabling you to target people in need and advise the Board on strategies and tactics that will enable fast paced culture change.

#### You will learn:

The difference between transactional and emotional engagement, and how and why this impacts upon performance and well being

The dangers of corporate zombification or Freeze by degrees and how this impacts upon organisational culture

How to create a compelling business case for coaching using the CARI toolkit

How to evaluate and provide a direct Return On Investment from NeuChem coaching

#### **Uplift to CARI Consultant**

### Optional Module 5: Team and Company Report Interpretation Personal Study plus Classroom, 1/2 day

This optional module can be added to your development journey at any time after passing Asdociation qualification for example: when you join the association, or when the opportunities present themselves, or as part of your continuing professional development.

#### You will learn:

How to interpret Wellbeing Psychometrics to analyse the meaning for the team, team leader and organization and tactical approach to improving wellbeing.

#### **Uplift to CARI Consultant**

### Optional Module 6: Multi Data Set - Corporate Culture Interpretation Personal Study plus Classroom. 1/2 day

This optional module can be added to your development journey at any time after passing Asdociation qualification for example: when you join the association, or when the opportunities present themselves, or as part of your continuing professional development.

You will learn:

How to interpret Wellbeing Psychometrics to identify factors driving cultural expression, the themes and implications to strategic leadership in improving wellbeing and performance.

### Level 5 Certificate in NeuChem® Coaching

5 classroom and personal study modules, 3 seminar/tutorials and supervision (9-27 hours)

#### This course is suitable for people who...

Would like to understand the theory and application of NeuChem® coaching, using the full range of coaching models and methods in a corporate setting, and work in a limited way with their own clients. For those who would like to work with Maria Paviour Company Ltd this qualification enables you to develop your skills in applying the principles and 'earn while you learn' as a CARI practitioner / undergraduate student coach.

#### **Entry Requirements**

Completion of the Association of NeuChemologists® Qualification - CARI™ Consultant

#### 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.

**Duration:** 48 hours study, 12 hours coaching practice

#### Qualification

ILM Level 5 Certificate (Foundation Degree)

Membership Level Assoc. NeuChemologists®: Practitioner Member

**NeuChem® Coach Level:** Accredited NeuChem® Coach Practitioner - You can broaden and deepen your offering to provide an complete 6 stage coaching solution using the ICEAGE™ progressive neuroscience-based coaching framework as well as carrying out coaching clinics with an augmented 1 hour NEU-OSCKAR coaching model.



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,

Studying Level 5 Certificate in NeuChem® Coaching

### Level 5 Certificate in NeuChem® Coaching

#### Course outline

#### Module 1: Essential NeuChem® Knowledge Personal Study

Overview: This foundation module will provide you with the essential brain knowledge that you will need to operate as a NeuChem Coach

#### You will learn:

How to use the psychologically sophisticated and progressive NeuChem Coaching models

Understanding psychopathology - when to coach and how to identify personality disorders

Psychopathy at work, its impact on individuals and culture

### Module 2: The framework and process of NeuChem® Coaching

Personal study and classroom, 1/2 day

Overview: NeuChem offers a psychologically sophisticated and progressive framework for coaching which is known as ICE-AGE (the mnemonic). This framework is multi-dimensional based on the latest neuroscience. By understanding how this framework we can support our clients in making rapid and easy transformations.

#### You will learn:

Critical exploration of the 6 stage NeuChem® model

### Module 3: The 6 NeuChem Sessions: session 1, neurostory

Personal study and classroom, 1/2 day

Overview: Introduction to why Story is a vital survival mechanism - and how it allows us to construct and connect our brain wiring

#### You will learn:

How to use the Neurostory® toolkit for enabling personal change and priming the client for a transformational experience

### Module 4: Vampires and Angels, managing the coaching relationship

Personal study/seminar/classroom (2hrs x3)

Overview; This module will enable you to understand the power relationship within a coaching and mentoring process and identify the way in which, as a coach, you can ensure you do not unwittingly or deliberately abuse your potential position of power in the relationship.

#### You will learn:

The six key vampire behaviours and how these impact on us as coaches, and on our clients in their lives and work Key strategies for neutralizing and energizing positive behaviours (angels)

### Module 5: The 6 NeuChem Sessions: session 2, survival codes

Personal study and classroom, 1 day

Overview: This module addresses the survival codes that we develop from infants and continue to develop and perfect during our lives. It explains those behaviours that seem to sabotage our progress and enables the coach to support a re-routing of neural processes with the client

#### You will learn:

- How we create unhelpful patterns, and how these 'survival codes' become ingrained as brain wiring
- How to shift people out of their unhelpful patterns and move into aspirational life choices

### Module 6: The 6 NeuChem Sessions: session 3, emotions

Personal study and classroom, 1 day

Overview: This module looks at the newest research on emotions and debunks myths about how emotions are 'stored' in the brain. A new way of measuring and identifying our emotions is introduced with far-reaching impact on coaching client progress

#### You will learn:

The new NeuChem® vocabulary

How understanding the 3 aspects of emotion can create and support personal change

How you can measure, track and trend client progress using CROMS, CARI and physiological and psychological measures

### Level 5 Certificate in NeuChem® Coaching

#### Course outline

# Module 7: Co-regulation, empathy, communication and brain wiring Personal study/seminar/classroom (2hrs x3)

Overview: NeuChem Coaches need to understand the importance of co-regulation and empathy. Standard coaching models may consider communication skills with regards to the behaviours exercised by the coach. In NeuChem we go much deeper than this. We look at the brain wiring of 'connection', and how this needs to be created for change. We also consider the importance of empathy and a brain process. Finally we will look at those behaviours that enable us to utilise this knowledge to create the environment that will support our coachees to self-empowered and sustainable transformation and change.

#### You will learn:

The 3 myths of behavioural change, and what really promotes transformation

The power of connection and the destructive impact of exclusiveness as opposed to inclusiveness

The neuroscience of communication and how to use innovative methods for creating the pre-requisites for change

# Module 8: The 6 NeuChem Sessions: sessions 4, 5, 6 Personal study and 3 x 2hr tutorial

Overview: This module is arranged as 3 tutorials, providing a dynamic and responsive tutor-led learning process. It covers three models of coaching

#### You will learn:

How to create long term and sustainable change through 'natal potential', creativity, and neuroscript  $^{\mathrm{m}}$  models How to create an empowering closure to the coaching process

# Practical Assessment Day: sign off for qualification Classroom, 1 day

Overview: This module allows you to apply your learning in practice with supportive tutors ena; bing you to build your confidence in delvieing NeuChem coaching.

#### You will learn:

How to critically analyse your reflective practice Outcome:

You will have final sign off on your coaching practice and achieve Certification on your practicals.

### Level 5 Diploma NeuChemologist®

8 modules: 4 classroom-based and personal study; 4 seminar/tutorial and supervision (8 hours), 1 module coaching practice (88 hours)

This course is suitable for people who...

Wish to provide executive coaching and wellbeing coaching within organsiations and work at the top level for Maria Paviour Company Ltd as a fully qualified NeuChem® Coach, or NeuChemologist® and who would like to coach at Harley Street and for corporate clients.

#### **Entry Requirements**

Coaching qualifications (or equivalent), or completion of the Level 5 Certificate in NeuChem® Coaching course.

#### Overview

Graduating with the Level 5 Diploma, you will be able to work with clients using neuroscience and coaching, providing psychometric analysis, and in tailoring specific NeuChem® solutions at both individual and organisational level.

You will be able to adapt and create coaching models that give you rapid success with clients in dealing with stress and low mood, to improve confidence, and achieve their goals. You will support clients and empower them with the tools to address and adapt to different mental health, work, and life challenges.

**Duration:** 371 hours study and practice (includes hours from previous NeuChem® courses)

#### Qualification

Level 5 ILM Diploma (Foundation Degree)
ILM Endorsed NeuChemologist® Qualification

Membership Level Assoc. NeuChemologists®: Principle Practitioner Member

NeuChem Coach Level: Accredited NeuChemologist® - You have a deep understanding of relevant neuroscience, practical skills, knowledge and experience to operate as a Business Psychologist. You are eligible to practice at our Harley Street Clinic (and use this on your letterheading), work with senior leaders and provide wellbeing coaching to overcome specific mental and physical health issues that present in the workplace, qualified to consult and advise at a strategic as well as tactical level on wellbeing, employee engagement, diversity and inclusion. At this level, you are able to flexibly apply the NeuChem principles and devise initiatives programmes to neutralise issues and enhance well being.



Now is the time to learn.

Mandy Brook, RSE Group
Studying towards Level 5
Diploma Advanced
NeuChemologist®

### Level 5 Diploma NeuChemologist®

### **Module 1:** The mesocortical and mesolimbic dopamine pathways - and why these matter

Seminar or book club, 2 hours

#### Overview:

A deep review of the brain pathways that create behaviours, with a deep and broad understanding of how to empower clients to alter these through NeuChem practices

### **Module 3 Seminar:** The impact of work with incremental trauma Seminar, 2 hours

#### Overview:

Understanding how the new science demonstrates physical and mental health issues from work place stress and how this can affect our DNA

#### Module 2: Advanced Brain Coaching

Personal study and classroom, 1 day

- Mapping the brain for coaching rapid and empowering change
- Decision making and creativity, editing the memory, creating safe cultures
- Otherness, diversity and inclusion

#### Module 4: Advanced Wellness and Health Coaching

Personal study and classroom, 1 day

- Using a deeper and broader knowledge of the neuroscience for diagnosis and solution development with requirements
- Exploring the polyvagal theory, sleep coaching, "why do I feel this way?". Over and under production of brain chemicals, the effects, and how this can be managed.

#### **Module 5 Seminar:** The four key brain systems

#### Seminar, 2 hours

Overview: A critical analysis of the four key brain systems and how these are used by NeuChemologists in devising and designing treatment plans

#### Module 6: Advanced Transformational DNA Coaching

Personal study and classroom, 1 day

- Working practically with DNA changes
- Recognition of when transformation is taking place and how to facilitate this in the moment

#### **Module 7 Seminar:** Self Reflective Practice and Peer Reviews

#### Seminar, 2 hours

#### Overview:

This module is designed to develop the student's capacity as a qualified NeuChemologist(r) through supervision, self-reflection best practice by working in peer review processes

#### Module 8 Practical Assessment Day: sign off for qualification

#### Classroom, 1 day

This module allows you to apply your learning in practice with supportive tutors enabling you to build your confidence in delivering NeuChem coaching.

- How to critically analyse your reflective practice
- You will have final sign off on your coaching practice and achieve Certification at Diploma level 5 on your practical.

### Research Fellow: Contributing to the body of knowledge

The Research Fellow focuses on key areas and studies these with a view to developing in depth knowledge to support a specialised coaching approach. The areas of specialism currently available to study include: Autism and Asperger's syndrome, ADHD, OCD tendencies, dyslexia, Post-Traumatic Stress Disorder and mental health issues such as anxiety, depression. Research Fellows are encouraged to bring their own area of study to the programme where this would add to the body of knowledge and further the aims of NeuChem® Coaching.

The programme involves personal and supported study of the chosen area or areas. With a mentor and supervisor, you will be able to develop and evaluate your own methods for supporting your special area, which may then be published as part of the body of knowledge provided for the NeuChem® community.

This is a research based unit and can also feed into developmental work being carried with and for NHS Mental Health.

This course may also be useful for General Practitioners and Clinicians who want to further their study for CPD points.

#### Join our research faculty - choose a specialism and become a champion for mental health

Once you are part of our school, you can work with Maria Paviour and contribute to our on-going research. We are continuously reviewing the latest research, and we are adding to it! As a qualified coach, you can also be a part of the great advances that we are spearheading, working here with our colleagues at the University of Sussex.

Specialist training involves in depth supported study in the chosen area or areas. These key areas relate to the components necessary for total wellbeing and emotional and engagement.

With a full range of tools to add to your toolkit, you will be able to enhance your offering and increase your earnings.

You can further progress your career by training as a Coach trainer and offering Mindfulness Plus, our NeuChem® branded product.

Alternatively, progress your coaching career by becoming a coaching supervisor and support your peers. Contact us for more information.

### Graduating as a NeuChemologist®

Once you have completed your hard work, join us at the annual Graduation Ceremony which takes place at the Attenborough Centre for the Arts on the University of Sussex Campus. You can bring your friends and family and celebrate the culmination of your studies in style!

You will be presented with your scroll and enjoy an afternoon of fascinating speakers and entertainment - and the day always promises to be fun. Have your graduation photograph taken and enjoy some bubbly and/or afternoon tea with your guests.

The ceremony gives us the opportunity to provide honorary awards to people who are doing exceptional work to promote mental health, happiness, and wellbeing at work as well as those who are contributing to improvements in our communities and society.

#### The order of events:

- Founder's address Maria Paviour shares stories of how NeuChem enabled different individuals to overcome severe adversity - with special guests
- NeuChem® Award achievers attend and receive their certification.
- Special Guest Speaker
- NeuChem® Certificate graduates receive their scrolls in gowns.
- Special guest performer the power of story telling
- NeuChem® Diploma graduates receive their scrolls in cap gown and hood.
- NeuChem® Postgraduate awards are presented in cap, gown and hood
- Awards and responses
- Closing address

Graduates are also awarded their Association Membership and those who have excelled in studies and achieved success in their practice may receive the Award of Excellence.





# Professional status as a NeuChemologist® Membership of the Association of NeuChemologists®, Accreditation, Licensing, and ongoing CPD.

Maria Paviour Company Ltd are the only major coaching company worldwide to offer an Ofsted regulated coaching and mentoring qualification in NeuChem® Coaching, and a Professional Association to acknowledge and differentiate your abilities and knowledge as a NeuChemologist®.

We also offer ILM endorsement of the NeuChem® programme assuring the quality of delivery, and enable only qualified and licensed practitioners to deliver these services. This protects your investment and ensures that only the highest quality of training delivery is provided by a qualified NeuChemologist®. You become part of an elite, highly qualified team - this ensures that we not dilute the quality for people who have achieved at this high level. To become and remain accredited as a NeuChemologist®, you must maintain your membership of the Association and keep your CPD and supervision up to date.

### On-going CPD - Post Course Sustainability

#### Supporting your growth

In order to ensure that you continue to be as able and as effective as can be, we will continue supporting your on-going growth and development.

#### Marketing and Career Support

As part of the programme you can continue to benefit from being part of the community with the following:

- Newzines
- Fmail courses
- Supervision
- CPD workshops, webinars and Skype groups
- Peer mentoring
- Podcasts
- Research updates and masterclasses
- CPD Courses and events

#### For NeuChem® Practitioners we provide information and resources for you to use:

- Marketing literature
- Articles to put onto your LinkedIn or other social media sites
- Links to our newsletters for your clients

#### Additional Elite Support for NeuChemologists®

As a licensed DIP NeuChem® and accredited Member of the Association of NeuChemologists® you will be invited to work as a part of Maria Paviour Company Ltd and will be among an elite

group of coaches who are advertised on the Maria Paviour Company website, and registered as a recommended NeuChem® Practitioner or Coach.

#### We promote you in our social media and on our web site

- Appear on the web site as a Licensed Practitioner
- Mentioned in Maria Paviour Company newsletters distribution 4000
- You will be able to work on your own corporate projects under the Maria Paviour Company brand and deliver coaching at Harley Street.
- Attend events arranged by Maria Paviour Company Ltd in order to meet new contacts
- National Exhibitions
- Tea and Cakes Events
- Webinars
- Training
- Conferences

#### Sales Support

- We provide you with training in how to sell coaching, engagement and well-being, including how to build a business case for your clients
- We can directly close sales for you from your contact list you pass it to us and we go in and close the business for you
- We also provide additional courses, workshops and masterclasses to which you can gain access at a priority discounted fee.

#### Conferences and Exhibitions

Maria Paviour regularly speaks at conferences and MPC Ltd take space at exhibitions. As a licensed NeuChemologist™ you will be able to attend and meet clients at these national events

### Membership of the Association of NeuChemologists®

#### Licence

To practice as a NeuChemologist® or NeuChem® Coach and CARI™ Practitioner you will need to renew your membership of the Association of NeuChemologists® each year. This requires you to agree to the terms and conditions including compliance. You will be expected to carry appropriate insurance. This is important as it ensures that only properly qualified and competent coaches can become and practise as NeuChemologists®. This not only protects our brand but also yours by preventing unqualified people from training and delivering this proprietary and evidence-based form of coaching.

Licensing is applied on a pay as you go basis and to maintain your licence you are required to:

- Maintain your CPD including Supervision
- Pay your registration fees
- Demonstrate quality delivery that complies with the published Standards and Codes of Practice for NeuChemologists™ (2017)

#### Continuing Professional Development- CPD

You will need to carry out 30 hours CPD, this should include:

- 10 hours or more peer consultation/supervision activities of this 3 hours can be peer community reflection and case study activities.
- 10 hours active learning (attending a workshop where actively involved in something like role play) attendance of the CPD or Career Progression workshops offered by MPC; 3 hours can be peer community Book Club and seminar groups.
- 10 hours other learning; such as reading, podcasts, lectures, TV, blogs etc.

Added value for licensees includes:

- Access to marketing support
- Licensee Discounts and Special prices for access to training to progress your career and earnings (please see "Career Progression").

#### On-going costs - pay as you go

- Membership of the Association of NeuChemologists®
- Licence £120 per year to maintain your registration on the website and enable you to
- advertise as a NeuChemologist® or NeuChem® Coach and Trainer. This will also enable you to be an Associate Practitioner of the Maria Paviour Company Ltd.
- Supervision £60 per session
- CPD events £50- 100 per day
- CARI™ questionnaires: First 20 free of charge thereafter £30 per set of 10 questionnaires and profiles plus VAT,
- Client NeuChem® Manual: £14.50 per client (no VAT payable)

#### **Career Progression**

Maria Paviour Company Ltd actively encourage our NeuChem® coaches to benefit from NeuChem® career enhancement enabling the progression from NeuChem® Practitioner to NeuChem® Consultant Practitioner. To become a NeuChem® Practitioner Fellow and Professor Guru you will need to have had 3 years of experience as a licenced NeuChem® Practitioner and complete the consultancy and trainer qualifications.

NB: The ability to practice as a NeuChem® Coach/NeuChemologist® is dependent upon registration with the Maria Paviour Company Ltd on a year by year basis.

### What do you need to do now?

In order to be assured of attending on the next available course and to secure your place, you will need to book an interview and pay a deposit of 25%. The full fee becomes payable on confirmation of acceptance.

If you want more information please contact us on 01273 934136 or email hello@mariapaviour.com

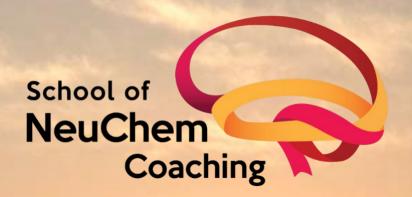
Become part of our amazing community of NeuChem® Practitioners now!

Part of the Maria Paviour Company Ltd

Registered Office: The School of NeuChem® Coaching, Sussex Innovation Centre Science Park Square, University of Sussex, Falmer, Brighton, East Sussex BN1 9SB

Tel: 01273 934136 www.mariapaviour.com

Company registration no: 08649396 VAT Registration No: 176 9864 40





### **Frequently Asked Questions**

#### Is NeuChem® Coaching a Therapy?

NeuChem® is not a therapy; it is a physical learning and knowledge base. It focuses on the brain and physiology.

#### Is there an interest in the market in NeuChem® Coaching?

Maria Paviour's best-selling book 'Brainy Neuroscience for engaged people' indicates there is a lot of interest and there is evidence from our own business growth and from the ILM's research that corporations are requiring qualified coaches with a knowledge of neuroscience.

#### How does NeuChem® Coaching differ from psychotherapy or standard coaching?

Coaching is usually cognitive/ thinking. Psychotherapy is usually emotion based. NeuChem® focuses on physiological/emotional responses and neural wiring rather than thinking.

#### Mindfulness is recognised as an effective method for supporting mental health - so isn't NeuChem® Coaching unnecessary?

Not at all. In order to benefit from Mindfulness, the client needs to be capable of applying him or herself to it. This is where people often "fail". NeuChem® Coaching enables clients to create the right brain chemistry so that they can fully and rapidly benefit from mindfulness without the need to apply "willpower". This is why we have developed Mindfulness Plus ™.

#### How does NeuChem® coaching enable such rapid changes in people's attitudes and behaviours?

By making change easy. NeuChem® Coaching focuses on the easiest things to change first, and when the client can alter their body chemistry at will and within minutes they are able to alter their thinking (this often happens naturally).

#### Isn't this the same thing as CBT?

No. With CBT you cognitively process your behaviours and emotions. By understanding the triggers, you can moderate your responses. With NeuChem® you learn how to moderate the chemical makeup of your body in order to enable a change in your behaviours. Often changes happen naturally.

### **Frequently Asked Questions**

#### I already have /am thinking of doing NLP - is this the same thing?

NLP is a therapy, as well as a useful mechanism for learning. It focuses on the brain and language whereas NeuChem® provides empowered learning for clients to allow them to rewire their own behaviours and change their brain chemicals at will. This means that they can choose the right emotional and cognitive state for every situation. NLP provides anchors, whereas NeuChem® provides understanding so that once you know the principles you can get into the driving seat of your brain, emotions and body chemistry in order to reduce stress, eliminate anxiety, unhelpful states and oxymoronic behaviours. In this way NeuChem® allows you to joyfully and successfully engage in your life and achieve your aspirations.

#### Is this just a new thing? A flash in the pan?

European Union (EU) award as part of MITATA Euro Interreg award for the preliminary work on the use of CARI™ as a NeuChem® Approach in 1998. Documented research undertaken by MPC and associates backs up the validity of this approach with case studies and testimonials from clients such as Valiant Oil and Gas, Baker and McKenzie, Hammersmith and Fulham Borough Council, East Sussex County Council and Kensington and Chelsea Borough Council.

#### Is accreditation important?

Yes. It ensures quality of delivery and satisfies clients. For example, 'Patients First' are keen to deliver this approach within their organisation and to their clients' but they first need it to be validated to be able to provide an approved and regulated approach which is why they need this qualification to have been created.

#### Why is it a diploma course?

Consultation and feedback from the Wellbeing Sector and other markets demonstrates a requirement for the neuroscience and Neurochemical coaching™ approach to ensure that there are Quality standards built around this new science and application, and for it to be delivered with a regulated and standardised approach. This is to safeguard practitioners/organisations from litigation and recipients from potential damage.

#### What is the qualification worth?

The Certificate and Diploma qualification is at level 5 diploma which is equivalent to foundation degree level. The Award is a Level 3 qualification.

#### I'm just interested in finding out more about Neuroscience in my coaching. Is this the best course to attend?

Yes, you can attend the Introduction to NeuChem®. Or you can attend the Certificate to enable you to coach with NeuChem® as a NeuChem® Coach. If you want to become a qualified NeuChemologist™ you will need to complete the diploma.

### **Frequently Asked Questions**

#### What is a NeuChemologist™ and what are the benefits of becoming one?

A NeuChemologist™ is qualified to Diploma level and able to practice as a NeuChem® Coach, Trainer and Consultant, including offering Mindfulness Plus and they may also benefit from associate status with MPC Ltd as part of its bank of corporate and executive coaches/trainers. Also, NeuChemologists™ may be able to practice apply to work at the MPC Ltd Harley Street Coaching Clinic.

#### Will people be able to get this qualification on line without attending the course?

No. The course is only available through the Maria Paviour Company Ltd as a full and blended programme of learning.

#### Will I be able to become a Harley Street Practitioner?

We invite Practitioners who have achieved their Diploma, who wish to further specialise and who have achieved high levels of performance and achievement to work within the Maria Paviour Co. Ltd clinic in Harley Street. In selecting practitioners we take into account previous history as well as evidence in practice as a NeuChem® Coach.

#### What does it mean to work from Harley Street as far as my credibility is concerned?

You will be able to quote the address on your business correspondence and see your clients in central London in our Harley Street suite.

#### What are the benefits of working at the Harley Street practice?

You will have on-going support from Maria Paviour and the Maria Paviour Company Ltd including marketing your practice and you will be able to offer your services at Harley Street fees.

#### How can we be sure that people will not use this approach without having the proper training?

The fact that teaching and practice of NeuChem® coaching will not be made available outside this diploma course and association, combined with the requirements for CPD will prevent the misuse of the materials. Without a diploma and the association, these safeguards would not be enforceable.

#### Will I be able to advertise myself as a NeuChem® Coach or NeuChemologist™?

Yes, providing you have qualified at Level 5 Certificate and keep yourself up to date and are registered through the association you can call yourself NeuChem® Coach. You will need to qualify at Diploma level to call yourself NeuChemologist™. In both cases, you will need to be accredited in writing by the Maria Paviour Company Ltd.