

PRESENTATION

Therapists are the professionals who are best positioned to move into the rapidly growing field of coaching: they are already experts at listening, encouraging and facilitating change. Becoming a coach usually requires only a little additional fine tuning, specific skill building and a shift in mindset. This seminar will clarify the distinction between therapy and coaching, explain which skills are transferable, and which ones must be "unlearned," as well as provide an additional viable approach to positively impact clients' lives. The seminar will include a live coaching demonstration, practical coaching experience, helpful handouts, and worksheets.

OBJECTIVES

- The participant will be able to:
1. Compare and contrast coaching and therapy.
 2. Identify which skills are transferable from therapist training.
 3. Utilize new skills specific to Life Coaching.
 4. State the ethics and standards of the coaching profession.
 5. Practice basic coaching skills with a partner.
 6. Plan where to begin with a potential coaching client.

ADDITIONAL BENEFITS:

- Repackage your professional skills into a coaching skill set.
- Present yourself as a Life Coach to a wider market.
- Keep therapy practice separate from coaching.

APPROVED CREDITS

PSYCHOLOGISTS

MD: Amedco is approved by the American Psychological Association to offer continuing education for psychologists. Amedco maintains responsibility for this program. Category A 6 hours.

PROFESSIONAL COUNSELORS

MD: Amedco is recognized by the National Board for Certified Counselors to offer continuing education for certified counselors. We adhere to NBCC continuing education guidelines. Provider #5633. This approval also applies to Marriage and Family Therapists. 6 hours.

SOCIAL WORKERS

MD: Provider is an approved sponsor by the Maryland State Board of Social Work Examiners to offer Category 1 Continuing Education for social workers and associates licensed in Maryland. 6 credit hours.

DC: Amedco, ASWB provider #1006, is approved as a provider for continuing education by The Association of Social Work Boards, 400 South Ridge Parkway, Suite B, Culpeper, VA, 22701, 540-829-6880. Approval Period: 5-31-01 to 5-31-03. Social workers will receive 6 continuing education clock hours in participating in this course.

VA: Course has been submitted for review.

MARRIAGE & FAMILY THERAPISTS

MD: See "Professional Counselors" above. 6 hours.

SATISFACTORY COMPLETION:

Participants must have paid tuition fee, signed in, attended the entire seminar, completed an evaluation, and signed out, in order to receive a certificate of completion/attendance. Participants not fulfilling these requirements will not receive a certificate. Failure to sign in or out will result in forfeiture of credit for the entire course. No exceptions will be made. Partial credit is not available. Certificates will be sent after the seminar or posted on the internet at www.cmehelp.com.

ADA STATEMENT:

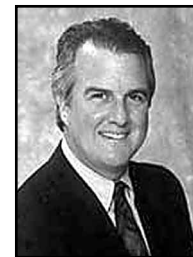
ADA accommodations will be made in accordance with the law. If you require ADA accommodations, please indicate what your needs are at the time of registration. Amedco cannot ensure the availability of appropriate accommodations without prior notification.

SATISFACTION GUARANTEE: If you are not satisfied your money will be fully refunded.

CANCELLATION POLICY: Cancellations must be made in writing BEFORE the date of the workshop and will receive a refund less a \$30 administrative fee.

FACULTY

Dr. Patrick Williams blends an array of clinical experiences, having been a psychologist in Loveland, Colorado for 16 years and a Life Coach since 1993. He is often called the "ambassador of coaching." With his background as a professional mediator and corporate trainer, he has consulted with healthcare facilities and corporations such as Hewlett Packard, IBM, Kodak, Advanced Energy, ABB Robotics and Teledyne. He is the President and founder of the Institute for Life Coach Training and coauthor of The Therapist as Personal Coach due out January 2002 (Norton Professional Books).



Since 1990, Pat has been a personal and business coach and since 1998 a Master Certified Coach credentialed by the International Coach Federation (ICF). He is a graduate of and former trainer with Coach University, working as a coach in partnership with individuals who want to design and live an extraordinary life. He says, "I used to be a shrink...now, I am an enlarger!" Most of his coaching is done by telecoaching (or weekly telephone sessions) with additional support through e-mail, fax or phone calls as needed. His client specialties are therapists, attorneys, entrepreneurs and executives.

Learn from the originator of Life Coach Training for therapists. Mental health professionals are taught a coaching model based on wellness, not pathology, and free of the frustrations of traditional managed care. Pat helps the professional learn how to target high-functioning client types who thoughtfully choose coaching to help them design and live the life of their dreams. To all of his professional endeavors, Dr. Williams brings a whole-person approach, embracing integrity, a deep sense of caring, and a lightness of spirit.

SCHEDULE

7:30-8:30 am	Registration and Check in
8:30-10:00 am	Why Coaching? Why now? Definitions and Distinctions
	Benefits of Adding Coaching to your Practice
	7 Success Factors for Transitioning Therapists
	How Coaching Differs from Therapy: Case Reviews
	The Coachable Client: Discussion
10:00-10:15 am	Break
10:15-11:00 am	Creating Partnership: The Alliance & the Conversation
	Listening as a Coach
11:00-11:30 am	The Basic Coaching Conversation
11:30-12:30 pm	Lunch on Your own
12:30-1:45 pm	Coaching Skills Clinic: Key Coaching Skills
	Initiating the First Coaching Session
	Life Balance Wheel (Coaching Mandala)
	Eliminating Energy Drainers
1:45-2:15 pm	Live Coaching Demonstration with Debriefing
2:15-2:30 pm	Break
2:30-3:15 pm	Practice in Dyads
3:15-3:45 pm	The Power & Practicality of Telephone Coaching
	Structures/Forms used by Successful Coaches
3:45-4:00 pm	Frequently Asked Questions
	Liability, Certification, Professional Standards, etc.

REGISTRATION

SEMINAR LOCATION:

BETHESDA, MD

WEDNESDAY, MARCH 6

8:30 AM TO 4:00 PM

Four Points Sheraton Bethesda
8400 Wisconsin Avenue

Bethesda, MD 20814

(301) 654-1000

Just 1 1/2 blocks from the
Medical Center stop on Metro.
Hotel shuttle available



Your confirmation will be posted on
the internet at www.cmehelp.com

Continuing Education Questions?
Call 800-314-1921 or
Fax 651-489-3387

SEMINAR FEES INCLUDE REFRESHMENTS IN THE MORNING, ALL MATERIALS and CE CREDITS AS NOTED UNDER "APPROVED CREDITS"

- \$135 Early Registration postmarked by February 13th, 2002
- \$145 Standard Registration must be received before the date of seminar
- \$155 At the Door

NameDegree

Phone () Fax ()

Address.....

City/State/Zip

E-mail Address

Payment : (Check one) Check Visa MasterCard Amer. Exp.

Card #Exp. Date

Make check out and
send registration to:

American Continuing Education
P.O. Box 17980
St. Paul, MN 55117

WWW.CMEHELP.COM

PHONE 800-314-1921

FAX 651-489-3387



American Continuing
Education, Inc.

The Institute for Life Coach Training

Additional Trainings

ILCT is a respected, distance-learning coach training institute developed exclusively for therapists. Its curriculum has been designed by nationally known coaches who are also mental health professionals. They know the great potential this field offers to therapists who are better positioned to transition to coaching than any other profession. Therapists are already experts at listening, encouraging and facilitating change. As a coach, you can avoid labeling clients and dealing with third-party reimbursement. ILCT trains you without any costly repetition of skills you already have. In addition, it provides you with important training you missed in graduate school: business and marketing how-to's.

DISTANCE LEARNING BY TELEPHONE

A 30-hour intensive curriculum over 4 months by teleconference with a 400 page training manual. This course meets ICF standards to accumulate hours toward certification as a professional coach. For more information call 1-888-267-1206.

TAPES AVAILABLE

Dr. Williams has created a tape set entitled "New Directions for Therapists: Building a Successful Coaching Business" in which he interviews 14 therapists who have successfully transitioned from therapist to coach. Order on the web at www.LifeCoachTraining.com or call 1-888-267-1206.



American Continuing
Education, Inc.
P.O. Box 17980
St. Paul, MN 55117
www.cmehelp.com

The Therapist as Life Coach

Bethesda, MD
Wednesday, March 6, 2002

WHAT PARTICIPANTS HAVE SAID:

"Of all the workshops, seminars, trainings I've attended, this was the best. Effective, entertaining, relevant."—L.K. PsyD

"It made the transition I've been wanting to make (to coaching) feel more possible."—L.L., LPC

"Stimulated new thinking, lots of information, was extremely helpful."—B.K., LPC

"Renewed my passion for possibilities."—K.A., LCSW

"Inspiring! Pat's presence was of great benefit."—J.G., LMFT

Register Early For Best Price!!
Past Trainings Have Sold Out!!

NON-PROFIT ORG.
U.S. POSTAGE
PAID
PERMIT # 4882
MINNEAPOLIS, MN

INSTITUTE FOR LIFE COACH
TRAINING AND AMEDCO
PRESENT

The Therapist as Life Coach

A NATURAL TRANSITION

*"We train great helping professionals to be
masterful Life Coaches."*

RECLAIM YOUR PASSION FOR HELPING
PEOPLE -BY PARTNERING WITH THEM TO
CREATE A FUTURE, NOT TO GET OVER A PAST

REKINDLE YOUR JOY BY WORKING WITH
CLIENTS WHO ARE MOTIVATED AND HEALTHY

EXPERIENCE THE FREEDOM OF A PRACTICE
THAT IS POSITIVE, PORTABLE AND PROFITABLE

BETHESDA, MD

WEDNESDAY, MARCH 6, 2002

Approved Credits
FOR

MENTAL HEALTH PROFESSIONALS