

Integrative Intelligence®

A New Frontier in Human Potential

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The Institute for
Integrative Intelligence®

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What is Integrative Intelligence?

Welcome to the budding new world of Integrative Intelligence!

Did you know that goldfish grow to the size of their fishbowl? Human beings are similar. Our capacities grow, expand, or remain the same, according to the size of our mindsets. As a result, human beings are capable of significant innovations (think Elon Musk), carry the grandest of hearts (think Mother Teresa), and yet equally capable of the most extensive destruction (think Hitler).

We also have the capacity to expand our gifts, potentials, and intelligence. We can see beyond the now and understand the how. We can live through vision and develop our skills with precision.

Definitions:

- **in·te·gra·tive** - /'intəgrādiv/ - "Serving or intending to unify separate things." Oxford Dictionary
- **in·tel·li·gence** - /in'teləjəns/ - "The ability to acquire and apply knowledge and skills." Oxford Dictionary
- **coaching** - /kōchiNG/ - A professional coach (distinct from sports coaching) "honors the client as the expert in his or her life and work and believes every client is creative, resourceful and whole." The International Coaching Federation (ICF)

Integrative Intelligence is cultivating full awareness of the interconnectivity of reality, the potentials surrounding us, and the potentials within us.

This paper covers the parameters, definitions, frameworks, and science behind Integrative Intelligence and the world of coaching. Coaching offers frameworks that are helping leaders and individuals cultivate integratively intelligent lives and business practices.

While we are living in challenging times, it is also worthy of noting that we are equally living in exciting times where the integration of our fuller human potential is now within our reach.

Human Potential & Coaching

Integrative Coaching is a framework that empowers the client to self-development by helping them gain full awareness of 1) the interconnected nature of reality and 2) the possibilities embedded within them, including all aspects of self.

As we become integratively intelligent beings, we see how all the domains of our potential support best practices, better outcomes, and realizing new possibilities.

For example, if I desire to be a leader with integrity, I will expand my motivational, emotional, cognitive, and relational domains. I can also learn how my somatic and energetic domains support my overall success.

It is crucial to keep in mind that each domain of human potential may also include forms of intelligence we are not yet aware of. I hope we discover new human potentials as we begin to reach new integrational peaks that Integrative Intelligence® invites us to examine.

The Integrative Intelligence coaching framework invites integration and self-actualization in the client. The framework includes the eight primary domains of human potential. Potential paves the road of self-development. Each domain encapsulates an intelligence that naturally walks us into our human potential when developed.

The Eight Domains of Human Potential:

1. Cognitive (mind / intellect / choice / IQ)
2. Somatic (body / physicality / feedback)
3. Spiritual (virtue / human spirit / connection to that larger than the "I")
4. Relational (self / other / community / environment)
5. Emotional (feeling / emotional response)
6. Motivational (purpose / legacy / callings / values)
7. Energetic (chosen attitude / energy "chi" cultivation)
8. Integrational (self-awareness / self-mastery / interconnectivity-awareness)

Each domain represents an aspect of our humanity that is an inception point for actualizing potential. The domains speak to our capacity to engage multiple potentials to reach a newer potential and cultivate our centers of wisdom.

Multiple Intelligences:

Howard Gardner's research on the brain's capacity to harbor multiple intelligences was a significant contribution to understanding the potential of human intellect. Gardner was the first person to identify up to 8 primary intelligences that the brain has capacity for. His work is worth noting as we approach human potential in the cognitive domain.

Gardner's identified intelligences:

- Linguistic: self-expression
- Logical: quantifying concepts/formulas
- Spatial: visualizing surroundings
- Kinesthetic: coordinating mind/body
- Musical: discerning pitch, tone, sound
- Interpersonal: understanding others
- Intrapersonal: self-understanding
- Naturalist: reading/understanding nature

Centers of Wisdom:

The three Centers of Intelligence, also referred to as our Centers of Wisdom, are "head," "heart," and "body." The centers are outlined in the philosophy and research conducted by the Enneagram Institute. Globally, the centers are recognized as mind, body, and spirit.

The theory the Enneagram offers us to consider is that we all default to living through one primary center of intelligence or our central way of "knowing." The centers also speak to the primary ways we experience life and our center for operating our life.

Renee Siegel, Enneagram expert and founder of URPurePotential.com explains each center:

"We learn about ourselves and the world around us through observing, noticing, listening, understanding, and taking action. Not only do we receive this information through thinking (that is, from our heads) but also through our feelings (our heart) and by doing (through our body). In Enneagram language, we refer to those—the body, heart, and head—as the centers of intelligence. Each center provides us with valuable information.

Your body center offers you sensate information through the five senses: sight, sound, smell, touch, and taste. Your heart center offers you emotional intelligence including being relational, engaged, and connected to one another. Your head center allows you to make meaning of the information coming from all the centers, including language, memory, imagination, planning, and more. You mentally map and strategize through the use of this center.

You have all three centers, but if you are like most people, you default to or rely heavily on just one or two of these centers. It may be that one or two of your centers are more developed and are therefore more easily accessible than the others. However, when you have access to all three centers and you are operating in an integrated way, your life runs more smoothly and is balanced."

The Science:

There is the whole truth. Then, there are segments of truth. Integrative Intelligence is awareness and inclusion of the whole truth. It is also the ability to relate to the whole truth through our own wholeness.

Descartes was a French philosopher, mathematician, and scientist. I was listening to a lecture on how he contributed to our overarching academic approach of breaking things down into categories. These categories created distinctions that brought about a more efficient way to comprehend the world around us — for example, understanding what role a pond frog plays versus a toad.

To this day, our educational systems and scientific approaches still adopt categorization. In college, we study each discipline disparately. For example, we have math, psychology, physics, and history departments. Taking a categorical approach has its advantages by allowing someone to become an expert in their department.

Categorical approaches also have disadvantages. Along the evolution of our understanding, we forgot to reconnect the dots. Studying anything in isolation comes with a pitfall of not fully comprehending the nature and impact of interconnectivity.

Integrative Intelligence proposes that a complete comprehension is equally born from understanding both the category and all that the category is connected to. Cultivating Integrative Intelligence is not only the birthplace of functional intelligence. It also has the potential to be the birthplace of wisdom.

The Potential Within:

What does the interconnected nature of all things have to do with human potential? It turns out, a lot.

We can examine each distinct domain of our lives, allowing us to understand ourselves more intimately. However, exploring the interconnected nature of each domain becomes the pathway to self-actualization.

Each of the primary domains of human potential have been studied extensively. Below are some top resources that illuminate the potential of each domain. These resources are examples from the many researchers and thought leaders who have paved the way for a fuller understanding of what human potential is and can be, giving birth to our capacity to develop Integrative Intelligence.

Five of the domains have been studied explicitly in Western cultures. These are somatic, cognitive, emotional, relational, and motivational intelligence. The remaining three domains then bridge us to the world of integrational awareness, which has been studied implicitly in more Eastern and African cultures. These are spiritual, energetic, and integrational domains.

Dr. Barry Kaufman developed the bow that wraps the gifts of human potential together. Dr. Kaufman researched the discoveries in self-actualization brought to us by Abraham Maslow in the mid-1900s. The continuation of Maslow's work enables us to understand the inner workings of developing as an integratively intelligent being. His work is noted under Integrational Intelligence.

Science & Resources:

Somatic – Physical Nature, Embodiment & Body:

- Amanda Blake, author of [Your Body Is Your Brain](#)
- Amy Cuddy, Social Scientist, [Your Body Language May Shape Who You Are](#) [TedTalk]
- Dr. Richard Strozzi-Heckler, founder of the [Strozzi Institute](#) – Embodied Learning & Leadership

Cognitive – Brain, Mind & Intellect (IQ):

- Anne Betz, Co-Founder BEabove, Director of Research, Senior Trainer and Author of [This is Your Brain on Coaching](#)
- CliftonStrengths, by Gallup, [StrengthsFinder Assessment](#)
- Dr. Jill Bolte Taylor, Harvard Trained Neuroanatomist and Author of [Whole Brain Living](#) and [My Stroke of Insight](#)
- Dr. Howard Gardner, Research Professor of Cognition at Harvard, Multiple Intelligence Theory, <https://www.howardgardner.com/about>

Emotional – Emotional Intelligence (EQ):

- Drs. Bradberry & Greaves, Authors of [Emotional Intelligence 2.0](#)
- Dr. Brene Brown, [Researcher, Author and Educator](#)
- Dr. Daniel Goleman, Psychologist and Author of [Emotional Intelligence](#)
- Mayer & Salovey (1997), [The Four-Branch Model of Emotional Intelligence Abilities](#)
- Yongey Mingyur Rinpoche, Tibetan Meditation Teacher and Author of [The Joy of Living: Unlocking the Secret and Science of Happiness](#)

Energetic – Energy Cultivation:

- [A Comprehensive Review of Health Benefits of Qi Gong and Tai Chi](#)
- Dr. Dean Radin, Chief Scientist at the Institute of Noetic Sciences (IONS) and Author of [Entangled Minds: Extrasensory Experiences in a Quantum Reality](#)
- Dr. Elizabeth Lloyd Mayer, UC Berkeley Psychology Professor, Researcher and Psychoanalyst, and Author of [Extraordinary Knowing: Science, Skepticism, and the Inexplicable Powers of the Human Mind](#)
- Dr. Masaru Emoto, Researcher and Author of [The Hidden Messages in Water](#)

Relational – Relationship, Ontology & Social Impact:

- Dr. Brene Brown, [Researcher, Author and Educator](#)
- Dr. Daniel Goleman, author of [Social Intelligence: The Revolutionary New Science of Human Relationships](#)
- Dr. Marshall B. Rosenberg, Clinical Psychologist and Founder of the [Center for Nonviolent Communication](#), and author of [Nonviolent Communication: A Language of Life](#)
- Stanford Graduate School of Business, published [Our Research and Insights on Diversity, Equity & Inclusion](#)

Motivational – Motive / Motivation / Life Purpose:

- Dr. Viktor E. Frankl, author of [Man's Search for Meaning](#)
- Jeremy Adam Smith, Editor at Berkley's Greater Good Science Center and author of [How to Find Your Purpose in Life](#)
- Simon Sinek, [Ethnographer, thought leader](#) and author of [Start With Why](#)
- [The Enneagram Institute](#)

Spiritual – Science of Being & Spirituality:

- Danah Zohar, Physicist, Philosopher, Thought Leader and Author of [The 12 Principles of Spiritual Intelligence](#)
- [The Heart Math Institute](#)

Integrational – Integration & Self-Actualization:

- Abraham Maslow, [Psychologist and creator of the Hierarchy of Needs](#)
- Dr. Scott Barry Kaufman, Cognitive Scientist, Humanist Psychologist, Founder of the [Center for the Science of Human Potential](#) and Author of [Transcend: The New Science of Self-Actualization](#)
- Ken Wilber, Founder of Integral Theory & Psychology, [Integral Life](#)

Programs we offer:

➤ COACHING FUNDAMENTALS (6 Hrs)

An introductory class perfect for learning the basic coaching framework.

- Learn industry standards
- Understand coaching distinctions
- Practice the Anatomy of Impact
- Watch coaching demonstrations

➤ ACC CREDENTIALING TRACK (60 Hrs)

Perfect for professionals becoming more “coach-like” in their leadership style or management role.

- Includes Coaching Fundamentals and ACC level mentor coaching
- Prepares participants to pass an ACC level Performance Evaluation

➤ CERTIFICATION TRACK (127 Hrs)

Perfect for those offering coaching engagements to private clients, employees, or starting a coaching business.

- Includes Coaching Fundamentals, ACC, and PCC level training
- Graduation prepares participants to credential at the PCC level through the ICF

➤ LEADERSHIP COACHING SPECIALIZATION (60 Hrs)

Perfect for those called to break into the executive and leadership coaching industry. This post-graduate level program affords the opportunity to take an internship and begin working in the field while in the program.

- CCEs counts towards PCC renewal and MCC up-credential
- Prepares participants to contract directly with companies



"As a teacher by profession, I was impressed with how well the curriculum was conceived, organized, and delivered. I loved my teachers and cohort, and I loved going through the personal process this training took me through. By the end, I realized I felt I had gotten more out of the program than I had paid. You will get tons of guidance and plenty of feedback to hone your coaching skills." ~ Tara Frazer, MEd, CPIC



"This is an outstanding program built on a strong foundation with a strong curriculum and outstanding experienced coaches providing the instruction. The program is designed to meet the highest standards of the International Coaching Federation (ICF) guidelines to ensure a quality coaching education. This was extremely important to me as I work for one of the largest public universities in the country and come from a traditional academic background." ~ Jon Patrick Delany



*"This program rocks!"
~ Bryn Jones, MA, JD, CPIC, CEQA*