

METHODS & APPROACH

Figuring out who you are, deep down, your values—putting principle above all else—that's usually the first step.

The approaches below are then combined and integrated as needed to help align your choices and decisions with those values. This part of the coaching process often involves a dance between various coaching modes: tough love, visioning, knowledge transmission, skill-building and nurturing.

Cognitive Behavioral Approach

The Cognitive Behavioral Approach (derived Cognitive Behavioral Therapy, or CBT), holds that any result we're experiencing in our lives is a culmination of behaviors, and those behaviors are often triggered by feelings. At the Brandt Principle, we use the Cognitive Behavioral approach to trace feelings and behaviors back to the thoughts and beliefs which generated them. These can often be unconscious or perhaps just unarticulated—and therefore hidden from view. The psychological aspect of behavior can also be a factor here, because experiences and conditioning often deeply inform how and why those original thoughts and beliefs were generated.

New understandings about neurology and neuro-plasticity can help us move from awareness to behavioral change—choosing refreshed thinking, designed for the desired results, which more effortlessly manifests in new, aligned behaviors. Research shows that this process takes consistent positive reinforcement in order to provide sustainable change, a key function of the coaching process.

Energetics

Energetics are at the cutting edge of the tools and approaches we use at the Brandt Principle. We are all, literally, forms of energy—even our brains use electrical impulses to send messages to all parts our bodies; our thoughts, and quite especially our feelings (the products of released hormones and neurotransmitters) are also energy. At the Brandt Principle, we use a variety of energetic techniques—New Decision Therapy™, Ericksonian Hypnosis, Aura reading—to access swift feedback and course correction, rebalancing and releasing your energy to its fullest potential.

The Creative Process

The creative process is especially helpful in achieving results that seem out of the realm of possibility. The leverage points in the creative process are awareness, intention and imagination; in this regard, creating an artistic performance is strikingly parallel to manifesting personal transformation. The metaphors of breakdown, creative void, and breakthrough, when applied to our own growth, allow us to navigate the often challenging and disorienting waters of transformation with an understanding of the principles of creating our own experiences. Letting go into the unknown becomes just as valuable as setting inspiring intentions for the future; meaningful failure actually produces success; and resistance holds the key to unleashing our vastness of brilliance and power. This mastery of paradox becomes one of the key joys of developing an advanced understanding and use of the creative process.

Contact us to find out more about how working with *the Brandt Principle* can benefit you.