
MARGARET MOORE

CV

PARTICIPANT AT:

BRAIN HEALTH. FROM GENES TO BEHAVIOUR, IMPROVING OUR LIVES

**October, 6th-7th, 2015, Barcelona**

Margaret Moore, Harvard University Extension School; Co-Founder/Co-Director, Institute of Coaching, McLean Hospital, Co-Founder/Board member, National Consortium for Credentialing Health & Wellness Coaches; Founder, CEO, Wellcoaches Corporation, Boston, USA

Margaret Moore is a 17-year veteran of the biotechnology industry in the US, UK, Canada, France. She served in executive roles at three companies that later joined Sanofi, and as CEO and COO of two biotech companies. In 2000, Margaret founded Wellcoaches School of Coaching, in strategic partnership with the American College of Sports Medicine, which has trained more than 9,000 health professionals as health and wellness coaches in 45 countries. Margaret is co-founder and co-director of the Institute of Coaching at McLean Hospital, a Harvard Medical School affiliate, and co-director of the annual Coaching in Leadership & Healthcare conference offered by Harvard Medical School. Margaret teaches a science of coaching psychology program at Harvard University Extension School. She co-founded and co-leads the National Consortium for Credentialing Health & Wellness Coaches. Margaret is co-authored the Coaching Psychology Manual published by Lippincott, Williams, & Wilkins, and a Harvard Health book titled Organize Your Mind, Organize Your Life, translating neuroscience into self-coaching solutions. Her executive coaching practice is dedicated mainly to healthcare leaders.

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ABSTRACT

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Coaching the Brain for Good

Coaching psychology, sometimes called coaching science, emerging in the past 20 years, has translated and integrated multiple evidence-based theories into coaching competencies, including self-determination theory, social cognitive theory, motivational interviewing, behavior change theories, adult development, mindfulness, emotional intelligence, self-compassion, and self-regulation. One can describe coaching as "coach-facilitated, self-directed neuroplasticity," and the work of coaches as helping people foster the ideal conditions for brain learning, insight, change and growth in order to outgrow old mindsets and behavior patterns. A new field of health and wellness coaches, soon to have national standards and certification in North America, is emerging to assist people in engaging in healthy lifestyles which prevent and ameliorate chronic diseases, as well as improve brain health and performance. Executive leadership coaches are beginning to address brain health and performance as a leadership attribute that fosters peak performance. This presentation will provide an overview of coaching tools and processes which foster brain performance, including mindfulness, focused attention, collaboration, creativity, agility, and over time improve brain health via improved brain function and healthy lifestyles.

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