
THE ADD MODULES OVERVIEW

CORE ADD MODULES & REQUIRED ADD SUPPLEMENTALS

"The why" of ADD, **the underlying neurobiology**, is the genesis of OFI's comprehensive approach to ADD Coaching – what differentiates us from non-ADD coaching as well as from some of the others ways of coaching ADD. ADD Coaching techniques (the particular skills effective with particular ADD presentations) are presented along with the theory and practiced in the *required* Coaching Labs, but our initial focus is on making *sure* that **ALL OFI Associates really understand ADD**. That's what makes OFI Coaches so good, and why some of the best ADD doctors in the country refer their patients to our coaches.

What sets OFI graduates apart is that OFI Coaches understand the reasons behind the ADD challenges and learn a variety of ways to "end-run" the difficulties.

OFI Associates:

- understand *the theory* behind the various medications prescribed to ADDers, so that they can strategize their Coaching to work *with* their clients' therapists and psychopharmacologists;
- learn where to refer clients with particular challenges;
- learn how to Coach their clients to develop an excellent TEAM to partner with them in ADD self-management;
- learn how to motivate their clients to keep a self-observation (titration) log – a tool they use with their doctors to titrate medication for Optimal Functioning™; and
- learn how to evaluate the knowledge base of professionals on their client's team and how to coach their clients to *share* knowledge with their team – to educate without challenging professional expertise, and how to self-advocate with the medical profession – to teach clients how to receive optimal treatment !

Our students acquire most of their ADD-specific tools in the ADD Modules. Several of our graduates who had been working in the field for many years were amazed at what they learned in the ADD modules especially.

The in-depth Coaching Skills Modules presume **particular** prior knowledge (the theory behind the OFI ADD Coaching procedures). Your thorough understanding of ADD will give your coaching a fluency you could never attain otherwise.

By the time you have completed 4 months of study with OFI, you will already know more about ADD than most of the professionals currently working in the field.

THE ADD MODULES – Course Content

Core ADD Modules & Required ADD Supplementals

ADD-101 – WHAT is ADD?

The first class that anybody takes

- **The Dynamics of Attending**
- **ADD history & background**
- **Key theories**
- **Characteristics & associated features**
 - **The Diagnosis** – DSM IV – specific symptoms
 - Co-morbid conditions & characteristics in common with ADD
- **Pre-frontal Cortex Shutdown**
 - What it is & how to work around it

ACT-0101 – Introductions

A strong start for the Core

- **Community Building**
 - Referral-based Marketing
 - Partner Coaching Basics
- **Distance learning & Modalities-based listening**

ACT-0102 – Brain-based Coaching & The ADD Brain

- **How the brain works**
- **Neurotransmitters** specific to ADD functioning
- **Medical basis** for diagnosis
- **New research frontiers:** brain imaging (PET, SPECT & functional MRI)

Related C PreReq: ADD-1200 Brain-Based Supplementals PreReq

ACT-0103 – Fundamentals of Learning & Memory

- **Learning:** synthesis & study habits
- **Memory:** short-term, active-working & long-term
- **Stages of memory** – The Four Rs
- **The seven sub-types**
- **The Dynamics of Linking** – the key to reliable retrieval
- **Modality impact**
- **Learning:** synthesis & study habits

Related C PreReq: ADD-1300 Memory Supplementals PreReq

ACT-0104 – ADD Treatment Overview

- **The ADD team** – who are the players?
- **Multi-modal approaches**
- **Medication theory** – how and why meds work
- **Behavior,** food & medication logging
- **The neuro-chemistry of coaching**

Related C PreReq: ADD-1400 "Meds" Supplementals Prerequisite

ACT-0105 – Pharmaceuticals Overview

- **Medications in use** with ADD – what and why
- **Five key areas in the ADD Brain** (chemical secrets to functioning)
- **Strategizing your coaching to work with the medications**
coaching to stimulate particular neurotransmitters

Related C PreReq: ADD-1510 Medications in Use with ADD

ACT-0106 – Non-Pharmaceutical Alternatives

Alternative Treatments

- **The placebo effect**
- **Diet, food "allergies," exercise**
- **Retraining** – behavioral therapies
- **Bio-feedback** – does it work? How?
- **The power of peer-coaching**

Related C PreReq: ADD-1600 Alternatives PreReq

REQUIRED ADD SUPPLEMENTALS

ADD-1100 – Help! I think my client has ADD. What do I do?

- **Bringing up the topic**
 - In a charge neutral manner
 - Without producing resistance or fear
- **Resources to share & how to suggest them**
- **Coaching the process of getting to diagnosis**
- **Working with unacknowledged ADD in a coaching session**

ADD-1110 – Implications of ADD

"So THAT's why they do that! How do I get 'em to STOP?!"

- **What does "ADD" mean?**
 - Cause & effect
 - The impact of import on emotion & follow-through
 - Focus impacts follow-through in specific ways
- **The import of implication**
 - Can't vs. won't
 - Motivation vs. make-wrong
- **Examining your part of the process: responsibility for the listening**
 - **Agendas – overt & covert**
 - Understanding how your words land
 - What won't work at all & what works best
 - Counter-intuitive responses & requests
 - **The impact of import on emotions & abilities**
- **Transferring these ideas to parents & partners**

ADD-1120 – Comorbidities Overview

- **Terms & distinctions**
- **Learning from the Attentional Spectrum overlap**
 - ADD
 - Autism
 - Aspergers Syndrome
- **Conditions commonly diagnosed instead, or along with**
 - Depression, dysthymia
 - Anxiety, GAD
 - Obsessive Compulsive Disorder
 - Bi-Polar Disorder
 - Tourettes