



💡 **Beyond the Change Myth:
Unveiling the Neuroscience
Behind the 3 Brains Approach to
Real Transformation**



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

Intentions and takeaways for this Webinar



3 Brains Intelligence

HEAD | HEART | GUT

- Challenge Conventional Wisdom:
 - Reasons behind the high failure rates of conventional change strategies such as willpower, mindset hacks, and traditional coaching models
- Scientific Foundations:
 - Explore how the interconnected dynamics of the head, heart, and gut brains can revolutionise our approach to behavioural change and decision-making.
- Practical insights:
 - Arm yourself with transformative insights that not only challenge but advance traditional coaching frameworks.
- Actionable Insights:
 - Learn insights that harmonise cognitive, emotional, and instinctual processes, significantly enhancing coaching efficacy and client outcomes.

Why do we need an other approach?

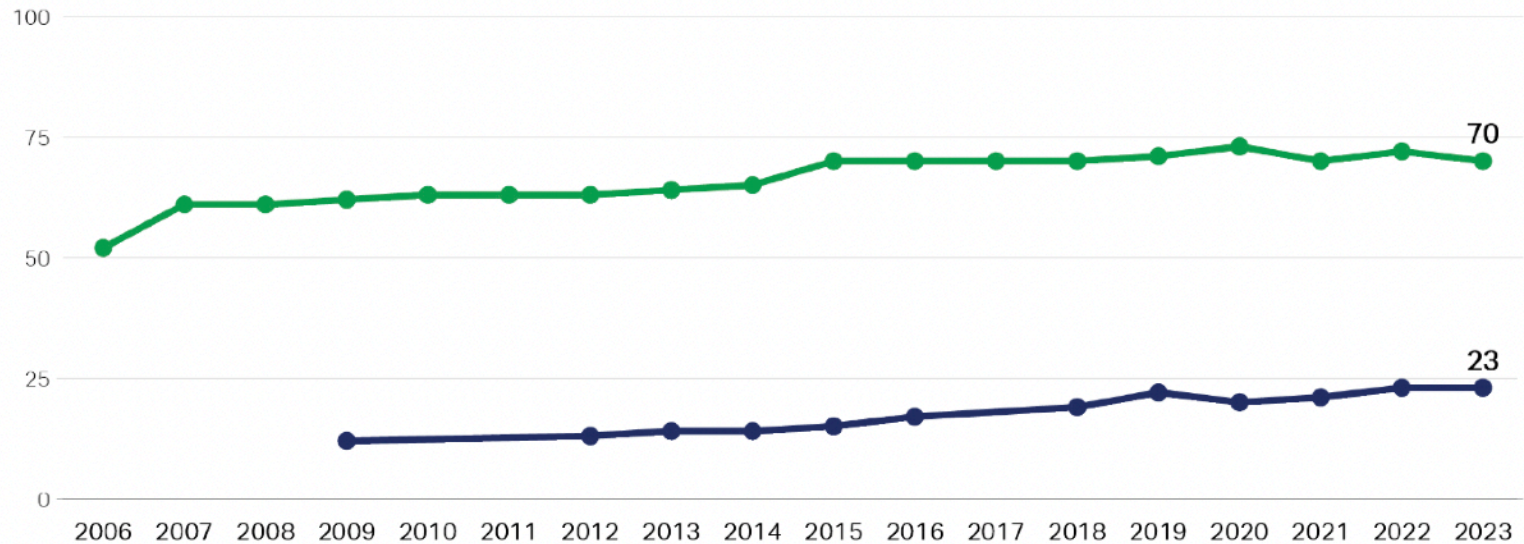
Global Corporate Training Market 2024 = \$ 155,215 million

Global Coaching Market in 2024 = US\$ 11,453 million and in 2034 US\$ 31,939 million

Annual Employee Engagement in the World and Best-Practice Organizations

% Engaged

Best-practice organizations Global



Source Gallup & Future market insights

Success rate traditional frameworks

Success rates (is not happiness rates)

- Culture change projects **26-41%** and Agile **< 40%**
 - McKinsey claims **up to 75%** if you follow 100% of all their steps
- Psychology **35%**
- Coaching **55%**
- Repetition **<8%** (Popular by leadership and self development "guru's")
- Clinical Hypnotherapy, stop smoking/stop drinking **65%**
- **Filling a tooth by dentist 99,5%**

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?

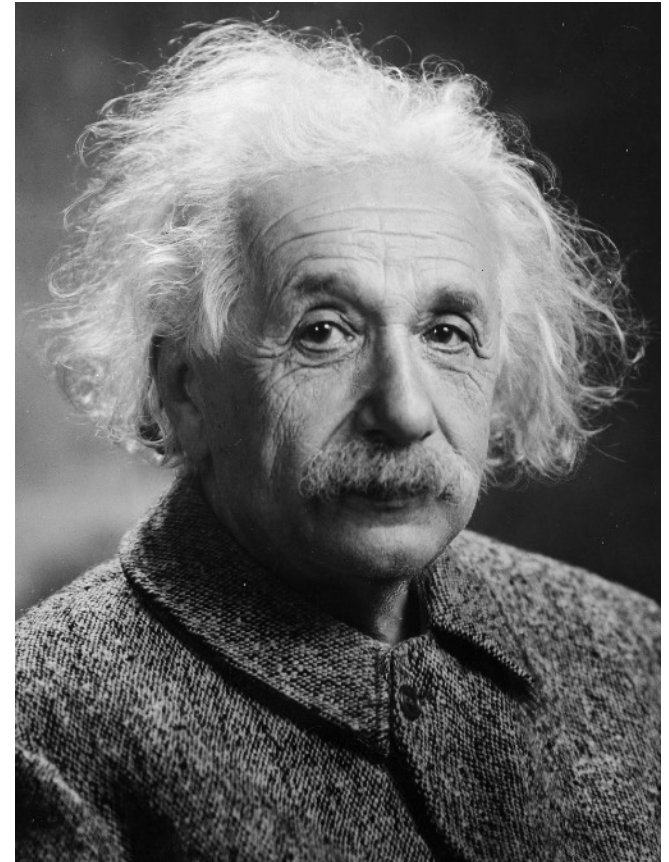
 Follow our **Heart**?

 Listen to our **Gut** feeling?

Are we barking up the wrong tree?

“Insanity is to keep doing the same thing again and again hoping for a different result as no problem can be solved from the same consciousness that created it.”

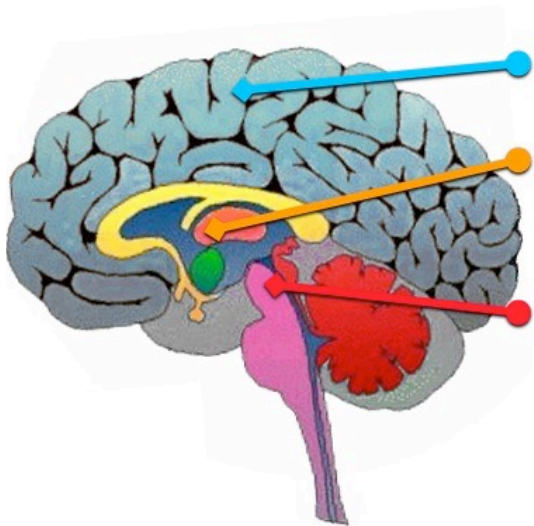
Conclusion: whatever situation we are facing, we need to rise up to a new consciousness,
In my words use an other Brain or actually 3 Brains



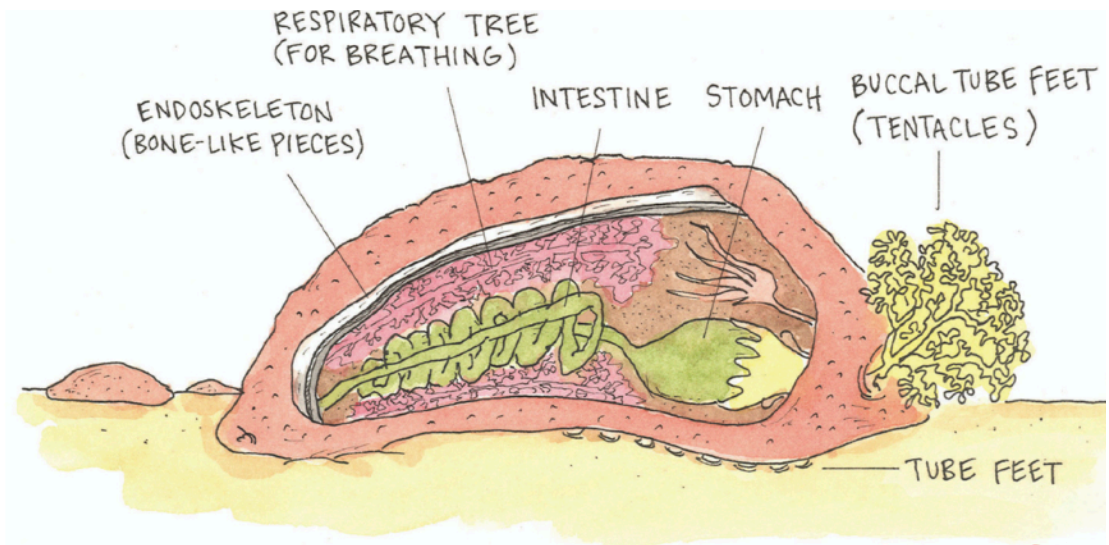
What is the Evolutionary Biology of the 3 Brains?

The old idea of our Brain
There is a reptilian, emotional and
mammal brain

**Scientifically proven to be
NOT TRUE**



The latest science
Meet our living ancestor



NO Heart or Head; it is a living Gut! 🤔

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




Who do think is **in charge** inside you?
Your Head, Heart or **Gut**?

The Heart and the Gut Brain

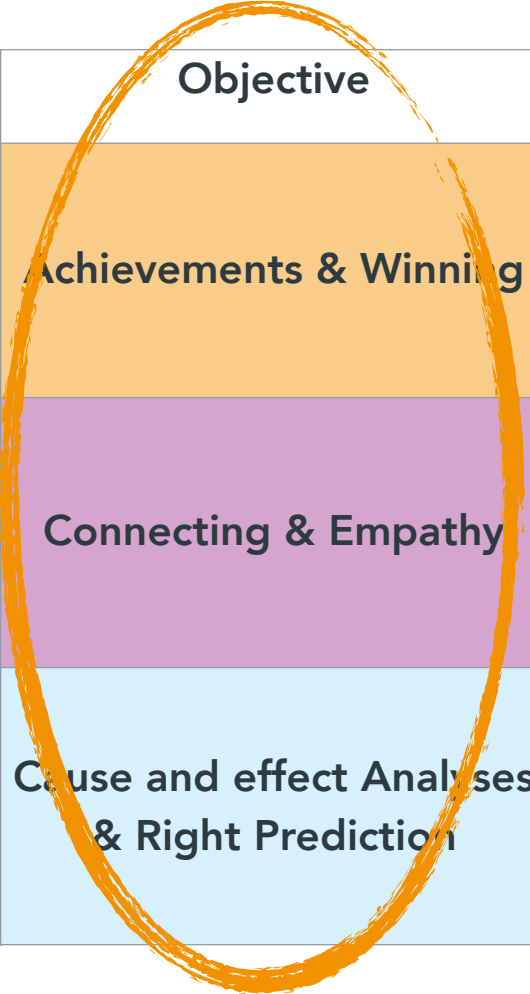





- 1998 Neurobiologist Dr. Michael Gershon introduces 'The Second Brain'
- Over 500 million neurons (brain cells)
 - Serotonin (>90% production, happiness and well-being)
 - GABA (calming of anxiety, stress and fear)
 - Cortisol (energy)
 - Dopamine (reward, mood and motivation)
 - Endorphins (pain regulation, relaxation, pleasure, reduce stress & anxiety)
 - Epinephrine (Adrenaline)
 - Norepinephrine (mobilise the brain and body for action)
 - Benzodiazepines, used in Valium and Xanax
 - Testosterone & Estrogen
- 1994 Neuro-cardiologist Dr J. Andrew Armour introduced the concept of a functional brain in the heart.
- 40.000 - 120.000 neurons
 - Oxytocin (love and bonding)
 - Dopamine
 - Norepinephrine
- Both Brains can learn, remember, feel and sense and make independent decisions

Responsibilities & Communication?

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

Triggers for change in behaviour



Pain	Pleasure	Source of decision making
Logical Survival (Aircraft Pilot)	Logical Solutions & Insights (Engineer)	Conscious Cause and effect Memories, Stories & Facts
Social Survival (Pleaser)	Social Wellbeing & Happiness (Waiter)	Subconscious Memories, Beliefs & Values of Fairness, Bonding and Rejection NO time always NOW
Personal Survival (Terminator)	Personal Gain & Satisfaction (Olympic Sporter)	Subconscious Memories Experiences & Beliefs from Winning and Loosing NO time always NOW

How easily can we change the experiences, beliefs and values of our 3 Brains?

The company you work for is making a severe loss, and there is an urgent need to take action. The board decided: A minimum of 5 employees of your department should be made redundant. All your 10 employees have the same level of competencies.

A. You let go of the 5 older employees, which is the best choice for production, as

90% of the **HEART & HEAD Brain Dominant People** will choose **C or D**
but
90% of **GUT Brain Dominant People** will choose **A**

How easily can you change to another choice?

D. You like to think it over the options and maybe discuss it with your team?

How is evolutionary biology stopping change?



- Our 3 Brains use more than **40% of our daily energy**
- “**Law of Association**” Is the default mode
- Development need a **high-energy** mode to **create new neuro- connections**



Knowing what to do does not mean we do it

🤔 What is the most used advice to learn?

🙈 Repetition 😬

- ½ hour daily repetition
- Time 21 - 36 days
- **> 90% of the people stop within 2 weeks**



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

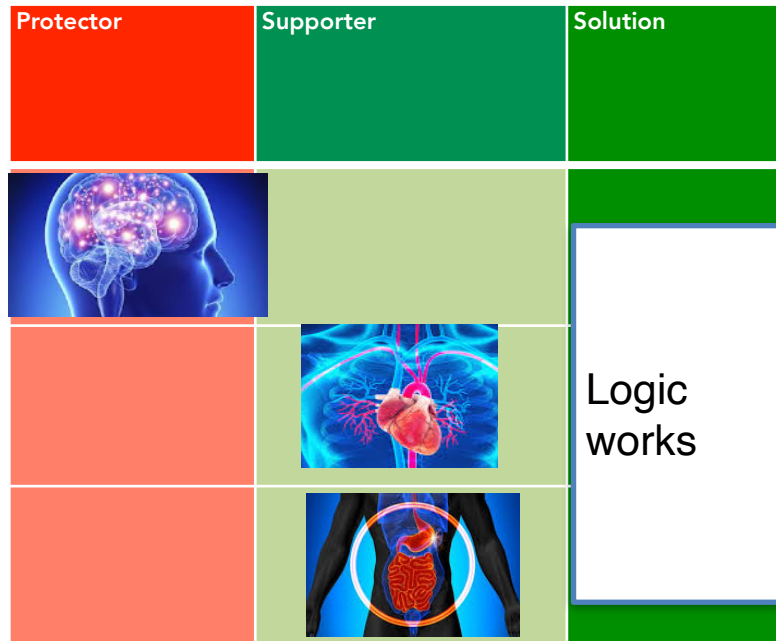
**PERSONAL
SUCCESS**

Which Brain is Talking?

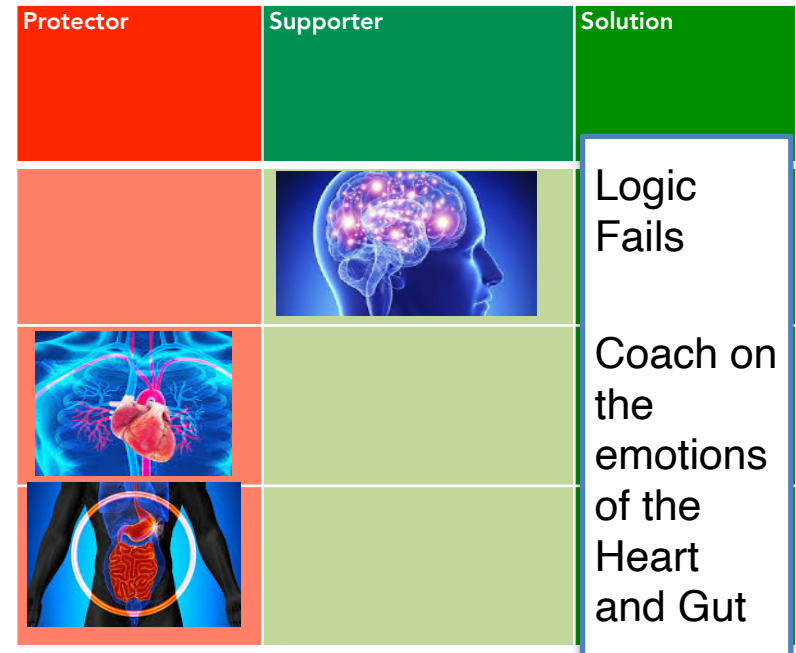
How can we use language to distinguish which Brain is in charge?

- HEAD BRAIN LEVEL: when something is right or wrong, primarily based on facts and knowledge
 - This is a no brainer
 - Let's think this through
 - Let's be logical about this topic
 - I think I can(not) do this
- HEART BRAIN LEVEL: Our connection instinct which is good and not good for me
 - I love that my colleagues are my friend, or: I need that my boss loves me
 - I want to be part of the team
 - I am taking too much responsibility for everybody
 - I ask what they want and will not easily disagree, even if I want something else.
- GUT BRAIN LEVEL: Our instinct for survival and personal gain/success
 - I follow my Gut instinct
 - I do my things first before I assist someone else who needs help
 - I say what I want and will not easily agree if they want something else
 - I have to be strong
 - I cannot fail in this new project
 - I want to lead the new team
 - I need to be in control/power

Coaching is creating long lasting change when...



Our current coaching can be successful for the short and long term



Short and long term success **only** when we address the emotions of the Heart and Gut Brain

When do they learn?

I learn when:



- I feel safe, and I have the trust to go into action.
- I have something positive to gain.
- I agree with the "What".

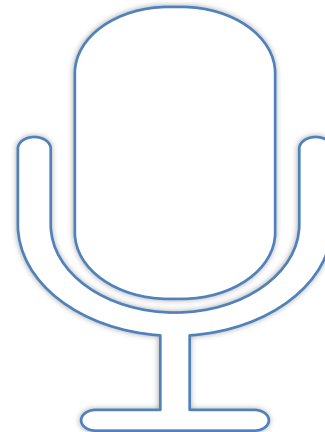
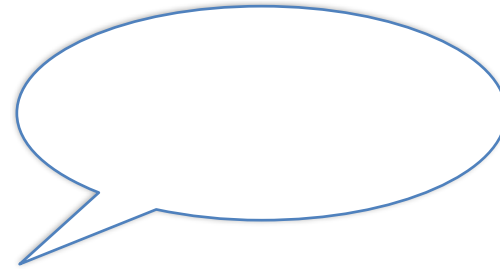
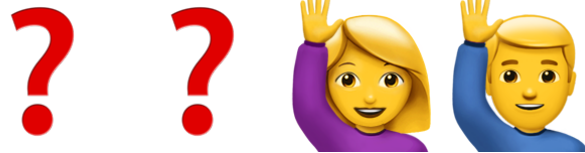


- My new behaviour will be appreciated and create better bonds.
- I have no fear of being rejected.
- I agree with the "Whom".



- I thought about the consequences, the pro's and con's.
- It makes sense.
- I agree with the "Why, What, Whom and How" .

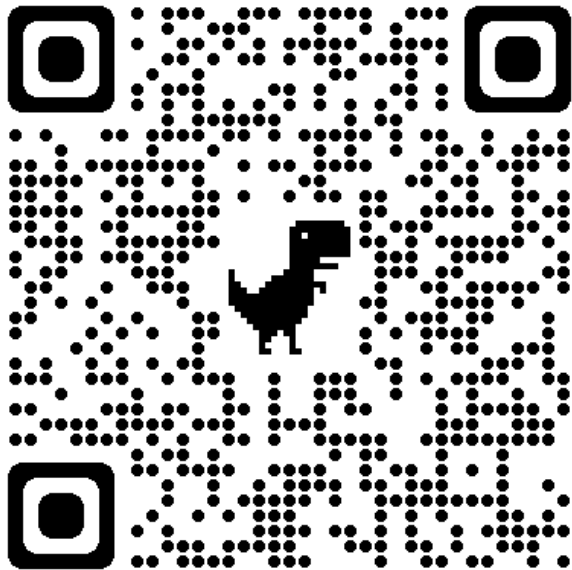
Questions, please use chat or unmute



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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"3 Brains Coach" Certification program



- 8 times 4 hours and 30 CCEU's
- 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

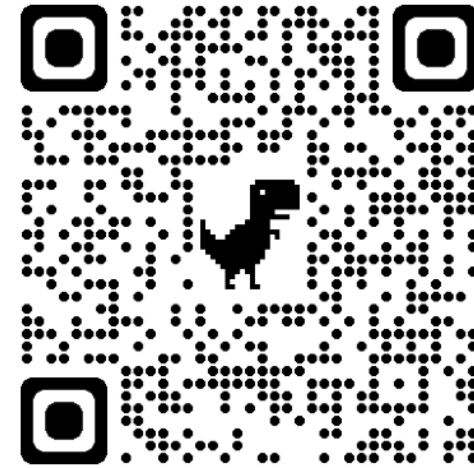
Sessions 5 and 6, 3 & 4 July

Sessions 7 and 8, 10 & 11 July

Lets stay connected!



[https://www.linkedin.com/in/christoffel/
christoffel@3brainsintelligence.com](https://www.linkedin.com/in/christoffel/christoffel@3brainsintelligence.com)



Thank you for
your interest!

