
ADD COACH TRAINING

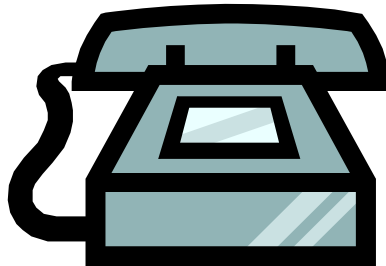
Initial materials for ACT12 ORIENTATION

Coach training tailored *specifically* for those with attentional differences

Certification, Recertification, and Non-certification Tracks

A Comprehensive TeleClass curriculum

Led by senior ADD Coaches



From the *first* – and still most comprehensive –
ADD Coach Training in the world!

The Optimal Functioning Institute™ a division of

ADDCoach.com™

If you're not havin' a good time, your not doin' it right!

ANNOUNCING . . .

Open Enrollment for OFI's next training class: **ACT12!**

Register for Orientation to learn all about

- ✓ the NEW structure,
- ✓ the new *CLASSES*,
- ✓ and the new **DIRECTION**

of the *oldest* and most *comprehensive* ADD Coach Training in the world!

Each of the three-session Orientations will take place at YOUR home, office, front porch, or WHEREVER you happen to be when you dial into the TeleBridge from **5-6 PM Eastern on Tuesdays**:

• October Orientation:	7, 14, 21
• November Orientation:	4, 11, 18
ADDCoach.com™ is not in session for December	

When we receive your registration, we will send you an email with the number to call. Shortly before the first session of *your* Orientation begins, we'll make sure you have a description of the content and a list of the classes in front of you, to make it easier for you to ask specific questions as you explore whether OFI is a good fit for YOUR learning objectives.

Oh, did we remember to say "**There is NO CHARGE for Orientation?**" (no sign-up pressure either – just straight answers to your questions so that you can find the right place for YOU to train to be an ADD Coach.)

And thanks for including OFI in your research!

Anything else you'd like to know?

WHEN will it begin?	<i>As soon as you enroll!</i>
How long does it take to graduate?	<i>That's up to you!</i>
How many classes are included?	<i>How much time do you have?</i>
How can that WORK?	VERY well!

OFI's next training: the debut of a NEW STRUCTURE for a new way to train ADD MasterCoaches

A.C.T.'s new structure does away with waiting for the *rest* of the class to join you before YOU can start. You begin training when it works for YOU!

What we are now calling **the CORE Content Modules** will *still* be delivered in a manner similar to the one we have used since the dawn of ADD Coaching.

You will *still* spend a year with your classmates in ACT12, to take advantage of everything that worked well for our previous classes:

- ✓ **the networking and community support**
- ✓ **the Partner Coaching,**
- ✓ **the way that each class adds to the previous, leading you step-by-step through content that is assimilated best on a structured path.**

HOWEVER, in the NEW structure . . .

The CORE Content Modules are *less than half* of the training!

We have redesigned the content so that our new classes, the ones that **supplement the CORE Content Modules, can now be delivered *off-syllabus*.**

- ✓ Whether you have *just* enrolled, are mid-year in ACT12 Core Content, or have taken it slow-and-easy *until you the very last session of the very last Core Module session*, your tuition payment entitles you to register for **supplemental** modules *just like you registered for courses in college*.
 - Not every course is offered every quarter – but, as you glance through the catalogue as an incoming freshman, you *do* know the classes that will be offered and you understand what's required for graduation .
 - You understand that you will be expected to register for classes *periodically*, when the new classes are posted to the schedule.
 - You also notice that a few of the classes have **prerequisites** – classes you have to take *before* you are eligible to enroll in the one that may have caught your attention initially.
 - **And you know you won't have to take every single class the school offers to graduate!!**

✓ **The students in your classes will likely be as *diverse* as the ones you might run into at college as well.**

- You'll certainly meet some of your classmates in more than a few of these **Supplementals**, *the same way you met fellow English majors in some of your science classes.*
- You'll meet a few OFI grads who want to take advantage of new stuff, not available during *their* training, **not unlike a graduate student taking an undergraduate class for any number of good reasons.**
- You may find yourself in class with a few coaches who got their original training at Coach U or CTI, or one of the other non-ADD coach trainings, here to add a few OFI tips and tricks to their coaching tool bag!

In college you may have met alumni of other schools taking advantage of a conveniently located class to pick up some additional skills that will be useful to them on the job.

- You may notice students from some of the ADD Coach Training schools that have entered the field in the years since OFI opened the doors of the first Coach Training to focus *specifically* on ADD Coaching.

We hope that grads of other schools will be as excited as we are that we finally figured out a way for non-Associates to take advantage of some of the OFI curriculum without committing to 2 more years of school!

Hey – if it works for the Ivy League "brother & sister" schools, it might be good for the ADD Coaching field too!

✓ **And you just *might* find individuals in some of your classes who aren't training to be coaches at all!**

*They might be therapists or human resource managers or guidance counselors who **work** with ADDers. They might be attorneys or cab drivers or stay-at-home-moms who parent ADDers (or are **married** to one of us!)*

*They might be ADDers from **any** field who want to get a better idea of how to manage their own ADD.*

Not everyone who takes a college class is taking it for credit toward graduation!

And speaking of graduation . . .

GRADUATION is more *flexible* with our new structure

❖ **If you were to ask about *college graduation* at your high school reunion . . .**

you'd probably discover that a great many of your classmates graduated from college four years after they graduated from high school, yet . . .

you'd find some who would admit they took a l-o-n-g time to graduate, dropping out whenever they became fascinated with something else, going back when it did not continue to absorb them – in and out for **years!**

That couple who arrived in the Rolls might inform you that *they* were taking classes for college credit while they were still in high school! They took as many classes as possible once they were enrolled as full-time college students, studied every night and every weekend, *and graduated a year a half ahead of schedule.*

A handful of literary types will say they took a heavy load because they simply *loved* to be in school and learning! They took as many classes as they could squeeze into a day, *yet graduated a few quarters behind schedule with double and triple majors.*

One or two in that group in the bar, laughing uproariously, might admit that they stayed in school for an extra year or two to enable them to take more classes *and have time to party-hearty anyway!*

❖ **That's pretty similar to what you will probably hear at a future reunion of OFI's ACT12.**

- Some of you will have chosen to take a more *leisurely* pace through the new curriculum
- Some of you will have taken additional classes *each* month to *graduate in slightly over a year*, and
- Others of you will have taken advantage of the fact that **you can take up to 78 Supplementals** and **every Associate Coaching Lab we offer without paying an additional dime in tuition**, and will have waited until you had taken everything you *could* before graduating.

❖ **It really *is* up to you!**

**OFI's new structure is an ADD Coaching *banquet*
– set out before you like a single-price buffet.**

And if THAT sounds good, just wait until you hear what's still in the *kitchen!*

After we receive your registration . . .

BEFORE your first session begins,

we'll make *sure* you've had a chance to look over

- ✓ **a description of the curriculum,**
- ✓ **the requirements for graduation,**
- ✓ **a description of the classes you will be able to start this fall,**
- ✓ **and a listing of ALL of the classes that are part of the new curriculum**

(well, at least until we have the time to develop a dozen or so *more!*)

One of the *other* reasons we're excited about our new structure is that it is flexible enough to allow us to continue to add value as we grow as a company and as ADD Coaching evolves

- to offer you a chance to learn new tools as they are discovered and developed
- to introduce you to fresh new ideas that will come from new leaders, a great majority of which will incubate right here at OFI!
- to help you keep up-to-the-minute with new advances in this rapidly changing field
- and to provide a place for you to explore *your* areas of interest in greater depth

Register for Orientation to hear all about it . . .

We'll answer *all* your questions and tell you *everything* you'd like to know – that's what Orientation's for!

Until THEN . . .

we'd like to leave you with an *idea*

of what signing up for ACT12 will do for you, ok?

By the time you graduate . . .

you will have become one of
the most *knowledgeable* ADD Coaches in the field!

You will have completed **at least 135 hours** of Coach Training designed **specifically** to train you to coach attentional differences with a fluency and effectiveness that will make you feel like a *miracle worker*.

- **48 hours of Core Content** to provide a strong overall foundation;
- **58 hours of Supplementals** - **additional** hours to hone your skills and add depth to the information obtained in the Core Modules:

- ✓ **at least 28 additional hours** learning to understand the subtle differences between the *many* presentations of ADD, and how **rapidly** ADDers respond to an ADD-targeted approach – something that non-ADD coaches simply don't get to experience!

You will have come to believe, as we do, that it is simply *not possible* to coach an ADDer effectively unless you **really understand ADD!**

You will have first-hand experience of just **how** effective ADD Coaching can be when a coach understands what *really helps* and what actually *compounds* ADD challenges – **and why**.

- ✓ **at least 20 additional hours** learning ADD Coaching techniques *specifically* designed to "end run" attentional challenges and to motivate accomplishment in individuals whose lives don't fit neatly into boxes and categories that "standard" approaches imply they "should."

Many of those techniques have been taught in the A.C.T. curriculum since OFI pioneered the field in 1994 –

"field tested" by *many* of the most successful ADD Coaches, they have proven themselves over time!

Others are so "cutting edge" they can be found *only* at OFI!

- ✓ **at least 10 more hours** devoted *exclusively* to Practice Management Supplementals–
to prepare you to run a successful coaching *business* in a coaching specialty where most of your clients will have challenges with time, transitions, organization and task completion – where follow-through can be *iffy* until you've worked with them for a while.
You will have learned how to manage your practice *without* having to learn the *hard* way (when it might have affected your ability to be able to *afford* to be an ADD Coach!)

- ✓ **as well as a *unique* mixture of *additional* training hours in ANY or ALL of the above areas** – a mixture that YOU will have decided best fits *your* training objectives

AND . . .

- **You will have been encouraged to spend as many hours as you had time to include in the most important area of training for ANY coach**
to make sure that you would be graduating with a *lot* more than
 - information
 - demonstration and modeling
 - advice, and
 - the benefit of the experience of senior ADD Coaches

- You will have ***over one hundred hours* of hands-on coaching experience** behind you that will have given you the opportunity to integrate what you were exposed to a *practical* way.

- ✓ **30 hours of Coaching Lab** will have given you a place to *practice* while you were perfecting your technique –
a place to workshop specific client situations, where senior ADD Coaches
 - encouraged your best instincts.
 - helped you to strategize,
 - and helped you workshop how you were going to *apply* what you learned in the content modules to the *only* arena where it really counts
– ***"in the field!"***

AS WELL AS . . .

- ✓ **48 hours of Partner Coaching**, working with a your colleagues and classmates weekly, "one-on-one," and
- ✓ **at least 36 hours of experience "in the field"** as a professional ADD Coach.

Most important of ALL . . .

one of the *best* reasons for choosing **A.C.T.** –

the ADD Coach Training offered by
The Optimal Functioning Institute™

that *anyone* can cite . . .

- **You will have come to know in your heart that you can rely on the support of the overall OFI community**
 - ✓ Once you *experience* how it feels to be surrounded by a community of colleagues who are as excited about your successes as *you* are
 - ✓ When you've noticed, time and time again, how the OFI Associates generously share their experience and their expertise with the rest of the community, from the newest to the most well-established Associates in the ADD field
 - ✓ When you see how OFI Associates respond to an S-O-S by one of their, posted on one of the community lists you will start receiving when you enroll – and see the person who *posted* that message respond to a request for assistance from *another* Associate not long after

- ✓ Once you *experience* how much **easier** and more effective it is to travel "*in formation with those who are headed the same way you are*" – where "*traveling on the thrust of one another*" enables "*the entire flock [to] add over 71% greater flying range than if each bird flew on its own*"*
- ✓ And once you realize that **you** will be forever a part of the kind of *community* you thought might have gone out of style in this modern, competitive world of ours

You will thank your lucky stars you had *the sense of a goose
– and decided to come to OFI for YOUR training!**

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**from The Goose Story, by Dr. Harry Clarke Noyes
on the next page*

The Goose Story

Next
fall, when
you see Geese
heading South for
the Winter, flying along
in V formation, you might
consider what science has dis-
covered as to why they fly that way:
as each bird flaps its wings, it creates an
uplift for the bird immediately following. By
flying in V formation the whole flock adds at least
71% greater flying range than if each bird flew on
its own.

People who share a common direction and sense of community can get where they are going more quickly and easily because they are traveling on the thrust of one another.

When
a goose falls
out of formation,
it suddenly feels the drag
and resistance of trying to go it alone
and quickly gets back into formation to take
advantage of the lifting power of the bird in
front.

If we have as much sense as a goose, we will stay in formation with those who are headed the same way we are.

When
the Head Goose
gets tired, it rotates back
in the wing and another goose flies point.

It is sensible to take turns doing demanding jobs with people or with geese flying South.

Geese
honk from behind to
encourage those up front to keep up
their speed.

What do we say when we honk from behind?

Finally,
and this is important,
when a goose gets sick, or is
wounded by gunshots and falls out
of formation, two other geese fall out with that
goose and follow it down to lend help and protection.
They stay with the fallen goose until it is able to fly, or until
it dies. Only then do they launch out on their own, or with another
formation
to catch up with their group.

***If we have the sense of a goose,
WE WILL STAND BY EACH OTHER
LIKE THAT!***

About the Goose Story

I first came across the story on the previous page when it was read aloud during one of the many human growth seminars I have attended. It brought tears to my eyes *and gave me goose bumps*.

In the early training years with Coach U, one of the exercises we worked with was the culmination of an exploration of personal needs, values, standards and boundaries. As we worked with these concepts in CU's excellent **Personal Foundation™** program* we were encouraged to examine our values to come up with a list of *ten core values*, from which we were to identify a **key** value – that value which, when expressed fully in our lives, encompassed *all* of the others.

Quite an assignment!

The whole point of coaching is to develop a framework where it becomes possible to live a life one *loves*. Since it is not *possible* to live that kind of life when one is out of alignment with one's values, the intention of the assignment was to come up with a principle around which to organize our lives and our goals. Our key value would serve as a quick test whenever we wondered whether a particular activity was on purpose with the lives we were developing.

Kindness, life-long learning, fun, balance, ease, inspirational modeling, self-awareness, loyalty, clear communication, honesty, ongoing accomplishment, spirituality, preeminence through excellence, creative self-expression, and empathy were part of a long list of values that vied for a place on *my* core values list. It seemed impossible, at first, to come up with *one* value that encompassed them all.

As I worked with myself and continued to explore my values, it suddenly became crystal clear to me that my key value was one of "*profound relating*." As I examined all of the things in my life that really express the part of myself I love best and am proudest of, the element of *profound relating* was an essential part of every one of them.

It has always been a difficult concept to explain so that others could understand everything I meant by the term. *I believe The Goose Story comes close to explaining it for me.*

The Goose Story articulates the principals upon which I founded the Optimal Functioning Institute™. OFI Associates often refer to one another as "geese," to our community as "THE geese," and to our leaders as "point geese." When leaders shift accountabilities, which happens frequently, they "rotate point." Every OFI Associate receives a copy and is encouraged to use it as a guide during the time they spend with us. I would like for you to have a copy too.

I look forward to meeting you at Orientation, and to assisting you in your search for the best place for *you* to train to BE your gift to our world. I continue to be humbled that so many coaches are drawn to developing the expertise to coach a "client type" that has *always* been dear to *my* heart.

Sincerely,

Madelyn Griffith-Haynie, CTP, CMC, A.C.T., MCC
and the ADD Poster Girl
usually signing off with

XX,
mgh

***The Personal Foundation™ Program** is one of the most effective of the *many* programs developed by Thomas J. Leonard, the founder of the coaching field in the eyes of many, and *my* first coaching mentor – it is only one of his *many* gifts to the coaching field and the world before his death. Personal Foundation™ is still part of the CU curriculum. I can't imagine *anyone* who would not find it a stunning process to experience, and I especially encourage any **coach** who hasn't worked through it to sign up for the CU class. *It will change your life.* It did mine.