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**Neuroscience Research Supports Co-Active Coaching as Tool for Change**

*CTI faculty authors paper correlating coaching and positive effects on the brain*

SAN RAFAEL, CA, August 29, 2012 –[The Coaches Training Institute](http://www.coactive.com) (CTI), the oldest and largest in-person coach training school in the world, has just published a white paper, “Co-Active Coaching and the Brain: Neuroscience Research Supports the Efficacy of the Co-Active Model” by Ann Betz, CTI faculty member and Certified Professional Co-Active Coach (CPCC). This paper outlines the growing body of neuroscience research that suggests how the tools of [Co-Active Coaching](http://www.thecoaches.com/coach-training/) “profoundly help clients develop positive new neural networks, respond more calmly to stress, make choices more easily, and access much more of their creativity”, which “inevitably leads to more effective, successful and fulfilling lives.”

“We’ve known intuitively and by watching results for two decades that the [Co-Active Model](http://www.thecoaches.com/why-coaches-training-institute/what-is-co-active/) is an effective approach to coaching and personal and professional growth, and now we can offer scientific studies that support it,” says Karen Kimsey-House, co-founder and CEO of CTI. “Both coaches and their clients want to know that there is a scientific basis for their work together. This paper provides the opportunity to use the science of coaching to raise the bar for the whole profession and broaden the appeal for coaching.”

Equally powerful when applied by individuals or within organizations, The Co-Active Model balances self-awareness, a keen agility with relationships, and courageous action to create an environment where individuals can be deeply fulfilled, connected to others, and successful in the key areas of their life.

Author of the [paper](http://www.thecoaches.com/images/uploads/Co-Active-Coaching-and-The-Brain.pdf), Ann Betz, was trained as a Co-Active coach more than ten years ago, and since then, has watched how coaching has transformed people’s lives. “I have witnessed people take on seemingly impossible challenges and succeed with the support of a coach. I have observed people shake negative habits and attitudes, and I have seen relationships that were on the rocks deepen and blossom, all through the process of coaching.”

And while she thinks most of human behavior remains mysterious, the links and correlations she discovered between brain science and what happens in coaching became more and more intriguing to her. “The more I learned about neuroscience, the more I began to understand why coaching – and particularly the Co-Active Model – worked so powerfully.”

This paper follows on the heels of another leap for the profession with CTI’s strategic partnership with [The Institute of Coaching](http://www.instituteofcoaching.org) at McLean Hospital, an affiliate of Harvard Medical School, to bring the art and practice of coaching together with the science that supports its efficacy. Together, they will identify psychological research that supports the Co-Active Model and co-present a workshop at the Institute of Coaching’s annual [Coaching in Leadership & Healthcare Conference](http://www.instituteofcoaching.org/index.cfm?page=conference2012), September 28-29 in Boston.

For more on the fascinating connections of coaching and the brain, visit [CTI’s website](http://www.thecoaches.com) and also check out Betz’s [blog](http://yourcoachingbrain.wordpress.com/).

**About The Coaches Training Institute (CTI)**

CTI is the oldest and largest in-person coach training school and one of the most innovative leadership training organizations in the world. With 35,000 students trained and courses provided in 24 countries, CTI was founded in 1992 by Karen and Henry Kimsey-House and Laura Whitworth. They developed the Co-Active Model that encompasses a philosophy, a methodology, a skill set and a communication form that balances self-awareness, relationship intelligence and courageous action so that people can be deeply fulfilled, connected to others and successful in what matters most. The foundation of all of CTI’s training, the Co-Active Model is being applied in business, education, medicine, government, communities and families around the world. CTI’s world headquarters are in San Rafael, California. [www.thecoaches.com](http://www.thecoaches.com) 1-800-691-6008

**About Ann Betz CPCC**

Ann Betz is on the faculty of the Coaches Training Institute (CTI) of San Rafael, California, where she also serves on the advisory team to the president and as the CTI neuroscience consultant. A long-time student and teacher of human transformation and neuroscience, she writes extensively on coaching and the brain in her blog [www.yourcoachingbrain.wordpress.com](http://www.yourcoachingbrain.wordpress.com), and is currently collaborating on a new book on Co-Activity and neuroscience with CTI co-founder, Karen Kimsey-House.

Ann is also a founding partner in BEabove Leadership ([www.beaboveleadership.com](http://www.beaboveleadership.com)), which focuses on the art and science of human transformation. She can be reached at [annbetz@coactive.com](mailto:annbetz@coactive.com).

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