

## About OFI and ADDCoach.com™

The Optimal Functioning Institute™ is a virtual training firm, a pioneer in the distance learning format, that offers classes from the ADD Coaching perspective in a variety of ADD-focused topics.

Small by design to allow for excellent training with a high level of personal attention, OFI began developing ADD Coaches in 1994, **the first coach training organization to focus specifically on the skills necessary to coach individuals with attentional differences.**

After an eighteen-month reorganization finalized at the end of 2003, OFI has been redesigned allow us to support an increasingly larger number of people in an increasingly large number of ways, without losing the advantages that our small size gave us for our first decade.

## GOING FORWARD

Although individual classes will remain limited in size, we will begin to offer ADD Coaches **an increasingly varied number of classes and curriculums:**

- from a restructuring of our long-standing 2-year ICF certification-tracked program, **the A.C.T. Program**
- **to new specialty curriculums** of varying lengths in a number of areas,
  - some for **brand new coaches**
  - some for **experienced non-ADD coaches** currently working with Entrepreneurs, Creatives, Sales Professionals, Restoratives and other "adrenalin-driven" professionals,\
  - some for **mental health professionals** who are not current with this rapidly developing field or who wish to add ADD Coaching and systems development skills to what they currently offer
  - some for **retirees**, or **individuals close to retirement**, who would like a meaningful home-based retirement career to significantly supplement their retirement income – one where they can set their own schedules to have time to enjoy retirement
- **with a brand new post-graduate curriculum** for seasoned ADD Coach veterans to support ongoing training requirements for recertification,
- including training designed to lead to **Certification and Licensing of proprietary techniques and assessments.**

**We are also developing programs for non-Coaches**, classes designed for the specific challenges of:

- **Professional Organizers** who want to better understand their chronically disorganized clients, and want to be able to design systems and solutions which give those clients what they need to enjoy a more organized life.
- **Managers and Human Resource Professionals** who need to understand ADD & incorporate accommodations in response to the addition of ADD to the list of disabilities covered by the Americans with Disabilities Act to be able to turn those "problem employees" into corporate superstars
- **Principals, Teachers & School Administrators** who are committed to creating an optimally tailored learning environment that will work for *all* students, not just those covered by IDEA and 504.
- **Parents** who wish to have a thorough grounding in ADD issues and the benefit of the "secrets" of ADD Coaching technique to effectively parent their ADD children
- **Partners** who want to learn how to fashion a relationship that is enriching and exciting for both partners.
- **High functioning ADDers themselves** who want to know more about their own functioning and to learn coaching tips and techniques as a way of working on their own growth

**As time goes by, each of our areas of focus will be concentrated under the auspices of two different organizational structures:**

- **The Optimal Functioning Institute™** will focus on accountability for
  - the A.C.T. Program
  - shorter trainings for new coaches or professionals new to ADD coaching
  - community support, advocacy and outreach efforts
  - OFI will continue to sponsor the ADD Hours™
- • **ADDCoach.com™** will focus on accountability for
  - advanced and post-graduate ADD coach trainings and classes
  - the development of new classes & curriculums, including trainings and individual classes for non-coaches attempting to deal with Attention Deficit Disorder – their own or that of a loved one, employee, or boss
  - the development of new content, including articles, publications and books
  - ADDCoach.com will gradually take over responsibility for all Supplementals.

***If the shoe doesn't fit, don't blame the foot!***

**OFI's motto sums up the approach of both companies to ADD and to ADD Coaching .**

ADD mandates a ***different*** approach to life and its tasks, **not** a *substandard* one. ADD requires a different approach from coaches, managers, partners and parents too, if they expect to be successful with ADDers.

Facility with ADD Coaching technique and ADD-targeted listening and languaging skills **requires a great deal** of knowledge about Attention Deficit Disorder and brain-based coaching methods – as well as a thorough understanding of the *implications* of "deficits" of the attending mechanism to the tasks of goal setting and actions for follow-through, cornerstones of coaching overall.

## ADDers don't need to be "fixed" – they are NOT broken!

Many ADDers struggle with low self-esteem from years of hearing comments from the "What's *WRONG with you?*" point of view, but science is finally beginning to be able to prove what many of us have maintained all along:

### ADD is a DIFFERENCE in "brain wiring."

That difference is outside the paradigm of the majority of the world, those with the kind of wiring that tends to gravitate toward the administration of the world's institutions.

If ADDers were in the *majority*, those with what is now considered "neuro-typical" wiring would be labeled with **OFD** - Over Focusing Disorder, and would find similar difficulties working within the kind of world ADDers would create.

Since ADD wiring is in the minority, those of us who are "wired for flexibility" must find a way to accommodate like strangers in a strange land, *approximately 12-18 million individuals in the US alone!*

"Disorders" of the attentional spectrum must be accommodated and compensated for before self-esteem can be restored to a point where an ADDers MANY areas of strength can become apparent to all.

Only after that point has been reached is an ADD Coach able to assist them as they fashion a life that **builds on strengths** rather than **compensating for "deficits."** The focus of early efforts must be on identification, education, and compensation strategies toward success in an OFD world.

OFI and ADDCoach.com provide training and education designed to make a difference – systems, strategies and solutions for success. Our restructure and expansion will allow us to target our trainings specifically: for coaches, parents, educators, ADD and mental health Professionals, managers and ADDers themselves.

## A.C.T. – OFI's ADD Coach Training Program

OFI's "flagship" ADD Coach Training Program (A.C.T.) encompasses in-depth study of ADD presentations and comorbid conditions, etiology, neurology, learning theory & memory management, legal issues, and medication theory as well as non-pharmaceutical alternatives, each through the lens of COACHING highly creative, multifaceted individuals with attentional differences.

- **OFI coaches are taught to coach in a telephone format**, which works especially well as an aid to focus. The need for good ADD Coaching is global, and OFI believes that an individual's best coach is not necessarily the closest coach.
- **Students are required to supplement classroom training with practical coaching experience, coaching labs and to participate in weekly partner-coach sessions.**
- **The course manual of over 600 pages is amplified by required reading of six books by noted ADD authors.**

- **Class content** has always been delivered in a series of monthly Modules: one hour per week, four weeks per month, with a small group of peers, by telephone. Each module concentrates on a particular element of ADD and ADD Coaching, taught by some of the best senior ADD Coaches in the field.
- **The restructured program** will continue to offer the comprehensive content that has been available until ACT-11 WHILE it adds depth of study in ways we have been unable to offer without changing HOW we offer it. Our new design cleverly accommodates the ADD impulsive nature to "begin immediately" while the class enrollment process proceeds in its own ADD way.

**In our new structure, the A.C.T. Program consists of a combination of several types of classes in two different formats,**

- **Approximately a year is spent with a CORE group of Associates who train together during the year that makes up the Core Content Modules** portion of the training. The 12 Core Content Modules take place at the same time each week, one module a month, 4-hours per module, 1-hour per week, supported by Associate Coaching Labs as well as 1-hour Supplemental Labs with open enrollment.

**Available to A.C.T. Associates only, Core Content Modules** provide 48 hours of coach specific training, delivered sequentially on the same TeleBridge at the same time and same night of the week, and **Associate Coaching Labs** provide two 2-hour Labs monthly, an additional to 48 hours of coach specific training. 5 Associate Labs are required, part of the requirement for an accompanying coaching lab monthly during the Core Content segment (monthly labs for the rest of the Core Modules may be chosen from of any 1 or 2-hour Lab).

- **The majority of the training is delivered through The Supplementals**, with a catalog of classes reminiscent of the structure of a university, designed to give our Associates more flexibility with scheduling and a greater exposure to the ADD and ADD Coaching community overall. Modules covering various topics in various formats make up the Supplementals:
  - **Supplementals include** Coaching Labs, Practice Management Modules, ADD Content Modules, ADD Skills Modules, and ADD Coaching Modules, as well as Modules leading to certification and licensing of proprietary tools developed here.
  - **The scheduling of Supplementals is dynamic & ongoing.** A "catalogue" with classes & descriptions will be available; class schedules will be posted to the website quarterly..
  - **Similar to the college model**
    - \* Some classes are elective, some are required, and some have prerequisites
    - \* You will know WHAT is available at the time "the catalogue" was finalized
    - \* WHEN changes dynamically and is announced quarter by quarter
    - \* You will register for Supplementals each quarter
    - \* Not all classes will be available every quarter
    - \* New classes will be added with future "catalogues"
    - \* You do not have to take EVERY class to graduate or to graduate at all
  - **Supplementals are "open to the public"** (as well as coaches trained or training elsewhere, non-coach ADD professionals, and OFI grads who desire "supplemental" training or need hours for re-certification with ICF.).

## **TeleClass Training and Leaders**

The Institute has passed the qualifications for vendor status with vocational rehabilitation agencies in several states. It was also approved by Union College in Cincinnati as part of the research toward a dissertation on learning differences and attentional issues.

The candidate received her Ph.D. shortly before OFI graduation, mentor coached by one of our faculty, **Dr. Francena Hancock**. Francena is also a screener for scotopic sensitivity through the Irlen Institute, and has been asked to share her ADD Coaching expertise with conferences and groups in the United States and Europe, and her approach has been warmly received. A graduate of our very first training, Francena "retired" as ACT10 graduated; after facilitating orals exams she turned her focus to her private practice, utilizing her expertise in parent and family coaching.

In addition to guest lecturers, some of the other OFI faculty members have included the following individuals, each of whom also go through the A.C.T. Program to observe how the process DEVELOPS coaches. All are practicing ADD Coaches:

**Kate Kelly & Peggy Ramundo**, co-authors of *You Mean I'm NOT Lazy, Stupid or Crazy?!* and *The ADDed Dimension*. Peggy brings advanced training in education theory and Kate a thorough knowledge of psycho-pharmacology with advanced nursing degrees and practical experience working in the psychiatric field;

**Thom Hartmann**, author of numerous books on ADD, among them *ADD, a Different Perspective*, *Focus Your Energy*, and *Thom Hartmann's Comprehensive Guide to ADD* and his latest, *The Edison Gene*. Thom is a certified NLP trainer who trained with Bandler himself. He combines coaching and NLP technique with his similarly credentialed wife and business partner Louise in their coaching company, Shadow Coaching;

**Dr. Diana Edwards**, with a therapy background and certifications in EMDR and Thought Field Technique, with a depth of knowledge in alternative approaches. She is also the creator of the PowerPlanner™, developed especially as a tool for coaches to use with time-challenged clients to help them learn to accomplish goals within time's boundaries;

**Denslow Brown**, OFI's Coaching Lab Director, who combines her ADD Coaching expertise with over 25 years' experience with organizational challenges from her vantage point as a pioneer with the National Organization of Professional Organizers and The National Study Group for the Chronically Disorganized, as well as experience leading seminars and with appearances in person and in the media.

## OFI's Founder

**Madelyn Griffith-Haynie** is a coaching pioneer, a founder of the ADD Coaching field as well as the founder and CEO of OFI and ADDCoach.com™. She is a recognized expert on ADD and ADD Coaching, among the roster of speakers at conferences sponsored by ICF, The Institute of Behavioral Health (IBH), CHADD, ADDA, The Kitty Petty Institute for LD and ADD (KPI), and ADDA-SR. As one of a 4-coach team of ADD Coaching founders she organized, designed and presented the *first* ADD-specific Coaching Forum in 1997, part of the annual ADDA conference co-sponsored by the Wayne State University School of Medicine. She represented ADD Coaching on a panel of 8 coach training institutes in the development of the International Coach Federation's Accreditation policies and standards, and is working to develop an ADD-specific Coach Certification. A non-ADD coaching field pioneer as well, she was Coach U's second graduate and served on their faculty as a Senior Trainer

from 1994 to 2000, when she left to focus on ADD-specific training. She holds the highest certification awarded by ICF, Master Certified Coach (MCC).

## **ICF Certification**

MCCs must demonstrate coaching competence acquired through the accumulation of at least 200 hours of coach specific training, a minimum of 2500 coaching hours over four years in practice, and a significant number of hours in volunteer contributions toward the continual advancement of the coaching field overall.

**Before the end of 2002, 15 of OFI's coaches had attained a similar status, with others certified below it; still more will be applying for certification in the next two years.**

## **OFI's ADD Hours™**

OFI also sponsors and facilitates a number of no-charge TeleSupport Groups, most supporting ADD Coaches and ADD professionals, including a monthly ADD-Expert Speakers Series where noted field leaders are invited to share the latest developments impacting the field overall.

As with the OFI classes themselves, everything takes place over the telephone, with colleagues from all over the world.

## **OFI is committed to developing LEADERS in the ADD Coaching field!**

Four of the six Subcommittee Chairs who worked to develop the ADDA document are OFI Associates who have also been OFI staff and faculty members, (Linda Anderson, MCC, David Giwerc, MCC, Mary Jane Johnson, PCC, and Hope Langner, PCC), along with Subcommittee Member Barbara Luther, MCC .

Mary Jane was instrumental in ADDA's founding and served for several years as its first President. Some of OFI's graduates were able to develop classes of their own as a result of their study here.