

Academy for Coaching Parents International Information Package

Mission: To educate and train you as a first-class coach and fervent mentor to make a positive difference; to empower you to take control of your professional career and freedom.

Better Homes & Gardens called Parent Coaching a trend providing a “new breed of professional adviser who can offer parents practical solutions...” (February 2004)

ENROLL NOW! SPACE LIMITED! PAYMENT PLANS AVAILABLE!

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Intelligent & Intuitive Parenting

<http://www.InspiredParenting.net>

FullWaveBreathing for health & wellness:

<http://InternationalBreathInstitute.com>

**Make a Difference as a Parent Coach - training
& certification**

<http://AcademyforCoachingParents.com>

New book

Help Kids Cope with Stress & Trauma by Caron,
B. Goode, Ed.D, Tom Goode, ND and David
Russell, SFO, ND



What is the Academy?

The Academy is a distance-learning school which prepares you to operate your professional Parent Coaching business and programs. Graduates of the program are certified as an *ACPI Certified Parent Coach*™.

For those in the United States and Canada, the courses are offered by teleconference and live weekend seminars. For those in foreign countries or who prefer to learn in the privacy of your home, you may take the entire program via the Internet by downloading the audio files and class materials to your computer. The Academy founder, Dr. Caron Goode, helps you design your program to satisfy your certification requirements. It is possible to receive credit for education and life experience.

The Academy offers training and education for schools, non-profit organizations, and associations.



What Is Parent Coaching?

Parent Coaching is... a compassionate, collaborative approach to help parents identify priorities and make good choices based on what is optimal for themselves and their children. Parent coaching is an empowerment model.

As a parent coach you take on the role of a lifetime. People seeking parent coaches are reaching out for a mentor who is an educator, teacher or listener. Your role as a coach depends on individual circumstances, and defining this role is one of the most important services every parent coach provides.

An **ACPI Certified Parent Coach™** is a highly trained individual with an in-depth background of education and experience where you

- Own your private coaching business
- Serve as a change agent within your community
- Control your own time
- Guide parents and family members to effective solutions
- Learn how to market your services and develop your business. The Academy provides several models.
- Become the “obvious expert” in your specialty niche.



Training Tracks

The ACPI Parent Coach Certification Program consists of sixty hours of course work which is divided into five primary coaching tracks and an optional track.

The founder, Dr. Goode, will help you personalize a program that takes into account your professional education and experience.

Required Certification

Track 1 - HeartWise™ Coaching

Track 2 – Parenting the Whole Child

Track 3 - HeartWise™ Parenting for the Early Years

Track 4 – Specialty Niches – (1 is required, 2 are recommended)

Track 5 – Marketing Your Parent Coaching Practice

– Marketing on the Internet

Optional Coursework

Track 2 – Specialty Niches

Track 6 – Assessments – optional training in Vancouver, BC

HeartWise is the brand of parenting and coaching offered through ACPI. The brand demonstrates compassionate, caring and aware strategies for coaching the whole parent and whole child.

ENROLL NOW..... Open enrollment policy allows you to start new classes three times during the year, continue your class work progressively, and get a head start on the reading material.



Coaching & Parenting Tracks

Track 1 - HeartWise™ Coaching Competencies (required)

Trainer – Dr. Caron Goode

Format - Teleclass

This course focuses on the interpersonal and cognitive skills for becoming a successful parent coach, mentor, educator, or consultant. This unit teaches students how to recognize and best utilize their personal strengths within individual coaching situations. Students are also taught how to evaluate their parent partners through a holistic inventory of life values, personal style, self worth, and communication styles. You learn the necessary coaching competencies to empower, challenge and mentor parents and families and practice through case studies.

Track 2 – HeartWise™ Parenting the Whole Child (required)

Trainer – Dr. Caron Goode

Format – Teleclass

This course offers the evidence based practices for secure parent-child bonding. It also offers insight into how to meet the five developmental needs that ensure success for individuals in all life stages and advises coaches how to assess the emotional, social, mental and spiritual atmosphere within a family and maintain balance and stability.



Coaching & Parenting Tracks

Track 3 - HeartWise™ Parenting for the Early Years (required)

Trainer – Claire Marie Beery / Format - teleclass

- 1. Meeting the Needs of Children and Their Families** – What do we want for children? What is our parenting legacy? What are the goals, influences and methods of socialization? Introducing the Ecological Model of Child Development.
- 2. The Nature of Families: Goals and Values in a Cultural Context** - What is the function and structure of a family? How are the goals and values of families influenced by their culture? How can we develop sensitivity to all families?
- 3. Attachment: Developmental Contexts of Gestation, Birth and the First Year** – What are the physical, mental and emotional developmental milestones during the earliest years? What are the challenges and choices for parents?
- 4. Autonomy and Initiative: Developmental Contexts of the Toddler and Preschool Years** – What are the physical, mental and emotional developmental milestones for toddlers and preschoolers? What are the challenges and choices for parents?
- 5. The Context of the Feelings and Identity** - What are the emotional needs of young children as expressed through self-esteem, self-motivation, self-regulation, gender and temperament?
- 6. The Context of the Feelings and Identity – continued**
- 7. The Context of Guidance, Discipline and Problem Solving** - How can families respond to changing needs and challenging behavior in ways that enhance self-esteem?
- 8. Stress & Success in Families** – How can we help children become resilient and families connect with resources in their communities?



Track 4

Marketing Courses

Marketing Your Coaching Business (required)

Trainers – Mr. Tom Adams

Format – Teleclass

Marketing Your Niche is a teleclass consisting of twelve hours of instruction designed to help students develop a marketing mindset and a solid business and marketing plan.

- 1. The Marketing Mindset**
- 2. The Marketing Basics.**
- 3. The Marketing Tactics**
- 4. The Marketing Confidence**
- 5. The Marketing Fulfillment**
- 6. Follow-up and Integration**

Marketing on the Internet

Format: 2 Teleclasses – 4 hours

Instructor: Mr. Tom Adams



Track Five Specialty Niches

One required; Two are recommended

Teleconferences

1. **Coaching Adoptive or Foster Parents** - Coaching parents who adopt or foster children empowers them to face specific issues that are unique to their families. These issues can include attachment and bonding, grief and loss over infertility, or helping a child cope with past trauma. This course will train you in the coaching model and explore strategies and resources to assist and support adoptive/foster parents who seek the assistance of a parent coach. (January 2008)
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2. **Connection Parenting** - *Connection Parenting with Children & Pubescents* is designed to teach parent coaches how to support parents as they strive to create and maintain connective bonds with their children. Students will learn how to bond with children through respect, communication, affirmation, and interpreting behaviors. (June, 2008)
3. **Coaching Parents with Special Needs Children** - *Parents Raising Children with Special Needs* is a teleclass consisting of twelve hours of instruction focusing on the unique challenges of parents raising children with physical, developmental, or cognitive disabilities. Ms. Simmons will offer practical strategies for problem solving and identifying resources that meet the unique needs of each family situation. (July, 2007; July, 2008)



Track Five

Specialty Niches

One required; Two are recommended

Live Trainings

Garrett Creek Ranch Conference Center
Paradise Texas
<http://www.garrettcreekranch.com>

Course: Coaching Parents of Sensitive/Intuitive Children - focuses on providing skills that will assist parents with how to identify and nurture the intuitive gifts their children possess. This course will respond to the ongoing reality today's children experience from finding it difficult to focus, contain emotions, and keep impulsivity in check. Dr. Goode will offer guidance on this subject, and focus on the skills and approaches she has used with teaching children and training parents for the past thirty years and ACPI Certified Parent Coach Tara Paterson will offer insight into what she has learned from parenting three sensitive children. **(May, 2008)**

Course: Go Deep & Fly High for Adolescents – ACPI Certified Parent Coach and Trainer, Minette Riordan, Ph.D. focuses on a curriculum of **Hero Training** for adolescents and their parents. This model provides for hero training in school or clinical settings, allows parent coaches to teach it as a class for parents and teens, or provide one-to-one coaching with teens directly. The program focuses on styles strengths, success skills and service. Email Dr. Goode directly for the outline of the Hero Training Curriculum – caronbgoode@earthlink.net
(Fall, 2008)

Course: Coaching & Nurturing New Parents - TBA
(Fall, 2008)



Certification & Licensure

What can I do as an ACPI Certified Parent Coach™

As an ACPI Certified Parent Coach, you will receive the training and the marketing information to establish yourself as a parent coach within your community. The certificate verifying your training and completion of program requirements entitles you to coach parents and families through one-on-one coaching, family coaching, or offering parent education classes like Connection Parenting. We also offer the consultant model in case you want to train teachers, adoptive parents or any specific group.

I want to be a Consultant-Trainer in my community or organization? Do you have another level after certification as a Parent Coach?

ACPI is offering a new level in 2007 which is called "Licensed ACPI Instructor." To achieve this level requires that you take and be certified in the niche or course track first. Then for an annual Licensure fee, you are entitled to use the designated title of Licensed ACPI Instructor; you receive the Instructor's manual as well as the Participant's Manual and CD's of the course material. You and ACPI will sign the designated Licensing agreement.



Certification & Licensure

Continued...

The first specialty niche to be licensed to ACPI Parent Coaches is *Coaching Parents with Special Needs Children*. The second specialty niche is *Coaching Families of Foster and Adoptive Parents*.

As a coach who is certified in these niches, you've learned to help parents find the resources they need, problem solve or offer coaching support. Perhaps you work one-on-one with parents from your local school district or teach a class to parents within your community.

An organization approaches you and asks you to teach all the parents in their organization how to help others through coaching. They want you to train them in the specific coaching skills of the course.

Now, you have reached the level of training others as you were trained, and it would be good to be licensed to do so.

You apply for a licensure agreement with ACPI. You purchase the materials, and renew your licensing fees every year. The licensure agreement entitles you to list yourself as an ACPI Instructor and receive consistent support from the course trainer.



Assessment Inventories

Track 6 - Training in Assessment Inventories

In conjunction with Mr. Ken Keis and Consulting Resource Group International, the Academy offers specialized training in inventories that are easy-to-use and interpret to help you improve your performance, income, clarity and direction. These inventories are invaluable assets to your skills and ability to help your clients. They are offered on-line or in paper form.

- Personal Style Indicator
- Self Worth Inventory
- Values Preference Indicator

Training weekends are offered in Vancouver, BC, and you enroll through the ACPI site for the ACPI discount.



Questions & Answers

What is a parent coach?

A parent coach is a personal coach who specializes in parent/child issues. When a parent, grandparent, caregiver or guardian needs help overcoming a challenge, they now have the option of hiring a parent coach. Parent coaches primarily function as mentors who listen, clarify situations, identify problems, and offer solutions. They also help parents regain a feeling of empowerment and increased confidence in their parenting skills. This, in turn, elevates the parent's innate sense of nurturing and restores the joy many families lose during times of conflict.

Who can become an ACPI Certified Parent Coach?

Teachers, parent educators, counselors, life and career coaches, parents... anyone interested in coaching parents in our innovative whole-person approach to nurturing children.

What is ACPI's parent coaching philosophy?

The ACPI Parent Coach Certification Program is based on the HeartWise™ Parenting-Coaching Model, which supports whole child parenting and whole person coaching. ACPI believes in approaching each individual parent coaching situation from a holistic viewpoint, taking into account both the parent and the child's physical, mental, emotional, developmental, and spiritual well-being. ACPI also believes in helping parents become more aware and caring people who support and nurture their children by building esteem, offering empowering messages, and helping them find their way to a happy successful adulthood.

How do I become a ACPI Certified Parent Coach?

You successfully complete the three primary modules:

- Core Courses on Coaching & Parenting
- Parent Coach Niche Specialty
- Business Marketing

Coursework will typically take six to eight months, depending on your background, your schedule, and your ability to make time for the course assignments. (Various course credits may be given for previous coach training or professional experience.)

What if I'm not currently a coach, how do I find parents to coach while I'm in the program?

You'll be amazed how many in your circle of friends and neighbors struggle daily with parenting issues. They keep their struggles in secret, preferring not to show their weakness. As you discuss your new endeavor to become a parent coach, many will be open to your "free" counseling as you practice your new skills and build your confidence level. We also provide marketing models for your success that you can replicate in your community.



Questions & Answers

What does a parent coach do?

Parent coaching is a compassionate, collaborative way to help parents identify priorities and make clear choices based on what is most optimal for themselves and their children. An ACPI parent coach is a highly trained individual with an in-depth background of education and experiences who listens intently, asks key questions, provides information, and offers specific suggestions to help parents implement new attitudes and strategies in their life for themselves and their children.

How do parent coaches work?

Parent coaches work one-on-one with a parent, usually through weekly 45-60 minute phone conversations for a minimum of three months. Many parent coaches choose to work in person, preferring the close physical connection of eye-to-eye contact. Some Parent Coaches take their skills and develop community parent education classes, speaking engagements, models of play and bonding, or leading high school youth leadership programs.

Why should I choose the ACPI Parent Coach Certification Training Program over other coach training programs?

Our training program is uniquely focused on a mind-body approach to nurturing and recognizing the whole child and whole parent, and our instructors are working professionals, authors and speakers active in the fields of holistic health, child development, parenting and education.

Why parent coaching?

Today, parents are busier than ever before. Long gone are the days when fathers were breadwinners, and mothers were caretakers for the children and the home. According to the U.S. Census Bureau, women now account for nearly half of the labor force, and 71% of mothers with children under the age of eighteen work outside the home. Yet many women are reversing the trend and desire to stay home with their children, if possible. Usually, a second income is needed.

This trend has created a new version of family life. Married, partnered, and single parents alike are running just as fast as they can to meet all their responsibilities. Therefore, when they come up against a behavioral or developmental problem with their children, parents often lack the focus to deal with it effectively. In these types of situations, a parent coach acts as an objective mentor who offers encouragement, support, and potential solutions to the everyday bumps and jolts of parenthood.



Questions & Answers

Seven Reasons Parent Coaching is Popular Today

- It is convenient for time pressed parents.
- It does not have the stigma many people attach to psychotherapy.
- It is personal and tailored to individual situations.
- It is private and discreet.
- It allows parents to work through one problem, and then quit if they choose.
- It is an upbeat and positive experience for parents.
- It is an excellent career choice for parents.

Why become a parent coach?

People become parent coaches for many reasons, but they all have one thing in common, the desire to make a difference. Even though parent coaches mainly interact with adults, they have a keen interest, either professionally or personally, in promoting the welfare of children. Parent coaches come from all walks of life, including teachers, therapists, school counselors, and seasoned parents. For the child-based professional, becoming a parent coach is a way of expanding career options. For seasoned parents, it is an opportunity to do good work in a fulfilling field, without the time commitment and stress that often accompanies a traditional career.

How does a person become a parent coach?

Parent coaches are trained through a certification program. At ACPI, the course of study is divided into three tracks that consist of approximately sixty hours of instruction. The three tracks are Core Courses on Coaching Parents, Families & Children; Niche Specialty Certification; and Marketing Your Niche. The courses in each track are available via teleclasses, teleconferences, and weekend seminars. Once a student completes the ACPI Parent Coaching Certification Program, they are certified to practice parent coaching worldwide.

What is the earning potential for a parent coach?

Like many other forms of self-employment, the earning potential for parent coaches depends on the time investment. On an average, parent coaches earn anywhere from \$25-\$250 an hour depending on a number of factors. Those can include previous experience, specialization, and the area in which the coach lives. Earning potential can also depend on the delivery method a parent coach chooses. Typically, coaches who meet with clients individually or in person charge more than those who hold group sessions or work through e-mail.

