



💡 Welcome to

# From Stuck to Strong: Coaching the Heart and Gut Brains for Real Emotional and Action- Based Change



By Christoffel Sneijders MCC  
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# What can I bring to you?

- MCC Coach, Supervisor and Mentor
- Founder 3 Brains Intelligence & 3 Brains Coach Certification Training
- Clinical Psychotherapist/Hypnotherapist, NLP Master, Reiki Master
- Visiting professor at the IE Business School & Georgetown University
- 30 years experience in coaching, training, therapy and consultancy, and trained/coached more than 13,000 people in Europe, the Middle East, Australasia, and the USA



## Author of the books:

- "Relationships? Which Brain is Talking?"
- "How Men and Women Fit, finally understand your partner with the 3 brains theory"
- And coming up: The 3-Brain Leader Activate Your Head, Heart and Gut to Make Change Happen

# My intention:

## Your takeaways!

- What is the importance of 3 Brains Intelligence?
- The Essentials of the 3 Brains Science and Theory
- What is the impact of coaching from the Head, the Heart or the Gut?
- Discover your own 3 Brains preference



And a gift by the end of the webinar!

# Does it make sense to do these behaviours?

- Who of you is having clients whom having issues with:
  - Procrastination
  - Eating unhealthy
  - Sleeping issues
  - Setting boundaries or Saying no
  - Getting more clients or increase the price
  - Not showing empathy
  - Depressions or anxieties



Who inside us is in charge of these  
“bad” decision-making moments?

# How does regret work?

How often have you regretted a decision and ask yourself:

 Why did I not **think** about this?

 Why did I not follow my **heart**?

 Why did I not listen to my **gut** feeling?

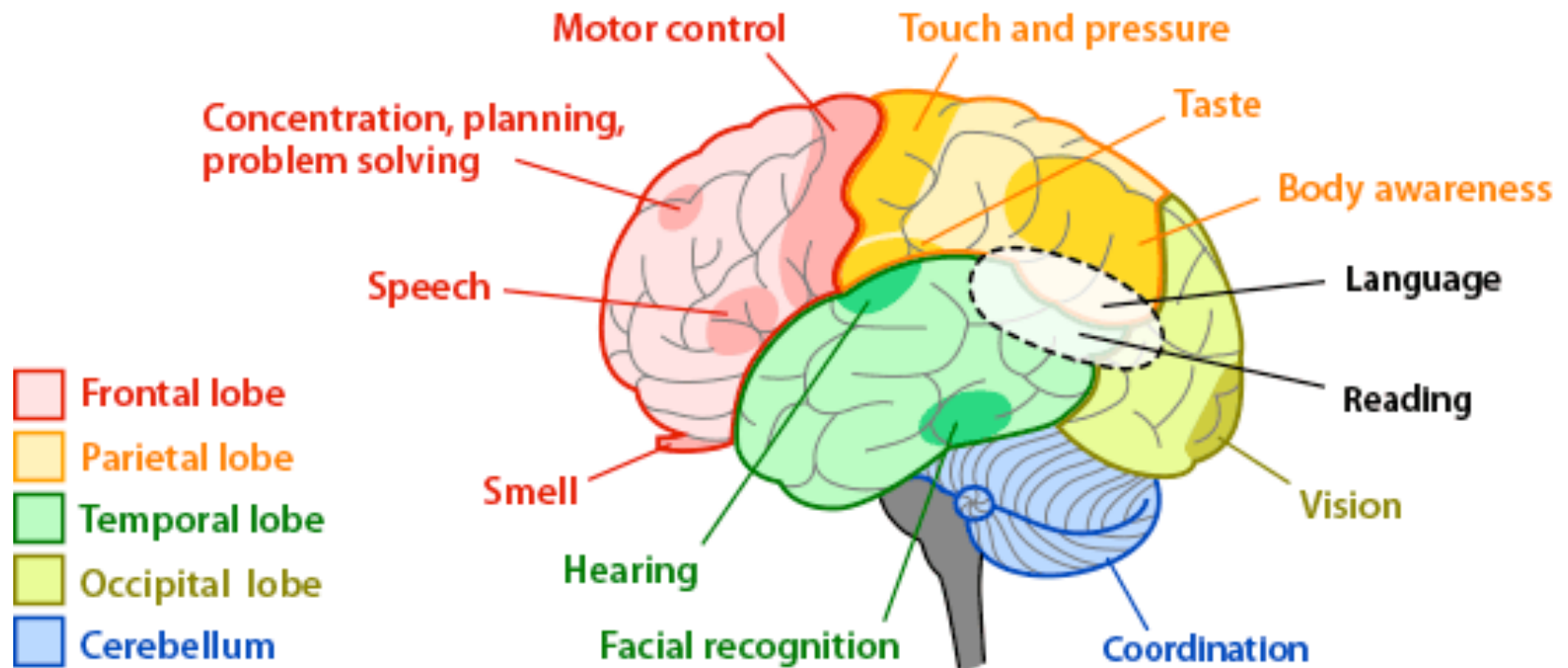
And which criteria do we use for a decision?

 When we **Think** about it?

 Follow our **Heart**?

 Listen to our **Gut** feeling?

# Old Neuroscience focus on our amazing Head Brain





# Our amazing Head Brain



3 Brains Intelligence

HEAD | HEART | GUT

- Consumes as much as 25 % of our body's Oxygen and 20% of our total Calories each day
- Glucose is the primary energy source for the brain that runs on around 12 watts of power
- 100.000 million neurons, constant synaptic communication
- Neurons having 5,000 and 10,000 connections with other neurons
- That's more than 500 trillion connections performing a dazzling array of complex mental processes every second
- The brain understands the world around us based on internal and external information :
  - The body sends 11 million signals per second to the Head Brain for processing
  - Eyes: 10,000,000 signals per second
  - Skin: 1,000,000 signals per second
  - Ears: 100,000 signals per second
  - Smell: 100,000 signals per second
  - Taste: 1,000 signals per second.

# What is the result of this?

## Success rates (different from happiness rates) of the “experts”

- McKinsey, BCG, Accenture etc:
  - Culture change projects **26-41%**
  - Agile < 40%
  - McKinsey claims **up to 75%** if you follow 100% of all their steps
- Psychology ave. **35%**
  - Over the course of 46 months, **43%** of those who had received CBT had improved, reporting at least a 50% reduction in symptoms of depression, compared with 27% who continued with their usual care alone
- Coaching **55%**
- Hypnotherapy **55%**
- Repetition **6%**
  - **80% if you do** 3 months daily for 30 minutes the change that you do it = **8%**
- Success rate **heart valve replacement surgery 99%**

# Where do you remember the most important memories of your life?

- What is the first memory you can remember, and what was your age of this memory?
- What is the average age we learn next week and last week so we can do cause and effect analyses?



Who is in charge of our behaviour, our habits, and our emotions?

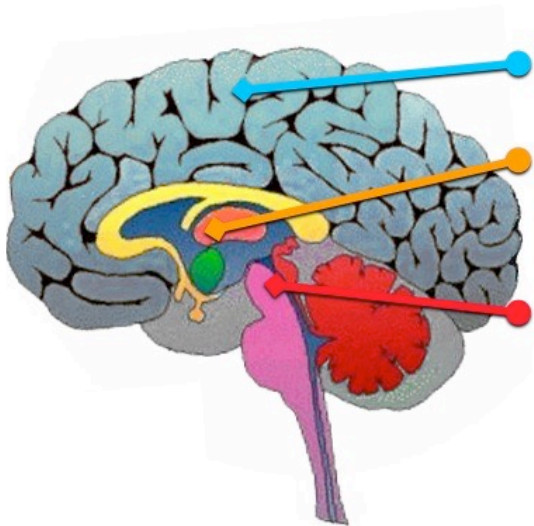
- Up to month 18 (after conception), every hour, we create 250 million new neuron connections (every neuron has 5.000 -15.000 connections), and after year 3, we prune many of them down again.



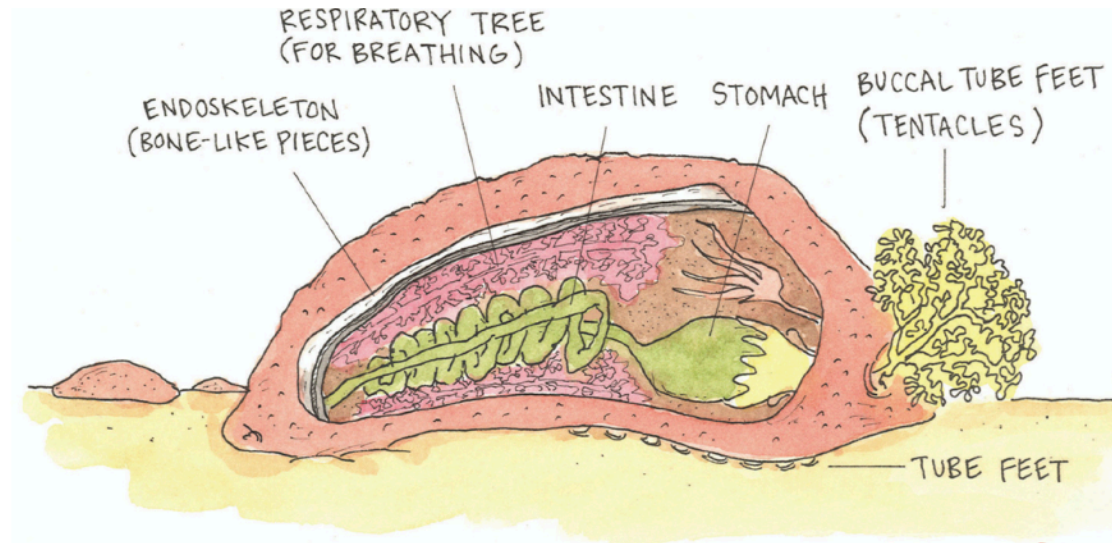
So can these memories be stored in the brain in our Head?

# Evolutionary Biology of our 3 Brains

The old idea of a reptilian, emotional  
and mammal Brain  
**is scientifically proven to be  
a hoax**



The latest science  
Meet our living ancestor



**NO Heart or Head; it is a living Gut!** 🤔  
**How do you talk with that?**

Sources: Neurobiologist Dr. Michael Gershon,  
Neuroscientist Lisa Feldman Barrett



# The Gut Brain



- Neurobiologist Dr. Michael Gershon, in the book, 'The Second Brain' 1998, is a functional neural network or 'brain.'
- The gut-brain contains over 500 million neurons, sends and receives nerve signals throughout the chest and torso, and innervates organs.
- The gut brain is a vast chemical and neuro-hormonal warehouse and utilises every class of neurotransmitter found in the head brain, like
  - Serotonin (emotions control, happiness)
  - GABA (role in controlling anxiety, stress and fear)
  - Cortisol (burning fat, energy boost for action)
  - Dopamine (Reward, Joy)
  - Epinephrine (Adrenaline, energy action)
  - Norepinephrine (Noradrenaline, energy action)
  - Benzodiazepines (relaxation, is Valium and Xanax)
  - Testosterone (the male sex hormone and females produce small amounts in the ovaries and adrenal glands)
- Research has shown that the gut-brain can learn, store memories and perform complex independent processing.

# Your Independent Gut

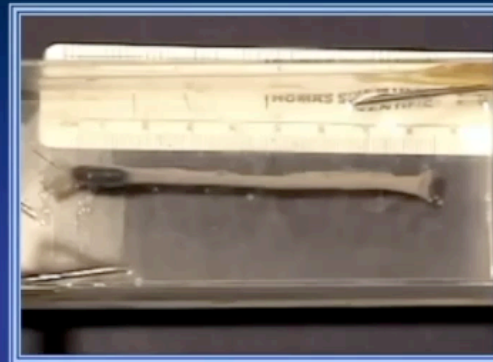
## The ENS allows the bowel to be self-governing

- The gut is unique in that it can control its own behavior. Neuronally regulated propulsion can thus occur in the total absence of input from the CNS.

**Intrinsic circuitry in action**  
**Control**



**Intrinsic circuitry out of action**  
**Tetrodotoxin**





# The Heart Brain



- Neuro-cardiologist Dr J. Andrew Armour introduced the concept of a functional brain in the heart.
- The heart's neural network meets all the criteria specified for a brain, including several types of neurons, neurotransmitters, proteins, support cells and more.
- Its complex and elaborate neural circuit allows the heart's brain to function independently of the head's brain.
- 40.000 - 120.000 Brain Cells
- Produces:
  - Oxytocin (the love hormone),
  - Dopamine (the famous reward and motivation hormone) and
  - Norepinephrine (general function is to mobilise the brain and body for action)
- It can function independently, and the heart and brain can learn, remember, feel and sense.

# The HEART, a Brain?






# Our Heart Brain

- Researcher: Prof. Gary Schwartz, Psychiatry Department, Arizona University
  - Study Group: More than 300 patients who underwent transplantation surgery.
    - Finding: Significant psychological changes observed in all patients post-surgery.
- Case Study: An Extraordinary Instance
  - Subject: An eight-year-old girl who received a heart transplant.
  - Symptoms: The recipient began experiencing vivid nightmares about a murder.
  - Actions Taken: Consultation with a psychiatrist led to multiple sessions.
- Psychiatrist's
  - Diagnosis: The nightmares were believed to be real memories of physical incidents related to the donor.
- Involvement of Law Enforcement
  - Donor: A ten-year-old girl who was murdered.
  - Police Intervention: Detailed nightmare descriptions (time, weapon, location, attire, victim's last words) were used by police.
- Outcome: The descriptions contributed to locating and convicting the murderer.

# What are their resources to have control?




<b>Gut Brain</b> Neurobiologist 500 million neurons Dr. Michael Gershon	<b>Heart Brain</b> 40.000- 120,000 neurons Neuro-cardiologist, Dr. J. Andrew Armour	<b>Head Brain</b> 100,000 million neurons
<ul style="list-style-type: none"><li>• Neurotransmitters/hormones<ul style="list-style-type: none"><li>– Serotonin (Happiness) &gt;90% of the production</li><li>– GABA (major role in controlling anxiety, stress and fear)</li><li>– Dopamine (Reward)</li><li>– Cortisol (Energy - glucose - boost)</li><li>– Adrenaline &amp; Norepinephrine (Action)</li><li>– Benzodiazepines (Relaxation like Valium)</li><li>– Testosterone &amp; Oestrogen</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Neurotransmitters/hormones<ul style="list-style-type: none"><li>– Oxytocin (Love)</li><li>– Dopamine (Reward)</li><li>– Norepinephrine (Action)</li></ul></li><li>• Biophysical communication</li><li>• Electromagnetic</li></ul>	<ul style="list-style-type: none"><li>• Time</li><li>• Spoken language</li><li>• Awareness</li><li>• Memories</li><li>• Activate Limbic Brain (neurotransmitters all from Heart + Gut)</li></ul>

# Responsibilities & Communication?

Brain	Objective	How we notice them?
Gut Brain 	<b>Me first</b> <b>To establish personal success/safety</b>	<b>Sensations:</b> Trust, Relaxation Fear, Anger & Rage Lust & Desire Hunger Disgust
Heart Brain 	<b>You and Me first</b> <b>To be or stay connected</b>	<b>Sensations:</b> Love, (Com)Passion, Persuasiveness, Indifference, Hate, Sadness, Guilt & Shame, Values of Good & Wrong
Head Brain 	<b>Me First</b> <b>Analyse, Understand, and create the right prediction</b>	<b>Curiosity</b> <b>WORDS, thoughts, sound, image, smell, taste</b> <b>TIME</b> (past, present, future) Learning, Creating Understanding, Reasoning, Predicting & Judging

# What criteria do you follow when you follow your Dominant Brain?



	Objective	Pitfall	Allergy
	Achievements & Winning	Egocentric	Vulnerability & Loosing
	Connecting & Empathy	Self Sacrifice	Confrontation & Rejection
	Cause and effect Analyses & Right Prediction	Perfect Answer & Procrastination	Guessing & Mistakes

# What are the 4 traits that account for 89 percent of personal leadership effectiveness

- Solving problems effectively
  - Having the right cause-and-effect analysis and strategy = **Head Brain**
    - Optional Motivation of the team = Heart Brain
    - Optional making the "hard" decisions and communicate them = Gut-Brain
- Operating with a strong results orientation
  - Grid, focus, and discipline = **Gut-Brain**
    - Optional well thought of actions = Head Brain
    - Optional Motivation of the team = Heart Brain
- Seeking different perspectives
  - Seeing the issue from both sides = **Heart Brain**
    - Optional having the right cause-and effect analysis = Head Brain
    - Optional Being the observer and DON'T become a rescuer or victim = Gut-Brain
- Supporting others
  - Really feeling and understanding what they need to excel = **Heart Brain**
    - Optional making well thought off decisions in what to do = Head Brain
    - Optional Being the observer and DON'T become a rescuer or victim = Gut-Brain

Source: McKinsey <https://www.mckinsey.com/featured-insights/leadership/decoding-leadership-what-really-matters>

# The Disasters of Chronic Dominance of one Brain



To much:  
I need to know



- Perfectionism/OCD
- Anxiety
- Insomnia
- Migraine
- Headache



To much:  
I need to stay connected



- Overwhelm and Burnout
- Depression
- Chronic diseases
- Fear of Failure
- Poor Time Management
- Boundary setting



To much:  
I need to succeed



- Fear of Failure
- Anxiety/Anger
- Control-driven
- Self-Doubt and Impostor Syndrome
- Resistance to Change

# Tu sum up: What blocks our change, wellness and success?



1. *We stay reflexively loyal to our biology*



2. *Our Habits/Beliefs/Values or Traumas stop them*



3. *Following our Dominant Brain or not listening to our silent one*

4. *We try repetition*

RIGHT  
PREDICTION

BELONG

PERSONAL  
SUCCESS

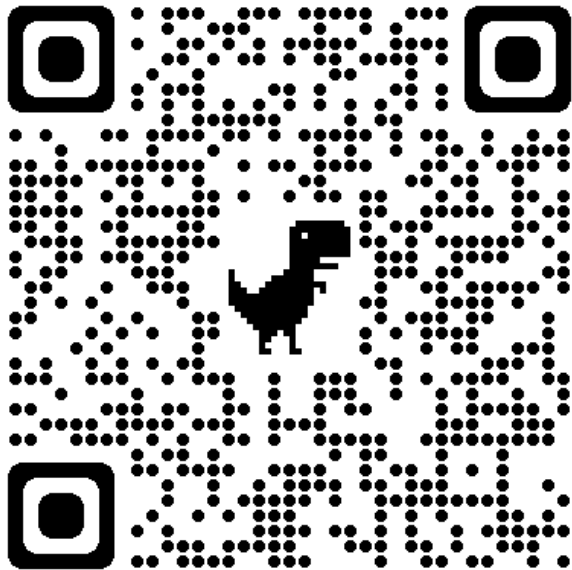
# The solution?!

- Connecting and listening to all out 3 Brains
- Ways to connect with them
  - Mindfulness
  - Breathing
  - Body scan
  - 3Brains CCT state
- Letting go of the old coping mechanism we learned
- Changing beliefs that are limiting us
- Letting go of the old highly impactful events that still affect us
- ***For having a 3 Brains Balance Life, the solution is to learn and master 3 Brains Coaching 😊***

# The easiest way to know more and master your 3 Brains?

“Relationships? Which Brain is Talking?”  
(Christoffel Sneijders)

Amazon: <https://www.amazon.com/dp/B0BVGCVYT3>



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**A €185 gift for you, as  
participant to this ICF  
Webinar...**

**...if you subscribe this year  
to the "3 Brains Coach  
Certification Program"**



# "3 Brains Coach" Certification program



- 8 times 4 hours and 40 CCEU's 28 CC 12 RD
- 4 Thursday & Fridays (4 hours a day)

Action enrol with these links and CODE " 3BRAINS10"

**May 22, 2025, – June 13, 2025**

**4:30 PM - 8:30 PM CEST**

7:30 AM - 11:30 PM PST and 09:30 - 13:30 CST

All the sessions are on Thursday and Friday.

Sessions 1 and 2, 22 & 23 May

Sessions 2 and 4, 29 & 30 May

Sessions 5 and 6, 5 & 6 June

Sessions 7 and 8, 12 & 13 June

**June 19, 2025 – July 11, 2025**

**09:30 AM - 1:30 PM CEST**

4:30 PM - 8:30 PM Singapore Time.

All the sessions are on Thursday and Friday.

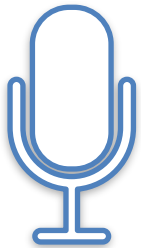
Sessions 1 and 2, 19 & 20 June

Sessions 2 and 4, 26 & 27 June

Sessions 5 and 6, 3 & 4 July

Sessions 7 and 8, 10 & 11 July

# Check point (Use chat or unmute)

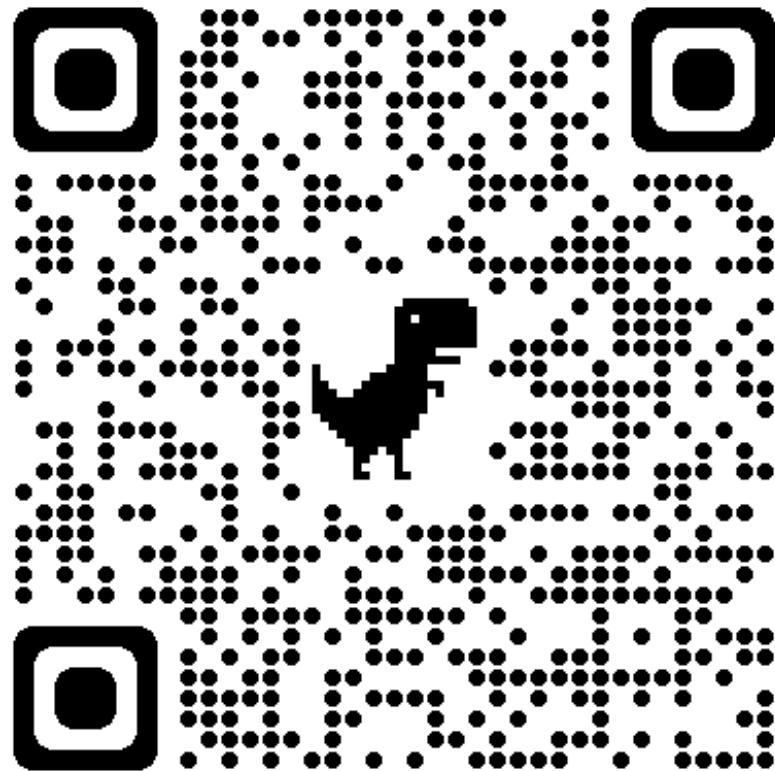


- What are you discovering with this presentation?
- What could be the benefit of applying it to your life?
- Q&A

# Curious to do the free 3 brains dominance assessment ?

Discover your own 3 Brains preference!

<https://www.3brainsintelligence.com/3-brains-preference-dominance-assessment>



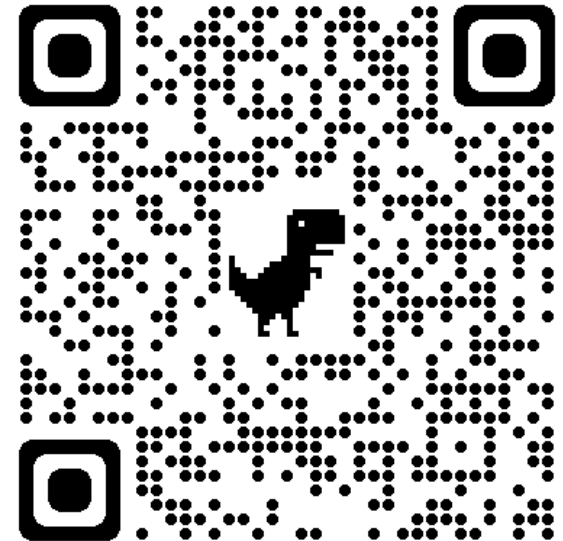
# Lets stay connected!



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# Like to know more?

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## Thank you for your interest!

