

ICF · INTERNATIONAL COACHING WEEK · MAY 2026

# AI Just Took Your Head Brain's Job. Now What?

## How to become irreplaceable

---

CHRISTOFFEL SNEIJERS · MCC

Founder, 3 Brains Intelligence Academy · ICF Master Certified Coach

Head Brain

Heart Brain

Gut Brain

# Thank you.

CHRISTOFFEL SNEIJERS · MCC

## Christoffel Sneijders MCC

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

- Founder, 3 Brains Intelligence Academy
- Visiting professor, IE Business School, Madrid
- Visiting professor, Georgetown University, Qatar
- Author of three books on 3 Brains Intelligence
- 13,000+ clients across 42 countries
- 3 Brains Coach Certification: 40 ICF CCEUs · 24 EMCC points

## CONTACT

christoffel@  
3brainsintelligence.com

www.3brainsintelligence.com

+34 638 922 421

*Madrid, Spain*

---

Head Brain

Heart Brain

Gut Brain

## THE UNCOMFORTABLE TRUTH

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

✓ Asks beautiful questions

✓ Reflects perfectly

✓ Summarises with precision

✓ Reframes patterns

✓ Matches language & pace

✓ 24/7. Patient. Free.

*Often faster than humans.*

WHERE IS OUR HUMAN UNIQUENESS?

**AI is exposing the difference between cognitive coaching and transformational coaching.**

**That is the gift it brings to our profession.**

WHAT ENDS

**The cognitive surface.**

*Question-asking. Reframing. Tools.*

WHAT BEGINS

**The biological depth.**

*Presence. Regulation. Sensing.*

*Have you ever walked into a room with people and immediately felt that something had just happened?  
You picked up on the atmosphere, even before anyone shared what happened.*

The ICF has been quietly preparing us for this

*ICF 2025 update: 5 new sub-competencies, 11 revised. After a 14-month global job analysis.*

# Away from cognitive. Toward presence.

## FROM (COGNITIVE SURFACE)

- Asking powerful questions
- Using tools and frameworks
- Cognitive reframing
- Goal setting and structuring
- Pattern analysis

## TOWARD (RELATIONAL DEPTH)

- Cultivating trust and safety (CC4)
- Maintaining presence (CC5)
- Comfortable with not knowing (CC5.5)
- Space for silence and reflection (CC5.6)
- What the client is and is not saying (CC6)

# 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

## AI AND THE HUMAN COACH

# What each one does best.

### 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 (mirror neurons)
- Embodied presence in the room
- Sensing what is absent or defended
- Biological transmission of safety
- Calibration in real
- Holding the space of not knowing

TWO STATES THE COACH CAN BE IN

# Transformational Coaching does not happen through what you say.

*It happens if you can listen and coach with all your wisdom centres active*

## 3 Brains aligned

Curiosity · Compassion · Trust

*The state where transformation can happen.*

## Using mainly our dominant brain

To Logical, overempathic, to pushy

*The state where a coach performs instead of being.*

*AI can replicate the words. It cannot replicate the state.*

MOVEMENT 2

Let's watch what happens  
in the first 20 seconds.

## THE FIRST 20 SECONDS

# When you meet the prospective client

### COACH

*"Welcome to this discovery call. From my side, I will support you fully to get the best possible value from our conversation today."*

### CLIENT

*"Yeah... thanks. I've done coaching before, so I'm curious how this would be different."*

# What AI notices vs what A 3 Brains Aware Coach notices

## What AI notices

*From the words alone*

- Comparison language ('different')
- Cautious openness ('curious')
- Possible scepticism
- Evaluation mindset
- Past coaching context implied

**Excellent linguistic analysis.**

## What a coach with 3 Brains Active notices

*From the whole human in the room*

- Hesitation before 'thanks'
- Slight contraction in posture
- Change in intonation and breathing
- Eye movements
- Senses the emotions, like protection, annoyance, or frustration, anger
- Senses the need of the client in the moment

**The coach stays curious. Not assumptive.**

AND THEN THE CLIENT CONTINUES AND SHARES ...

CLIENT

*"As I said I've done coaching before.  
Most coaches just ask questions and nothing really changes."*

**How could we respond and how will AI Respond?**

# Four ways we could respond from our 3 wisdom centres

*Influenced by our 3 Brains dominance, experience, and mood*

## Option 1 · Head Brain Dominance

"I can understand that you say that, questions should have a purpose, and questions alone are not the right path. What is a good coaching structure for you?"

## Option 2 · Heart Brain Dominance

"Thank you for sharing that with me. I can imagine it is not a nice feeling to invest in coaching that didn't deliver. I would like to understand what would actually feel different for you this time. What do you expect from me?"

## Option 3 · Gut Brain Dominance

"That sounds like a waste of your valuable time. I work differently; I focus on helping you get to where you want to be. So, I need to know what the best way for you to learn is. What makes you accept a new concept and do it?"

## Option 4 · 3 Brains integrated

"It shows your quality that you are so honest upfront, and I feel with you that you are unsatisfied with the quality of coaching you received. I work in a way that I adjust the way we work together to your needs. And if I may ask a question about that, what is your need from this coaching? "

**Take a moment. Which would you pick? Drop the number in chat: 1, 2, 3, or 4.**

# WHAT AI DOES IN THIS MOMENT

**Now, what would I (Claude Opus 4.7) choose if I were responding to the client?**

**I would choose option 1.**

*Every time. For every client like this.*

# Say we would choose to take a risk in the coaching?

## OPTION 5 · TEST THE CLIENT ON REFLECTIVENESS

“Wow, it shows your quality that you share this with me, so upfront and so frank. I hear your concern, and I take it seriously. Before I bark up the wrong tree, and the coaching is finished before we even start, what would you like me to do with what you just told me?”

*AI never reaches for it*

# Our Disadvantage

AI had the same day today that it had yesterday.

**We did not; our state can be our biggest handicap.**

**On an average day, we fall back to our Dominant Brain.**

*When we can access our 3 Brains,  
Even a bad day becomes a great day,  
For the client and for us*

CONNECTION IS NOT A SENTENCE

**AI imitates empathy.**

**Humans transmit trust, compassion, and curiosity.**

**80–90%**

*Of the vagus nerve carries the signal from the body to the brain, only 10% goes downwards.*

*Breathing · pacing · congruence · silence · regulation. None of these can be faked through text.*

# AI is not your competitor. It is your reflective partner.

AI may become one of the most powerful tools coaches have ever had, for everything that happens AFTER the session.

## Calibration review

Did I match the client's pacing?

Where did I drift into my 3 Brains Dominance state?

AI can replay the linguistic dance.

## Blind-spot analysis

What patterns am I missing in this client?

Where do my own defences distort what I hear?

## One-Brain over-coaching

Which brain is dominant in my question?

Which brain(s) am I missing?

## Language and pacing

How do my interventions land?

Where did I rush?

Where did I miss the silence?

**AI in the room: limited. AI between sessions: extraordinary. The new coach uses both wisely.**

# The most important Brain in the room is the silent one

**AI analyses what is expressed.**

**Great coaches also sense what is not.**

## **What is absent**

The topic the client steers around. The feeling that does not show up. The decision that never gets named.

## **What is defended**

The performed answer. The intellectual reframe. The story is too smooth to be true.

## **What is silent**

The pause before the word. The breath that holds. The body that goes still mid-sentence.

## **What cannot safely speak yet**

The Brain that has not been invited. Often the Heart. Sometimes the Gut. Almost never the Head.

# Now we do it together. 60 seconds. Cameras off is fine.

## The 3 Brains Check.

1

20 seconds

### Settle

Place both feet on the floor.

Hands resting on your belly.

Three slow breaths, longer on the exhale than the inhale.

2

20 seconds

### Ask

Ask yourself:

With your 2 fingers on your head: Can I coach now?

With your 2 fingers on your heart: Can I coach now?

With your 2 fingers on your gut: Can I coach now?

3

20 seconds

### Adjust

If any answer was no:  
one more breath.

Let the body soften where it tightened.

That is the state your client needs to meet.

## THE FUTURE

**AI accelerates technology.**

**You decide which state you lead from.**

### **Cognitive Coaching**

**Will be replaced, quickly**

*Not because AI is better at coaching, but because AI is better at the cognitive surface.*

### **3 Brains Coaching**

**Cannot be replaced.**

*Because this is not a skill set. It is a state of the nervous system that can only be cultivated, embodied, and transmitted by another nervous system.*

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

**AI will not kill coaching.  
It will expose shallow coaching.**

**You are not being replaced.**

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

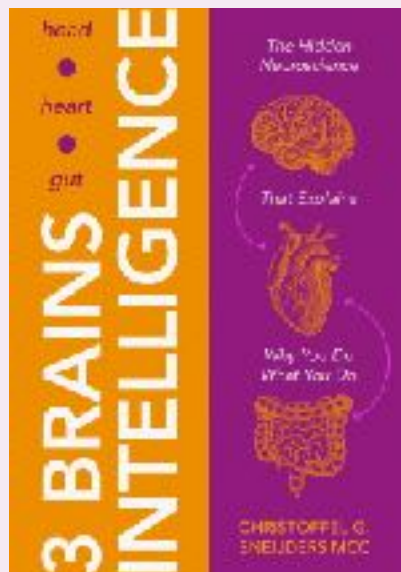
***Both the client and the coach.***

THE EASIEST WAY TO LEARN MORE AND MASTER YOUR 3 BRAINS

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



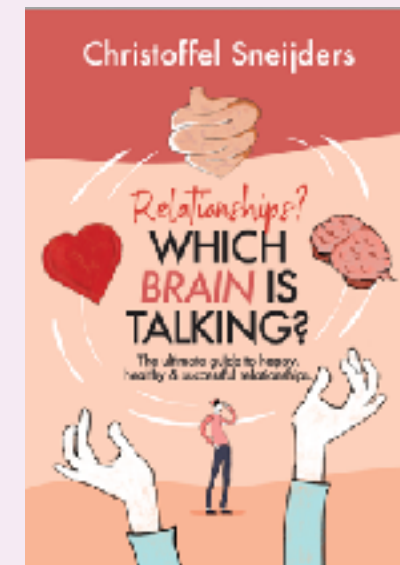
### 3 Brains Intelligence



### Reclaim your Brains



### 3 Brains & relationships



Available on Amazon, Bol.com, and at [www.3brainsintelligence.com/books](http://www.3brainsintelligence.com/books)

# Know Your Own 3 Brains Profile

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

**TAKE THE FREE TEST**

[www.3brainsintelligence.com//3-brains-preference-test](http://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?*