Beyond 12-Steps - The Neuroscience of Recovery Coaching

Presented by:
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Peer Recovery Support Series, Part 2:
Beyond 12-Steps - The Neuroscience of
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What’s The Role of a Coach?
Role of a Coach

A coach is a professional who provides guidance, education, knowledge, and support to individuals or teams in achieving their goals.

They help people identify their strengths, weaknesses, and areas for improvement.

They provide feedback and encouragement to help others develop their skills and reach their full potential.

Coaches use a variety of techniques, such as active listening, questioning, and observation, to best serve their clients.

They also provide motivation, accountability, and goal-setting strategies to help their clients stay focused and on track.

The role of a coach is to help individuals identify and achieve their goals, improve their performance, and enhance their overall well-being.

Coaches work collaboratively with their clients to develop strategies, provide guidance and support, and hold them accountable for taking action towards their desired outcomes.
The American Society of Addiction Medicine (ASAM) defines addiction as "a primary, chronic disease of brain reward, motivation, memory and related circuitry."


National Institute of Drug Abuse, NIDA, they classify addiction as a complex brain disorder and mental illness.
Addiction is a complex disease, and quitting usually takes more than good intentions or a strong will. Drugs change the brain in ways that make quitting hard, even for those who want to.

Like It or Not...

Your Brain Drives Your Behavior

Behavior?

Definition:

How someone acts or what they choose in response to a stimuli
Your Brain Drives
Everything you think, feel, and do

How does this impact addictions and recovery?

Healthy Brain

Brain & Marijuana – 3yrs

SPECT Images, Amen Clinics
Neuroplasticity

Always re-wiring and re-structuring based on stimuli and environment
Your Brain is your Biocomputer

A hard drive upgrade will increase performance and speed, using less energy

Hebbian Theory

The more neurons FIRE the stronger they WIRE
- Habits, patterns, choices

(Hebb, 1949)
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100,000,000,000

- Neurons Fire with Actions
- Ex: Riding a Bicycle

Self-Destructive Habits

How can your client change their behavior?
Coaches & Clients

By integrating knowledge of how the brain works into coaching practices, coaches can better understand the underlying processes that drive behavior and emotional responses. This understanding can help coaches to develop more effective interventions and strategies for achieving desired outcomes.

Clients may also benefit from increased self-awareness and insight into their own thinking and behavior patterns, leading to more successful and sustainable change (recovery). Additionally, by leveraging the latest scientific research, coaches can stay on the cutting edge of their field and offer clients evidence-based strategies for achieving their goals.

*Greater Impact & Freedom Lifestyle*
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Actualized Recovery

The Integrative Brain-First Methodology to Lasting Recovery

Actualized Recovery

BRAIN-FIRST

Not Brain Only
Maslow’s Hierarchy of Needs

Water – half your body weight in ounces (lemon)

Eat real food (no ingredients list)
- Eat more plant (fruits & veg)

Sleep Hygiene
- 8-9hrs, dark, cool room
- Glymphatic (Glymph) System – a power washer for the brain

Biophilia – effects of nature, animals on humans
Sleep

Sleep is, after all, at the center of our overall vitality. When we sleep well, we feel better, and vice versa. We may be what we eat, but also, to be sure, we are how we sleep.

- Arianna Huffington

Positive Psychology

- A strengths based approach to Flourishing

Discover Your Strengths
https://www.viacharacter.org/
Cognitive Behavior Therapy (CBT)

- CBT is a psychological treatment or approach
- Attempts to change a behavior

THOUGHT > FEELING > ACTION

Cognitive Behavior Therapy (CBT)

- CBT is a psychological treatment or approach
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BRAIN > THOUGHT > FEELING > ACTION
Experiential Therapy

ACTION based therapy

Hebbs Law – the more a neuron fires the stronger it wires

How can you incorporate this into your coaching?

Spirit

➢ What drives you
➢ What makes you smile deeply (from the inside)
➢ Faith

“Life happens for me...not too me”
Purpose, Happiness or Meaning?

When a person finds or creates *MEANING* they will have a zest for life.

- Does Coaching bring you deep Meaning?
- A Life of Service?

*"The opposite of addiction isn't sobriety. It's connection."*

— Johann Hari
“The more you think life is about having stuff and superiority and showing it off, the more unhappy, and the more depressed and anxious, you will be.”

— Johann Hari

Lifestyle

How one chooses to live their life

Do you live a brain healthy lifestyle?

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ANTS & How To Crush Em
Automatic Negative Thoughts

80,000

Positive - Neutral - Negative

ANTS – Crush Em
Automatic Negative Thoughts

80,000

Positive - Neutral - Negative

TEFLON           VELCRO
WHAT’S BEEN MOST USEFUL, 
AND WHERE DO YOU NEED CLARITY?
What Is Your Coaching Superpower?

FREE QUIZ
https://quiz.emergoacademy.com/sf/886fc2f0

Accessing the CE Quiz

Event ended on 1/11/23 at 4:00 PM EST

Overview

Thank you for attending this webinar! In order to get your CE certificate, you will need to pass the content knowledge quiz with a score of 80% or higher and complete the survey evaluation.

Click here to access the CE quiz.

DESCRIPTION

Though we may specialize in providing help with drug specific behavior, every client we work with also presents with a mental health and or situational problem. We want to stay within our scope of practice, but also address the immediate concerns of our clients. Short of fragmenting services by referring to a mental health counselor or simply sending clients for medication, how can we help? This webinar introduces mastery problem-solving as a way to address psychological and situational
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UPCOMING WEBINARS

February 24th, 2023
Assessment, Diagnosis, and Treatment of Co-occurring Disorders & SUD, Part 3: Personality Disorders in the Populations We Treat - A Deep Dive into Antisocial and Borderline Personality Disorders
By: Malcolm Horn, PhD, LCSW, MAC, SAP

March 3rd, 2023
Assessment, Diagnosis, and Treatment of Co-occurring Disorders & SUD, Part 4: Addiction and Trauma - Understanding the Connection and Approach to Treatment
By: Rafael J. Cortina, LMFT, MAC, CCTP

March 1st, 2023
Collegiate Recovery: Fostering Recovery-Supportive College Campuses
By: Kimberly Boulden, PhD

March 15th, 2023
Cultural Considerations for 12-Step Recovery Programs
By: Jorja Jamison, PhD, LP

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Conferences and Events
NAADAC Annual Conference, October 7th – 12th, 2022
Indianapolis, Indiana
www.naadac.org/annualconference
Second Annual Engagement in the Black Community: A Virtual NAADAC Summit
www.naadac.org/engagement-in-the-black-community-webinars

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Thank You

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