



WHAT DOES IT TAKE TO BE A BRAINFIT COACH?

Your Guide from the Memory Foundation



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We are delighted you are interested in becoming a BrainFit Coach and, because you are reading this introduction, we are sure you already know quite a lot about the brain and memory. You will realise, however, that there is a lot more to BrainFit Coaching!

To become an authoritative BrainFit Coach, you not only need a lively interest in the way the human brain works - and how it affects the way people remember - you need to be willing to develop a deep understanding of the Brain Fit for Life™ course, keep up with current research, be able to communicate your ideas with confidence and enthusiasm and, most importantly of all, you need to be able to bond with, and relate to people from all walks of life. If your class members enjoy spending time with you, trust your advice and respond to your sessions with confidence, then you are well on your way to being up there with the best.



There will be times when your sessions run like a dream, your class is in high spirits and responsive and the technology operates without a hitch! But there will be days when all does not go to plan. A class member asks off-the-topic questions, another declares 'I can't do that!' or the power disconnects and you cannot use your presentation. It would be easy to lose confidence in yourself and feel deflated at the end of such a session. Such events can happen and it is only natural to experience disappointment.

It is on days like this that your knowledge, resilience and BrainFit skills will come to the fore. The ability to persevere, no matter what; your determination to meet the needs of the people in your class and to give them hope and faith in their own brain and memory skills will win through.

That is the difference between an average Coach and an exceptional BrainFit Coach.

The 10 Key Skills you need as a BrainFit Coach

1. An active interest in the brain and how memory 'works'.



To be an effective BrainFit Coach, you need to have sufficient understanding of the brain to deliver the Brain Fit for Life™ course with authority and confidence. The BrainFit Coaching training covers all the background you need to know but it is important that your own curiosity builds on this as you proceed. You do not need to be a neuroscientist, of course, but we want to make it clear that BrainFit Coach training is for people interested in brain and memory matters.

2. Prior training in an aligned profession.

A BrainFit Coach operates in a position of trust once he or she accepts fees for delivering a Brain Fit for Life™ course. Paying clients trust that you will operate with integrity, know your course well, can answer questions and have the kind of background training that guarantees you will treat all interactions with respect and with adherence to a Code of Ethics. As you will be working under licence, Memory Foundation requires every BrainFit Coach to demonstrate these qualities.

Memory Foundation invites applications from people who have:

- undergone training in an aligned profession (e.g. education, health, psychology, social & community work or similar)
- have a practising certificate/or membership of a professional body
- have approved experience which demonstrates the required skills and integrity. (If you are unsure, please get in touch with us: training@brainfit.nz)



3. Lively communication and presentation skills.

An effective BrainFit Coach will project a positive, outgoing attitude that engages class members from the outset and will establish rapport and trust from the very beginning. Your encouraging style will keep energy levels up throughout the session and your friendly, inclusive approach will help every participant feel important and well-cared for during each session. Your demeanour will communicate mutual respect, confidence and authority – and will promote your skills as an outstanding BrainFit Coach.



4. Commitment and perseverance. Mastering the contents of the Brain Fit for Life course takes time and dedication. You will be willing to go the extra distance to ensure you are prepared and confident. You will work through each of the modules carefully and thoroughly because in this way you are setting up your security with the teaching materials. Responding to questions beyond the course requires you to be adaptable and thorough in your knowledge.

5. Interest in and empathy with all ages and, in particular, the older age group. There are many advantages in working with mature adults. They have chosen to come to your class, they understand how important memory skills are and they have the time to devote to mastering new skills. However, the pace of learning will vary among individuals and you will need to be patient as you give participants the time and encouragement they need.

Change doesn't happen overnight and you may need to help class members deal with frustration and disappointment as they build up their skills. At times, you will need to manage your own emotions to maintain an empathetic, focused environment.



6. Ability to manage basic IT equipment. *Brain Fit for Life™* courses are visual in nature and delivered via PowerPoint presentations. This style makes it easy for course attendees to understand what you want them to do. BrainFit Coaches need to have a laptop and possibly a projector. At the very least, you will need to be able to manage the audio-visual equipment in the venue in which you are presenting your classes. We'll show you how!

7. Business skills.



Although course enrolments and many enquiries are handled centrally through the Brainfit.nz website, your own business organization needs to be efficient. You will keep accurate records of attendees, contact details and other financial management requirements as suits your personal situation.

8. Effective time management. As a BrainFit Coach, your time is the way you earn your income. Therefore you need to be able to manage each session so that you get everything done in the allocated time. Preparation and forward planning are of critical importance to a successful course. Sessions need to start and finish on time because invariably, attendees have other commitments and it is frustrating for them (and time-wasting for you) to have delays or overruns.

9. Personal network of relationships with your local community. At most times, you will be conducting your courses in a locality that is close to home. You will be building up a network of local knowledge about your courses and you. Raising your profile as an expert BrainFit Coach will be an important part of your initial work in preparation for launching your new career so beginning to look now at possible venues, local outlets for publicity and finding channels for promoting your services can begin straight away.

“Raising your local profile as an expert BrainFit Coach will be an important part of your initial preparation.”

10. Self-Motivated. Working in your business start-up as a BrainFit Coach, although very rewarding, can be isolating, too. When you don't have a class running, you will have to motivate yourself to find new clients and market your services. Although the BrainFit Academy promotes its accredited Coaches, you will be the authority in your community. You need to be a self-starter, ambitious and eager to help as many people as possible to improve their brain and memory skills.

Now that you have read through these 10 attributes, do you feel you are well-suited for a new career as a BrainFit Coach?

Why not consider training with Dr Allison Lamont and Gillian Eadie at their exclusive BrainFit Academy.

People are waiting NOW for a BrainFit Coach in your area.



BrainFit Academy Directors, Gillian Eadie & Dr Allison Lamont
Photo courtesy of The Listener & NZ Herald

Contact Us Now.

Email: training@brainfit.nz

Let us know the best way and time to call you.

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