

Beyond the Change Myth.

Head Brain

Heart Brain

Gut Brain

*What if the biggest reason change fails
isn't mindset or discipline — but biology?*

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Thank you.

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ICF Master Certified Coach · 33 years of clinical and coaching practice

- Founder, 3 Brains Intelligence Academy
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- Author of three books on 3 Brains Intelligence
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Heart Brain

Gut Brain

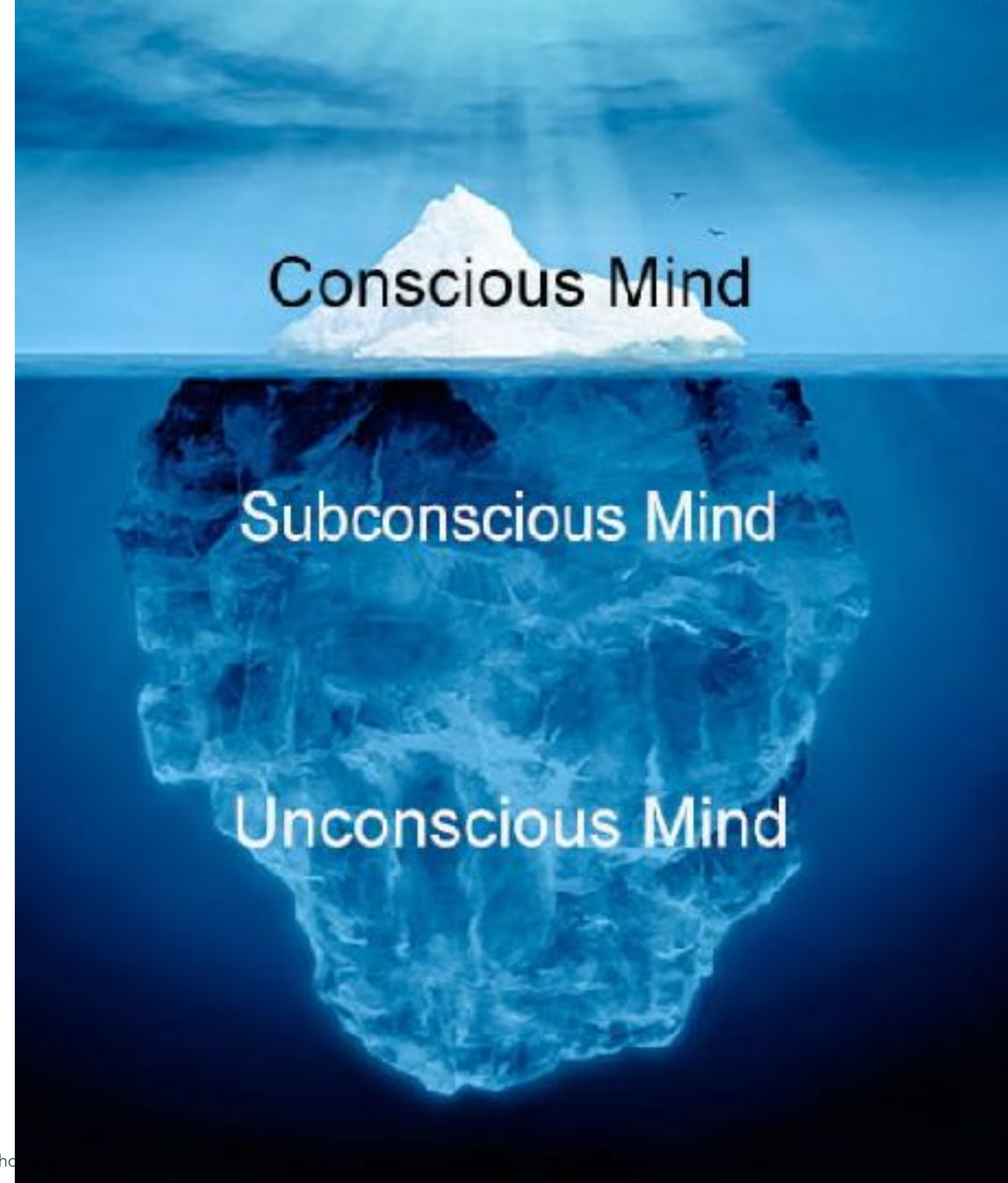
WHO IS REALLY IN CHARGE?

10% of you decides. 90% acts on its own.

THE QUEST

Who is really in charge of the 90%?

And what does that mean for us as coaches, leaders, and clients?



WE ARE HIGHLY EXPERIENCED, AND STILL...

Who here finds themselves caught in patterns like:

Perfectionism

Trying to please everyone

Struggling to set boundaries or say no

Pushing through even when the body says no

Procrastination

Neglecting self-care

Feeling stressed or overwhelmed

Hesitating to ask for more clients or raise fees

*Why do we stay stuck in these patterns
and what makes it so hard to break free?
And if we can't solve them for ourselves, how can we coach others on this?*

THE ANSWER IS NOT WHAT WE WERE TOLD

It is not weakness.
It is not lack of discipline.
It is biology.

Three nervous systems

Head, Heart, and Gut each have their own neurons, memory, and decision logic.

One usually runs the show

97% of us are dominant in 1 or 2 Brains. The third is almost never listened to.

Change requires all three

Lasting change happens only when all 3 Brains agree. One Brain alone cannot sustain it.

HAVE YOU EVER...

Regretted a decision and asked yourself:

HEAD

"Why didn't I think this through?"

HEART

"Why didn't I follow my heart?"

GUT

"Why didn't I listen to my gut feeling?"

What happened when we ask ourselves that?

We missed one or two brains in the decision making

WE ARE BORN THIS WAY

How much of us is biology, not choice?

Identical-twin studies show how much of who we are arrives with the body itself, not the life.

BODILY CHARACTERISTICS — SAMENESS

97% Fingerprint ridge count

86% Height

73% Weight

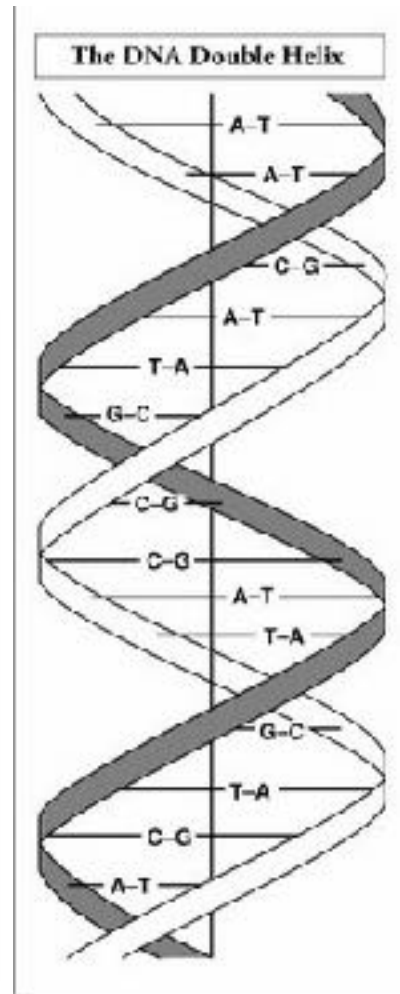
PSYCHIATRIC ILLNESSES — SAMENESS

80% Schizophrenia

37% Major depression

30-40% Panic disorder

50-60% Addiction (alcoholism)



Source: Martin Seligman, *Flourishing*. NCBI/PMC3093315.

THE FIRST SEVEN YEARS

Most of what runs us was learned before we could remember.

95%

of your daily actions come from the patterns built in your first 7 years.

Dr Bruce Lipton, PhD — stem cell biologist, The Biology of Belief.

250 million

new neuron connections per hour, in utero, up to month 18.

5,000 to 15,000

connections per neuron — every one of them.

After year 3

we prune many of those connections. The pattern is set.

Those memories cannot be stored in the brain in our head. They were stored before that brain was finished.

We have 3 biological intelligence systems, not one brain

Head Brain

Logical Analysis

~40bn neurons · cranial neocortex

Prediction, structure, cause and effect.

Operates across time, past and future.

Core question: Is this logical, and what comes next?

Heart Brain

Emotional Connection

~40,000 neurons · cardiac nervous system (Dr Armour, 1994)

Belonging, connection, emotional truth.

Operates in the present moment.

Core question: Am I accepted, and does this honour my values?

Gut Brain

Instinctive Action

500m+ neurons · enteric nervous system (Dr Gershon, 1998)

Survival, action, resource acquisition.

Operates in milliseconds.

Core question: Am I safe, and will this succeed?

97% of us are dominant in 1 or 2 Brains, the third is almost never listened to,
only 3% of professionals have this

EVERY STRENGTH HAS A SHADOW

Each Brain has a strength, a pitfall, and an allergy.

When a Brain is dominant, its strength leads. Under stress, its pitfall takes over. And it cannot tolerate the language of its allergy.

BRAIN	STRENGTH (success)	PITFALL (under stress)	ALLERGY (cannot stand)
HEAD	Strategic, factual, logical, analytical, curious, procedures, detail-oriented, creative.	Too critical, too judgemental, rigid (following procedures/rules), perfectionism.	To be wrong, to have their knowledge or work criticised.
HEART	Empathic, team player, enthusiastic, optimistic, persuasive, courageous, smiles.	Naïve, too optimistic, too trusting, can't say no, no clear boundaries.	Confrontation, rejection, being seen as unfair.
GUT	Decisive, 110% effort, goal-oriented, big picture, competitive, risk-taking.	Egocentric, impatient, focused, lacking empathy, escape or attack, manipulative.	Weakness, saying sorry, losing, dependency.

Recognise your own dominant pattern? That is the Brain that has been running you. The other two are still waiting.

A DECISION YOU MIGHT FACE

The proof of the pudding is in the eating.

The company you work for is making a severe loss, and there is an urgent need to take action and optimise costs. The board decided that at least 5 employees in your department should be made redundant. All 10 of your employees have the same level of competence. Based on this text and this information, which option would you choose?

A

You let go of the 5 older employees, which is the best choice for production, as the job is physical. Based on age, we can assume that these 5 employees will never find another job. This will have a severe negative effect on their income and finances.

B

You let go of the 5 younger employees, as they will easily find a new job based on their age and experience, meaning everyone has employment.

C

You go for LIFO (Last In, First Out). Not age-related: 5 employees have already worked more than 15 years for the company, and the other 5 have joined within the last 2 years. This means your team will have 3 older and 2 younger employees.

D

You discuss it with your team and see who may like to volunteer?

Drop A, B, C or D in the chat.

Who of you choose A?

LOOK AT THE SLIDE AGAIN

Option A is the only one that addresses the company's urgent loss.

The slide talked about:

Severe loss

Urgent action

5 of 10 must go

Same competence

**Options B, C, and D answered the question about the people,
not about the consequence for the company.**

Your biology (3 Brains) rewrote the question.

In milliseconds your values, beliefs, and protective reactions stepped in and influenced the decision

That is not wrong. It is biology.

NOW — KNOWING WHAT YOU KNOW

Can you pick A?

A

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D

You discuss it with your team and see who may like to volunteer?

Drop your answer again.

Let's vote again — even though you now know A is the only option about the company.

What do you notice inside yourself?

Those sensations, and thoughts is your biology, your 3 Brains disagreeing.

You just did what many of our clients do.

*They have awareness.
They know what to do.
They feel motivated
And make an action plan*

Then biology - one or two Brains- pulls them back.

We have been giving it many names, discipline, grit, motivation, etc.

It was never lack of those.

If I cannot change in 60 seconds

with full awareness,

in a webinar without real consequences,

with a hypothetical decision

What do we need to change something that matters, over months, alone, under pressure?

the answer: 3 Brains Alignment.

THE ISSUE WITH ADVICE REPETITION

The classic advice, that works perfect for toddlers

THE CLASSIC ADVICE

**Practise the new behaviour for half an hour,
daily, for 21 to 36 days.**

Sounds reasonable. Disciplined. Doable.

Most coaches and therapists have given this advice. Most clients have nodded.



THE ISSUE WITH ADVICE REPETITION

And what actually happens.

THE REALITY

90%+

of people stop within two weeks.

Not because they are weak. Because biology pulls them back to the dominant pattern.

**Awareness, knowledge or discipline
alone
does not change biology.
Alignment of the 3 Brains does.**

DO IT WITH ME

How do your 3 Brains actually communicate?

Eyes closed. One slow breath. Two fingers each — on your forehead, your chest, your belly. Then say each phrase out loud, slowly, and notice what shows up each time.

01 YOUR REAL NAME

"My name is _____."

Say it three times — once with each set of fingers.
Notice the differences.

02 YOUR NICKNAME

"My name is _____."

Use a name only someone close to you uses.
Watch what changes.

03 A FUTURE COMMITMENT

"Will you support me to _____?"

Choose something you want to do but have not yet done. Ask each Brain.

Note: a command or a closed question works best — the Brain answers in yes/no, or in sensation.

THREE YESES, NOT ONE

Change lasts when all 3 Brains agree.

Most change efforts get one yes, usually from your dominant brain. And we forgot to get the other two on board. This is why willpower, or just following your feelings, fails. This is what the 3 Brains framework changes.

HEAD says yes when...

- ✓ I have thought through the consequences.
- ✓ It makes sense — the how, why, what, and whom.
- ✓ I agree with the logic.

HEART says yes when...

- ✓ My new behaviour will be appreciated.
- ✓ It strengthens my bonds.
- ✓ I have no fear of rejection.

GUT says yes when...

- ✓ I feel safe and ready to act.
- ✓ I have something positive to gain.
- ✓ I agree with the what and the why.

One Brain saying yes is a wish. Three Brains saying yes is a change.

THE COST OF STAYING THE SAME

**Our dominant Brain has been running us for 30, 40, 50 years.
If we do not learn to listen to the other two...**

The same conversations will keep going in circles.

The same clients will keep hitting the same ceilings.

The same restructure will fail in the same way.

The same relationship pattern will repeat itself.

Knowing your dominant or silent Brain is not the change.

Listening to the other two and bringing them on board is.

WHAT MAKES 2026 DIFFERENT

In 2026, AI already does 90% of what most coaches call coaching.

What AI does brilliantly

Head Brain Language

- Language analysis at scale
- Pattern recognition across thousands of cases
- Cognitive reframing on demand
- Behavioural pattern detection
- Summarising and structuring
- Always available, infinitely patient

What only the human coach can bring

Heart + Gut Presence

- Co-regulation through the nervous system
- Embodied presence in the room
- Sensing what is absent or defended
- Biological transmission of safety
- Calibration in real
- Holding the space of not knowing

You are not being replaced.

You are being asked to coach using your 3 Brains and be fully present.

RIGHT NOW, THREE THINGS ARE PROBABLY TRUE

Knowing is not the change.

1. *You have read about the 3 Brains, polyvagal theory, or somatic coaching before.*
2. *How much did you embody it and made it your habit?*
3. *For most of us (and me 😊), knowing did not become doing.*

One Brain learning does not mean we do it.

I love to challenge you

Now you know and feel the power of your 3 Brains.

How are you going to use and embed it?



OPTION 1

You leave with the model.

You try a few exercises. And probably, pitifully within two weeks — like 90% of professionals — you will back to your old way of working..

And the 3 Brains becomes another thing you once heard about.

OPTION 2

You embody it.

You commit to a 4-week structure, 8 times 4 hour live zoom sessions and as a bonus 40 ICF CCEUs.

And by 17 July, the model is in your 3 brains.

**My gift to you to €185 off
because you came.**

4 Weeks. 8 Sessions. Everything changes.

Here is exactly what you learn – and what it does for your clients.

40 CCEUs

28 CC · 12 RD · ICF-accredited

8× 4 hours live

Zoom · Thursday & Friday

30% of coaches join

specifically to recertify every 3 years

WEEK 1

The Science of the 3 Brains

- Why Head, Heart & Gut are 3 separate neural networks, not a metaphor
- Each Brain's role, responsibility, and decision-making authority
- How to read your own 3 Brains language, so you can hear it in clients

Your client feels understood at a depth they've never experienced before.

WEEK 2

Detect. Align. Coach.

- Master the CCT State (Curiosity · Compassion · Trust) to activate mirror neurons
- Identify in real time which Brain is speaking, and which one is blocking
- Use conscious breathing to regulate the vagus nerve and align all 3 Brains

Sessions become precise. You know what to do, and why it works.

WEEK 3

Rewire Beliefs. Release Patterns.

- Coach the 3 Brains Belief Rewiring process, where Heart & Gut store old limiting beliefs.
- 2 powerful techniques that put clients into a coaching state in minutes
- Understand the Autonomic Nervous System as the bridge between all 3 Brains

Clients release patterns they've carried for 10, 20, 30 years, safely, in the present.

WEEK 4

Embed Change. Full Sessions.

- 3 Brains Stuck Release Coaching, for patterns rooted in earlier experiences
- Full-length coaching sessions weaving CCT + Belief Rewiring + Event Rewiring
- How to build a complete 3 Brains session from opening to transformation

You leave with a complete coaching method, not a collection of tools.

The only method that reaches where change actually lives.

Head · Heart · Gut, all 3 saying yes, that is when change and success last.

INSIGHT ABOUT COACH PREFERENCE

Data from 5,218 Test

Heart dominant



Head dominant



Gut dominant



As a Heart-dominant coach, you feel your client. This method gives you the language and tools to coach with all 3 of your brains.

WHY COACHES SIGN UP

3 reasons — all valid

30%

Need the 40 CCEUs

Every ICF coach recertifies every 3 years. 40 CCEUs covers the full requirement in one programme.

45%

Clients aren't changing

Great sessions. No lasting results. They want a method that reaches the Heart and Gut, not just the Head.


25%


AI is taking their edge


They want to be irreplaceable. The biological depth — presence, sensing, co-regulation — is what AI cannot replicate.


WHAT MAKES IT UNIQUE


No one else does this

 **Detect which Brain is talking**
from the client's words alone — in real time

 **Coach the Heart & Gut directly**
where patterns and decisions actually live

 **Present-moment only**
no re-entering the past, safe, fast, effective

 **Proven neuroscience**
Dr. Armour + Dr. Gershon research · 5,812 data points

 **AI-proof coaching identity**
biological presence is what no AI can replicate

3 BRAINS COACHING, EVERY DAY – NOT JUST THE GOOD ONES

Become irreplaceable. Starting June 4.



€185 off — because you came.

Use code: 3BRAINS10

COHORT A

4 June – 3 July 2026

16:00 – 20:00 Madrid time

Thursdays & Fridays

COHORT B

25 June – 17 July 2026

09:30 – 13:30 Madrid time

Thursdays & Fridays

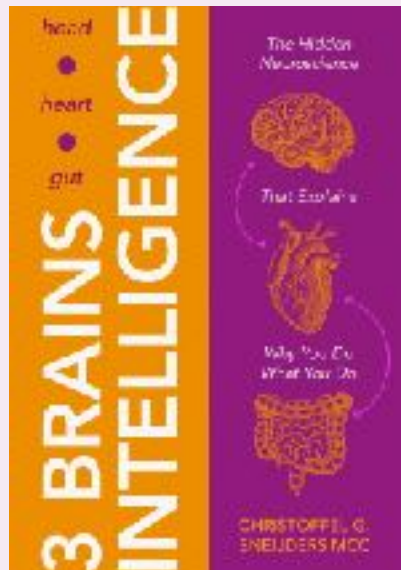
8 x 4 hours · 40 CCEUs (28 CC + 12 RD) · ICF-accredited

THE EASIEST WAY TO LEARN MORE AND MASTER YOUR 3 BRAINS

Read one of my books — or even better, all of them. 😊



3 Brains Intelligence



Reclaim your Brains



3 Brains & relationships



Available on Amazon, Bol.com, and at www.3brainsintelligence.com/books

Know Your Own 3 Brains Profile

Your free personalised 3 Brains Preference Profile is waiting for you.

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www.3brainsintelligence.com//3-brains-preference-test

5 minutes · 16 languages · Free · Immediate results

Reveals your dominant Brain and what it means for your leadership and coaching.



Head Brain

Heart Brain

Gut Brain

Which Brain is talking in you, right now?

Thank you.

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