



happybrain
next generation thinking

We believe that early education as well as targeted intervention through play, can significantly reduce unwanted behaviours, un-managed emotions and thinking traps. The mental health paradigm we are talking about here is a dynamic system involving children, teenagers, and adults (parents, teachers, carers, social workers, therapists, community leaders).

We work with, coach, train and rehabilitate *all players* within this system. This model **re-balances** families and classrooms, **re-sets** emotional resilience, **re-organises** thinking, **re-educates** mental wellbeing to prevent future problems. We are a fun, play-based educational mental health team.

About me

My name is Kay Cooke and I work as a Mind Coach and Brain Trainer and have a therapy practice filled with children and young adults who are struggling inside their minds and bodies. I don't just work with children, I work with all ages, but my reputation for working with children, teens and families, seems to have grown in line with my passion to make a difference to tomorrow's world and next generation thinking.

Common problems children and teens come to see me about, include generalised anxieties, fears, phobias, bullying, performance anxiety, relationship difficulties, school pressure, learning difficulties, labels (ADHD, Dyspraxia, ASD, Dyslexia etc), trauma, bereavement or even suicidal feelings and self-harm. Even though my work may be considered therapeutic, I believe it's important that children don't think they need therapy and so I call sessions 'mind coaching' or 'play dates'.

Kids really embrace the coaching idea (after all, sports coaching is a regular thing, so why not mind coaching!) and love to learn about their developing brains, thoughts, feelings and behaviours. Once rapport is established many teens are keen to follow up by Skype or text, as they continue to explore new ways to thinking about, feeling through and doing life.

I've also developed a Happy Brain toolkit (toys, models, props, activities) to support learning and make the play dates fun.

I'm a qualified teacher (post 16), industry trainer and executive coach, sports coach (pre-school, children and adults), holistic therapist, healthcare

professional (Coronary Heart Disease prevention) and volunteer Samaritan. I'm also Mum to five grown-up children.

Recalling my unmet wants and needs as a struggling single parent of children with additional needs that has driven my work. Asking the big *question* “*what advice, help, support, intervention did I/we need 20+ years ago, that would have made the biggest difference?*” helps me fill in the gaps and feed forward to help others. Hence my particular passion and reputation for working with children, families and dealing with trauma.

“96% of teachers believe they come into contact with pupils who are experiencing mental health issues. Of these 92% say pupils are exhibiting anxiety or panic attacks, 80% depression and 67% self harm...” According to a recent NASUWT (Teachers' Union) survey

About Happy Brain

Happy Brain started life in 2010 as a creative (Arts Council funded) project to support and inspire teachers and systems that help young people to **overcome barriers to learning, success, emotional and mental wellbeing.**

Two common themes emerged:

Survival systems of thinking, feeling and behaving. These enabled fast learning, but only for building and maintaining strategies for having basic needs met. Survival systems limit learning, success and mental health.

Thrive systems of thinking, feeling and behaving. These enabled coherent and generative learning for building and maintaining strategies for flourishing. Thrive systems enhance learning, success and mental health.

I've been asked about the phrase 'happy brain' and what that actually means to me is this:

Happy = a system of thinking, feeling and behaviour that drives human flourishing.

Brain = a system of neuro-biology that drives thinking, feeling and behaviour.

Happy Brain teaches children, teenagers and adults how to switch off stress/survival responses and switch on their thrive drives.

This work was, and still is based on 3 principles:

- **Simplicity** of *influencing* neuro-biological systems that drive behaviour
- **Resilience** found through learning to *self-manage* emotions
- **Clarity** of using skills that *aim* the brain towards appropriate reward

Happy Brain has evolved over the last decade and has now become a small but growing team of Happy Brain Coaches, Ambassadors and Trainers. Each team member carefully selected to bring something special to the growing dynamic for helping the next generation.

Happy Brain For You!

- **HAPPY BRAIN COACHING | THERAPY**

Fee 1 hour: £95 adults / £75 children & students

2 hours: £150 adults

- **HAPPY BRAIN TALKS | WORKSHOPS**

Happy Brain talks and workshops can be delivered directly to children and teenagers in schools and community groups, as well as to adults who work with children (parents, teachers, carers, social workers). These are fun, interactive and educational – learning about thinking, learning about feelings and learning how to drive a Happy Brain.

Fee 1 hour: FOC

£1,000 per day pro rata

- **HAPPY BRAIN TRAINING**

HAPPY BRAIN – LEVEL ONE

This 2-day core workshop programme (or 30-hour blended learning online programme - ask for details) enables you to understand how to engage a THRIVE brain and how to disengage a SURVIVE brain using fun, play and creativity.

We deliver public trainings organised by us; in-house organised by you, and online training. Your Happy Brain Handbook includes permissions to photocopy resource kit illustrations including exercise materials.

We offer this training as an introduction to NLP and as a Specialist application of NLP – both receive a certificate of attendance from the Society of NLP™

Learning outcomes

You will understand:

- Happy Brain Models of Simplicity, Resilience and Clarity
- The essential dynamic between neurology, psychology and physiology
- Happy Brain Basic Needs Model
- How to use play and creativity to gather quality information
- How to use play and creativity to coach powerful change
- The principles of NLP as a foundation for human flourishing

You will feel:

- Empowered to behave, feel and think in rewarding ways
- Confident using Happy Brain resource kit
- Inspired to modify and bespoke Happy Brain principles and practices to your specific family/work/life needs

Next Dates - North East UK - Newcastle Upon Tyne or Hexham TBC

June 8th and 9th

September 21st and 22nd

Next dates - South UK - London or Surrey TBC

July 20th and 21st

August 10th and 11th

Fees

2-day workshop **organised by us:**
£295 per person

2-day workshop **organised by you:**
£2,000 max 20 delegates

Distance learning programme (30 hours) with bespoke coaching:
£950 per person

HAPPY BRAIN - LEVEL TWO

Building on the first Happy Brain training, this training provides additional support for those working/living with challenging developmental, social, emotional and behavioural problems, including trauma. 2-day programme.

Next dates TBC

HAPPY BRAIN BUDDY

1-day wellbeing buddy training for 9 -90 year olds

Learn to support yourself and your peers with a simple system of active thinking, listening and communicating in ways that support your thrive brain.

Perceiving – Thinking – Feeling – Doing

You will understand:

- Neurological SIMPLICITY of calm confidence
- Feelings of RESILIENCE
- CLARITY of thinking

You will feel:

- Calm when supporting a friend in need
- Confident in being present and active listening
- Empowered to connect with others

HAPPY BRAIN COACH

Become a part of our growing team of Happy Brain Coaches who make a difference to mental and emotional wellbeing using our skills and resource kit.

You need to have completed SNLP Practitioner + Happy Brain Levels 1 & 2 or our Happy Brain Practitioner*.

HAPPY BRAIN NLP PRACTITIONER – for working with kids and teens

10-day training mapped to Society of NLP™ criteria for NLP Practitioner, integrating Happy Brain Levels 1 & 2.

NLP skills delivered through Happy Brain themes and materials. You will receive a resource kit that you will be able to use with all clients.

Who will benefit from our training?

Teachers, parents, social workers, health care practitioners, carers, volunteers, therapists, coaches, managers, community volunteers, team leaders, team players ... in fact anyone who wants to improve the way they help themselves – or others – to think, feel and do.

Organised by us: £1,500 per person

Next dates for North East UK

July 12-14

Aug 17-18

Sept 13-15

Sept 28-29

Organised by you:

£1,000 per person (6-20 people)

And if you needed a reason ... Adult Mental Health Statistics

“By 2020/21, there will be a significant expansion in access to high-quality mental health care for children and young people. At least 70,000 additional children and young people each year will receive evidence-based treatment – representing an increase in access to NHS-funded community services to meet the needs of at least 35% of those with diagnosable mental health conditions.” Children and Young People’s Mental Health Objectives 2020/21

NHS England

Discounts negotiable for following:

- Charities
- Organisations willing to engage in measurable impact studies, publishable results & discreet photography.
- Organisations willing to be filmed (creating teaching/promotional materials for others).

Please contact me

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