



86 BILLION
SCIENCE-BASED
EXECUTIVE COACHING

About Us

86 Billion Science-Based Executive Coaching is an international partnership of senior executive coaches and facilitators of programmes with a particular focus on the scientific understanding of the brain and mind. We support leaders in dealing effectively with today's challenges and creating the conditions for healthy performance.

At the heart of our work is an understanding of the human beings within an organisation. Science has demonstrated that it is our biology, in combination with our experience, that drives every aspect of our behaviour – from the way in which we make decisions to our relationships with others. We help you find answers to questions such as: how do we create the right conditions for all our people to thrive? Our approach is science-based and eminently practical in nature.

We are a core team of four partners, supported by an international network of executive coaches, all of whom have extensive knowledge and experience in organizational neuroscience.

With our international presence, we are a single-source provider for multinational corporations, offering both virtual and in-person executive coaching as well as the design and facilitation of bespoke programmes.

Partners



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Germany

Anita Eicke is an Executive Coach and also designs and delivers transformational leadership programmes based on neuroscience and mindfulness. As a leader for more than 30 years herself – including being a successful entrepreneur, being on the board of an automotive company and having worked for many years for 2 top Business Schools in Europe (IMD and IESE) – she has experienced multiple industries and multicultural environments. Her clients value especially that she combines her long standing coaching expertise with her practical experience as a senior level leader. She is passionate about human relationships and keen to foster resilience of mind and body. In short: it's all about people, purpose and performance. She is also a senior lecturer for executive performance and leadership at a global Business School. ✉ anita.eicke@sbecoaching.com



UK

Emma Russell is an Executive Coach, Consultant, and a designer and facilitator of leadership programmes. She has a zest for life, and a special interest in how our biology influences our behaviour. Prior to coaching, Emma spent 17 years in finance, commercial and change management roles, where she was a senior leader for over ten years. As a coach, Emma uses her knowledge of neuroscience and physiology to understand the sources of energy that limit or hold people back and supports them to unlock untapped potential. Emma's lifelong interest in drama and acting results in a deep passion for communication and relationships and she sees both as the key to connection, inspiration and trust. Emma is a biologist by degree and holds an Executive MBA (Dean's List) from INSEAD. ✉ emma.russell@sbecoaching.com



Thailand

Gerrit Pelzer is passionate about helping leaders in multinational corporations to create the conditions in which people can be their very best. Gerrit is an Executive Coach, a Coach Supervisor, and an Adjunct Professor of Leadership. He combines over ten years of coaching executives with his own leadership experience in Europe and Asia. Thus, Gerrit can relate to today's leaders' issues, speak their language, and provide practical steps to help them and their teams grow. He truly appreciates diversity and has worked with clients from over thirty nations. With a background in the natural sciences, Gerrit also takes a scientific approach to coaching, especially in using the latest insights from applied neuroscience to achieve positive behavioural changes that last. ✉ gerrit.pelzer@sbecoaching.com



Malaysia

Rita Shah is a Master Certified Coach (ICF) with 30+ years of professional experience in global organizations, start-ups and as an entrepreneur. Rita specialises in one-to-one and team coaching, working with leaders to manage the various tensions inherent in organizations. Clients continue to thrive long after coaching has concluded, as the focus on creativity, agility and resilience releases untapped potential. She has coached more than 120 senior leaders – as an objective sounding board for organizational transformation initiatives and a trusted partner in their personal growth. She goes the extra mile to support her clients, and is appreciated for taking a holistic view of their lives. Rita hosts the leadership podcast The Business of Brains which explores sustainable leadership for the 21st century. ✉ rita.shah@sbecoaching.com