POSITIVE PSYCHOLOGY, NEUROFEEDBACK 
AND COACHING.

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Abstract
Neurocoaching is the technic that combines Coaching with both the analysis and development of the neuronal pathways (brain) and biological pathways (heart beating, galvanic response and peripheral temperature. This systemic and systematized new vision of the human being by the human being exponentially leverages their field of operation. The Neurocoaching applications are endless and range from learning, leadership, team building to life quality and human being integration by generating prosperity, happiness, performance and well being.

Modern technics based on Coaching, Positive Psychology and Neuroscience concepts form the basis to understand the learning process and it's application in a incredible effective and efficient way.

The main goal of this paper is to help the human being development and in sports, through Neurofeedback by the Coaching process and in Positive Psychology perspective

INTRODUCTION
Neurocoaching is the technic that combines Coaching with both the analysis and development of the neuronal pathways (brain) and biological pathways (heart beating, galvanic response and peripheral temperature. This systemic and systematized new vision of the human being by the human being exponentially leverages their field of operation. The Neurocoaching applications are endless and range from learning, leadership, team building to life quality and human being integration by generating prosperity, happiness, performance and well being.

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METHODS AND MATERIALS
This research work is conceptualized by a qualitative literature review, a critical and constructive analysis of the phenomena in study, using sources like scientific paper, magazines, books and the internet.

For this purpose the materials were chosen according to the selected topic, to reach the purpose of the proposed objectives. The main researched authors are Mascaro, Seligman, Csikszentmihalyi, Gallwey e Whitmore.

DISCUSSION
Ways to live better, to have a physical and mental conditioning aligned to the achievement of happiness, personal and professional fulfillment, is a dream of us all, but the achievement of only a few and a failure of the majority. However, it is undeniable the power of the mind to overcome, achieve goals and change lives. Braz (2014) says that the key is motivation.

According to the author, when the individual has in mind it's goals and does not deviate from them, with focus and determination, undoubtedly achieves success. This motivation is the secret of Coaching, understood as a process that helps the human being to change in the way that it wants and to go in the desired direction; coaching involves creating a vision or an ideal to aspire to, as opposed to battle rages for survival by avoiding problems. Whitmore (2006) says that coaching is a managerial behavior opposite to the command and control. The most important application of coaching is to give opportunity to express the performance potential of the people. One should realize, however, that coaching is not synonymous with commitment to results but with the person as a whole, seeking their achievement and development.

In that sense, Positive Psychology, as an important ally in the coaching process, helps to provide the tools for the individual, on their own, be able to make healthier and better informed decisions. The goal is to help the individual to reach the stage of the prepared mind, where it can really find happiness and where it can not. On the other hand, neurofeedback seeks to develop the intellectual and sports performance without the use of stimulants as it has the potential to peace the athlete's mind improving, for example, its performance in sports that require aim (BRAZ, 2014).

Using neurofeedback, with proper training and repeated conditioning is possible to control bodily processes consciously through cerebral learning. Braz (2014) says
there are modern equipment that work as a video game and can change the default frequency of brain waves of people. Neurofeedback can be used to improve the performance of athletes of all sports. Currently several professional sports clubs employ specialized mental training to help the players to gain a greater advantage. The Neurofeedback technique can also be used by younger athletes who are starting their training in a sports category. In this case, it can help to guide the athletes in the right direction, by helping to reinforce good work habits and concentration.

This study has as its theme the use of neurofeedback, in the perspective of Positive Psychology and the coaching process, for athletes conditioning purposes and performance enhancement through brain mastery, as well as a vision focused on true happiness. The importance of this study revolves around the benefits that such processes bring to the individual, especially in sports competitions, increasingly translated into a symbolic representation of the people that they represent, as well as of human happiness, pursuit of all sciences and philosophies.

CONCLUSION
This study analyzed the capabilities of coaching understand the value it brings to the customer acting through a bond that drives talent, creates skills and stimulates potential. So the coach leads, guides, advises, trains, develops, stimulates and boosts the learner, while it takes advantage of the momentum and direction to increase their knowledge, improving what he already know, learning new things and taking off their performance. Coaching aims to prepare the sports teams for high performance, increasing the resiliency and leadership in times of high expectations and constant change. Accordingly, it is used of Positive Psychology for purposes of providing the tools for the individual, on their own, be able to make better-informed decisions.

Positive Psychology, which is defined as the area of psychology that studies the psychological foundations of the welfare and happiness, not saying what to do to find happiness but helping to provide the tools for the individual, on their own, be able to make healthier decisions and better informed is considered as an important ally in the process of coaching in sports, dealing with increased self-esteem of the athletes, as well as your mental conditioning and work on the Flow state, for excellence purposes in performance.

Combined with neurofeedback, the professional psychologist or coach can develop a training program and development of its client, training your brain to improve its ability to regulate themselves, thanks to the alliance between technological development and strategies of coaching at the service of awareness, health, education and improvement in search of better life quality, competence and realization of the human being.

The use of neurofeedback, in a perspective of Positive Psychology and the coaching process can contribute to the conditioning of athletes, through the resilience and leadership, with the Flow state, in order to achieve enhanced performance through brain mastery, as well as providing a vision focused on true happiness.

REFERENCES