

# What is BEAT™?

The neuroscience-informed methodology behind BADA Corporate training.

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A UK-registered, behavioural methodology developed by Fay Beck, applied across every BADA Corporate workshop and coaching engagement.

BEAT™ (Beck Emotional Access Technique®) is a training system — not a therapy and not a generic communication course. It teaches people to notice, regulate and redirect their internal state in real time, and to express that shift through posture, voice and behaviour with precision.

*In short: BEAT™ closes the gap between who someone is and how they come across under pressure.*

## How it works — four stages

### 01 Awareness & Attention

An accurate read on your own internal state, and the ability to direct that awareness deliberately — you can't change what you can't see.

### 02 Intention (the site of intervention)

The precise point where a person chooses a different response instead of defaulting to the automatic one.

### 03 Practice: application in simulated settings

Rehearsed under realistic, structured conditions — applied exercises and live scenario work, with direct feedback.

### 04 Real-world application: behavioural change & habit formation

The work continues into the client's actual, ongoing context — repeated real-world application is what turns a rehearsed response into a genuine new habit.

## Who BEAT™ is for

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- Senior leaders and executives who need to communicate with authority and clarity under pressure
- Corporate teams where communication breakdown is creating friction, conflict or underperformance
- High-profile individuals who need to manage how they're perceived publicly

## How it's delivered

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Through three corporate workshop formats — Command the Room, Resilience Under Pressure, and the BEAT™ Intensive — and through ongoing 1-1 coaching for individuals who want to continue the work.

### Grounded in applied neuroscience

BEAT™ draws directly on research in Applied Neuroscience, alongside research into emotion, behaviour, and how internal state drives outward communication.

#### **Beck Emotional Access Technique®**

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## See how BEAT™ applies to your team

Explore workshop formats or book a discovery call.