



Savannah Family Institute

P.O. Box 2059 • RINCON, GA 31326
 Tel (912) 826-3336 • Fax (912) 826-2369
www.difficult.net



Thank you for your interest in becoming a SFI Regional Center. As a Regional Center, you may choose to become a Family Center of Excellence (FCE), a Professional Training Center (PTC), or both. Here are the main differences between these two types of Regional Centers:

Professional Training Centers (PTC)	Family Centers of Excellence (FCE)
<ul style="list-style-type: none"> ➤ PTC's are authorized by SFI to organize and conduct <i>Parenting with Love and Limits</i>™, SFI Family Therapy Certifications and one-day workshops in their community or state. ➤ PTC's are authorized to market and obtain large-scale contracts from state or local agencies (e.g., Department of Juvenile Justice, Mental Health, School, Social Services, Foster Care), to train their staff onsite to implement either the <i>Parenting with Love and Limits</i>™ or SFI Family Therapy Certifications. ➤ PTC's provide certification and one-day workshop trainings. ➤ PTC's provide onsite and phone supervision to the therapists and agencies they certify and to FCE's in their area. 	<ul style="list-style-type: none"> ➤ FCE's are not authorized to conduct certification trainings or one-day workshops. FCE's ARE authorized to conduct parenting groups and to offer family therapy to parents and out-of-control teenagers using the SFI Model within their private practice or agency in their community. ➤ FCE's do not obtain large-scale contracts through certification trainings, but instead use special marketing tools provided by SFI (e.g., outcome measures, videos, cost of care analysis) to become centers of excellence in the treatment of difficult teens. This should significantly increase your number of referrals. ➤ FCE's provide state of the art therapy using the SFI Model. FCE's use the SFI Parent Survival Kit and the SFI 15-Step Model to integrate advanced structural and strategic models of family therapy for the effective treatment of the most difficult teens and children in your community. ➤ FCE's can receive onsite and phone supervision from the designated PTC in their area.

Once again, I look forward to us working together! Attached is a detailed description of how to become a Professional Training Centers (PTC's) (pgs. 2-12) and a Family Center of Excellence (FCE) (pgs. 13-15). There is an application for you to fill out and send in Appendix A. Please contact me if you have any further questions.



Professional Training Centers (PTC's) are agencies or private practices that are licensed to train other professionals in the implementation of both the *Parenting with Love and Limits*™ and *SFI Family Therapy Model of Practice*.

PTC's are authorized by SFI to organize and conduct *Parenting with Love and Limits*™ and SFI Family Therapy Certification Workshops, plus one-day seminars (using a certified SFI trainer) in their local community or the entire state.

PTC's are also authorized by SFI to market and obtain large-scale contracts for the application of both certifications. These contracts are obtained from state or local agencies (e.g., Department of Juvenile Justice, Mental Health, School, Social Services, Foster Care), residential treatment programs, private practices, or HMO's. PTC's will train these agencies onsite to conduct either the *Parenting with Love and Limits*™ parenting program or the SFI Family Therapy program. PTC's will then offer follow-up onsite/phone supervision to ensure treatment fidelity and adherence to the SFI Model.

There are no franchising or licensure fees required for this recognition. Each PTC will function independently yet comply with SFI guidelines regarding organization, management, and certification requirements.

Licensed therapists who have completed both the both the *Parenting with Love and Limits*™ and *SFI Family Therapy Model* certification courses in Savannah can complete an application form (See Appendix A) to apply for recognition as an SFI Professional Training Center. Organizations may be recognized as both a Professional Training Center and a Family Center of Excellence.

SFI will then carefully choose a select group of professionals from among the applicants to become PTC's. This is done to maintain the highest quality control standards.

Advanced Certification requirements are:

- A master's degree or above in mental health (special exceptions may be made depending upon experience)
- *Parenting with Love and Limits* certification
- *15 Step Family Therapy* certification
- *Professional Training Center* certification (see next page)
- Co-leading at least one certification with Dr. Sells personally at your agency site
- Maintain a B Average on all subsequent participant evaluations thereafter

Professional Training Center certification will cover:

- SFI / PTC Organizational Policies and Procedures
- Training techniques
- Training materials
- Development of a Business and Marketing Plan

Criteria to Become a PTC Certified Trainer

Step One: Attend Both the Family Therapy and *Parenting With Love and Limits* Certifications

Each trainer must attend both the two-day parenting and family therapy certifications in Savannah. The reason is simple. One cannot train others until they have been trained themselves. You must have a solid familiarity with the key concepts of both the family therapy piece and the parent education piece. You can then submit a detailed application form with a list of professional references (See Appendix A). Dr. Sells and his staff will carefully screen your application form and notify you if you have been accepted into the PTC training program.

Step Two: Attend Two Three-Day PTC Trainings

After you have completed Step One, you are required to attend two three-day PTC trainings at your site (see agenda). One of these PTC trainings will cover supervision for the three-day *Parenting with Love and Limits*™ certification. The other PTC training will cover supervision for the three-day SFI Family Therapy Certification Workshop. You can complete both trainings together (Monday thru Wednesday - the SFI Family Therapy Certification and Thursday thru Saturday - the *Parenting with Love and Limits* Certification) or separately during the year.

During the training, we will also cover how to develop a business plan, how to use financial leverage, marketing, sales, customer retention, and how to find and obtain grants to fund either the family therapy or parenting programs in your state.

After completing the one-day orientation, you will then co-lead an actual parenting or family therapy certification training that you set up and conduct at your agency. You will be asked to lead the breakout groups and will receive written evaluations from the participants. At the end of each day, you will meet privately with Dr. Sells to process the day's training and receive direct feedback on your strengths and weaknesses.

Agenda for *Parenting With Love and Limits* PTC Certification

Day 1 Supervision Training	Day 2 Conduct the Training	Day 3 Conduct the Supervision
Learn How to Train Other Counselors in the Parent Program. Learn How to Provide Wrap Around Phone and On-Site Supervision How to market to outside agencies How to sell the benefits and develop a business plan	Co-Lead the Actual Training and Supervision of the <i>Parenting with Love and Limits</i> Certification with Real Therapists Debrief at the End of the Day and Receive Feedback From Dr. Sells	Supervise the Therapists Conducting the Parenting Program with Real families Debrief at the End of the Day and Receive Feedback From Dr. Sells

The main differences between the agenda for the SFI Family Therapy PTC Certification and *Parenting with Love and Limits*™ PTC Certification are as follows:

- ❑ During the *Parenting with Love and Limits* Certification, you will be personally trained by Dr. Sells to supervise and train other therapists in your state and community to administer a psycho-educational format using an operationalized Leader’s Guide training manual. However, within the SFI Family Therapy Certification, you will be training therapists to become more skilled in the art of therapy through the use of “undercurrents” PUSH assessments, and the SFI 15-Step Therapy model.

- ❑ Within the Family Therapy Certification, you will learn how to demonstrate the 15-Step model through a live family therapy session. Within the *Parenting with Love and Limits* Certification, however, you will learn how to supervise therapists to conduct actual parenting classes with real families during the second day of training.

- ❑ Within the *Parenting with Love and Limits* Certification, your will be trained by Dr. Sells to provide wrap around phone and on-site supervision from a psychoeducational format, while during the Family Therapy Certification you will learn from a clinical and therapeutic supervision format.

- ❑ Each certification will be marketed and sold to your community differently because they are different formats. One is psycho-educational and the other is therapy. You will need to be trained on how these different formats compliment each other and how they can stand alone.

Agenda for SFI Family Therapy PTC Certification

Day 1 Supervision Therapy Training	Day 2 Conduct the Family Therapy Training	Day 3 Conduct the Supervision
<p>Learn How to Train Other Counselors in the Family Therapy Program.</p> <p>Learn How to Provide Wrap Around Phone and On-Site Supervision from a Therapy Perspective Rather than a Psycho-education Parenting Group Perspective.</p> <p>How to do you market a family therapy program to outside agencies</p> <p>How do you set up and supervise SFI Family Centers of Excellence</p>	<p>Co-Lead the Actual Training and Supervision of the SFI Family Therapy Certification with Real Therapists at Your Agency</p> <p>Be a Co-therapist with Dr. Sells as he conducts a live family therapy session from 5pm to 7pm.</p> <p>Debrief at the End of the Day and Receive Feedback From Dr. Sells</p>	<p>Co-Lead the Actual Training and Supervision of the SFI Family Therapy Certification with Real Therapists at Your Agency</p> <p>Debrief at the End of the Day and Receive Feedback From Dr. Sells</p>

It is important to note that you will not likely have to pay for the PTC training out of your own pocket. As you can see from the example below, registration fees from the participants who take the certification trainings cover Dr. Sells' training fees.

As you can see, your first parent certification may essentially be a break-even event, but Dr. Sells' honorarium and your PTC training fee is covered. You pay nothing out of pocket. However, look what happens during your second training and every one thereafter. Your profit jumps to \$10,512.50! For the Family Therapy Certification, your profit margin is even higher - \$12,700 (after PTC training) because the cost of the product kits is so much lower for the family therapy piece.

Parenting Certification	Family Therapy Certification
<u>Income</u>	<u>Income</u>
\$695* x 25 people = \$17,375.00	\$595* x 25 people* = \$14,875.00
<u>Expenses</u>	<u>Expenses</u>
Honorarium for Dr. Sells \$9,000.00 (3 days of supervision and training)	Honorarium for Dr. Sells \$9,000.00 (3 days of supervision and training)
Expenses (food, hotel, airfare) \$700.00	Expenses (food, hotel, airfare) \$700.00
Parenting Kits \$262.50 x 25 \$6562.50	Product Kits \$75 x 25 \$1,875.00
Lunch for Family/Coffee <u>\$300.00</u>	Coffee and Donuts <u>\$300.00</u>
\$16,562.50	\$11,875.00
Total Profit \$812.50	Total Profit \$3,000.00
Profitability 4.1%	Profitability 19.5%
<i>After You Are Trained</i>	<i>After You Are Trained</i>
\$695* x 25 people = \$17,375.00	\$595* x 25 people* = \$14,875.00
<u>Expenses</u>	<u>Expenses</u>
Parenting Kits \$262.50 x 25 \$6562.50	Product Kits \$75 x 25 \$1,875.00
Lunch for Family/Coffee <u>\$300.00</u>	Coffee and Donuts <u>\$300.00</u>
\$6862.50	\$2,175.00
Total Profit \$10,512.50	Total Profit \$12,700.00
Profitability 60.5%	Profitability 85.4%

* Suggested price. As an independent business, you may charge what you see fit.

Step Three: Maintain Follow-Up Quality Assurance Standards

The PTC trainings will certify your trainers on the *Parenting With Love and Limits* Certification and/or the SFI Family Therapy Certification. You can then train others within the territory that you predetermine with SFI. For example, if you are granted PTC training status for the entire state of Alabama, then you can only train professionals within the borders of that state.

However, to maintain PTC trainer status, you must complete and maintain the quality assurance standards listed below. If you do not complete these standards, your trainer status can be revoked by the Savannah Family Institute.

- Submit participant evaluations from subsequent trainings to Dr. Sells for his review. E-mails from a random sample of participants will be required so that Dr. Sells can personally contact them for direct feedback.
- Maintain a B Average on participant evaluations
- Submit video tapes once a year of you conducting both days of training for Dr. Sells to review
- Attend the Annual SFI Retreat at a (US) site named by SFI
- Meet or exceed your Business Plan goals and objectives that you put in place at the beginning of each calendar year.

Step Four: Supervise SFI Family Centers of Excellence (Optional)

If your agency becomes fully PTC certified in both the *Parenting With Love and Limits* Certification and SFI Family Therapy Certification, you have the option of exercising this step upon Dr. Sells' approval. Only PTC's who have both certification trainings can exercise this option.

Within this step, you can provide on-site and phone supervision to other agencies in your designated territory that want to become an SFI Family Center of Excellence. Frequently, the agencies or private practitioners that you train during the parenting or family therapy certifications at your agency will want to become SFI Family Centers of Excellence.

However, to receive this status, they will engage in ongoing supervision with you because of your PTC full trainer status and to maintain quality assurance standards. Below is a typical fee structure you may charge.

SFI's suggested rate for on-site visits is \$400.00 per day (\$100.00 per hour), for an average of 5 graduates per month, for 5 months. That comes to \$10,000 per graduating class.

Step Five: Attend a Once a Year Retreat

At these retreats, PTC's will meet with the SFI staff to review your progress and assist you both clinically and from a business perspective. A "think tank" will be implemented between the different PTC sites to generate new ideas and strategies for implementation. Research outcomes will be collected among the sites and published in journals.

“Jump-Starting” Your SFI Professional Training Center

The following steps and procedures are recommended to “jump start” an SFI Professional Training Center (PTC), using both the SFI *Parenting With Love and Limits*™ Certification training and the SFI Family Therapy Certification training:

Step One: Rainmaking with a One-Day Workshop with Dr. Sells

To generate both interest and signups for both certification trainings, you should set up, plan, and execute a one-day overview workshop (see Appendix B for workshop checklist and one day agenda). We require that you have the founder of the program, Dr. Scott Sells, conduct this workshop, because the name recognition should provide a “draw.” Dr. Sells’ standard one-day fee is \$4,000, but for PTC’s, it will be reduced to \$3,000.

SFI will be the sponsoring agency for the CEU Applications for Social Work, Psychology, and Marriage and Family Therapists. We have application templates you can use. The one-day overview workshop will generate 6 CEU’s.

This is a moneymaker if carefully planned out at least 3 months in advance, with the brochures delivered to the customer (the mental health professional and the parent) at least 7 weeks prior to the date of the workshop.

The goal is to have an attendance of 200+ with at least 75% of those being mental health professionals. Below we have shown two Profitability Scenarios:

Scenario #1- Goal-Generate Large Numbers of Attendees (Conservative Estimates)

Income

\$45.00 for Professionals x 200 =	\$9,000.00
\$35.00 for Parents x 40 =	<u>\$1,400.00</u>
	\$10,400.00

Expenses

Honorarium for Dr. Sells	\$3,000.00
Expenses (food, hotel, airfare)	\$ 600.00
Brochure Printing and Postage	\$2,000.00
Coffee and Donuts	\$200.00
Printing the Handouts	\$100.00
Rental of Community College Auditorium	<u>\$300.00</u>
	\$ 6,200.00
Total Profit	\$ 4,200.00
Profitability	40.4%

Scenario #2- Goal-Generate Profit (Conservative Estimates)

Income

\$99.00 for Professionals x 100	=	\$9,900.00
\$35.00 for Parents x 40	=	<u>\$1,400.00</u>
		\$11,300.00

Expenses

Honorarium for Dr. Sells		\$3,000.00
Expenses (food, hotel, airfare)		\$600.00
Brochure Printing and Postage		\$2,000.00
Coffee and Donuts		\$200.00
Printing the Handouts		\$100.00
Rental of Community College Auditorium		<u>\$300.00</u>

\$ 6,200.00

Total Profit \$ 5,100.00

Profitability 45.1%

As you can see, the additional profit of only \$900 more for half the number of participants may not be as attractive as drawing more professionals to the workshop because **the goal of this first step is to get as many attendees as possible to register for either the Parenting or Family Therapy Certification.**

Step Two: Have Key Decision Makers at the One-Day Workshop

A key to your success will be getting the key decision makers (clinical directors, executive directors, county commissioners, state representatives, superintendents, etc.) to attend the one-day workshop.

At least three months in advance, you should go on the Internet to locate key decision makers in your county and state. We suggest that you personally call them and invite them to come for free.

Call them, e-mail them, and then send SFI's marketing video and a one-page summary of the benefits of the program. Then, follow up with another phone call. You need the people that control the purse strings to attend. We suggest that the following people should be urged to attend:

- Agency Heads from Foster Care, Juvenile Justice, and Juvenile Court
- The Juvenile Court Judges
- The County Commissioner
- Large Agency Heads (like Community Mental Health)
- State and Local Representatives
- Pastors of Your Largest Churches

Step Three: Have a Flyer Ready and Sign People Up at the Workshop

SFI's suggested tuition price for the *Parenting with Love and Limits*™ Certification is \$695. We suggest that you offer \$50.00 off the tuition price if they sign up on the day of the one-day workshop and leave a \$100.00 deposit.

THIS NEXT STEP IS CRITICAL! Pass out a signup sheet to get names, phone numbers and e-mail addresses. Explain to the attendees that the only way they can receive SFI's newsletter is by e-mail. Then, if you will submit those signup sheets (in Excel spreadsheet form) to SFI, we will then do "e-mail blasts" for you at no cost to you! Basically, these are simple e-mail messages announcing the Certification Workshops and urging recipients to sign up.

Step Four: Conduct the Two-Day Certification Trainings

Set a date to conduct both the parenting and family therapy certification trainings and execute them. As stated earlier on page 3, you must have Dr. Sells conduct and co-lead with you the first set of certification trainings. This is done to maintain quality assurance and to train you properly to train other professionals. After you become a certified trainer, all subsequent certifications are highly profitable to you and your organization.

Step Five: Conduct Follow-Up Supervision

Phone Consultations

Graduates will need one hour per month with you via telephone. The goal is to be available by phone or e-mail in case a graduate gets stuck with a difficult case, or for support and help with the parent education classes and/or family therapy situations. Many types of crisis situations will come up. As a result, the phone supervision is an invaluable resource. You will set aside at least one hour of phone supervision per month for five months, at times convenient for the graduate.

SFI's suggested rate for phone consultation is \$50 per hour. At an average of 10 graduates per month and 5 months, that comes to \$2,500 per graduating class. **Please note: this amount will double if you also do Family Therapy Supervision.**

On-Site Consultations

SFI recommends on-site visits, once a month for one day, for the first four months, to ensure treatment's fidelity with the model or adherence to training procedures. During the on-site visit, you will conduct live supervision of the graduates (as they conduct actual parent education classes or family therapy) to offer valuable feedback and to overcome really tough issues that arise with parents and kids.

SFI's suggested rate for on-site visits is \$400.00 per day (\$100.00 per hour), for an average of 5 graduates per month, for 5 months. That comes to \$10,000 per graduating class.

Summary Financial *Pro Forma* for Professional Training Centers

One-Day Overview- Rainmaking Workshops	Parenting Certification	Family Therapy Certification
<p><u>Income</u></p> <p>\$45 Pros x 200 \$9,000.00 \$35 Parents x 40 \$1,400.00 \$10,400.00</p> <p><u>Expenses</u></p> <p>Hon. for Dr. Sells \$3,000.00 Travel Expenses \$ 600.00 Brochures \$2,000.00 Coffee and Donuts \$200.00 Printing Handouts \$100.00 Facility Rental \$300.00 \$ 6,200.00</p> <p>Total Profit \$4,200.00 Profitability 40.4%</p> <p>If You Conduct Only 6 Trainings Your First Year (2 Workshops + 4 Parenting Certifications) Nets \$40,650.00</p> <p>If you conduct 6 trainings your Second Year Nets \$69,637.00</p> <p>2 Workshops Per Year \$8,400.00</p>	<p><u>Income</u></p> <p>\$695 x 25 people = \$17,375.00</p> <p><u>Expenses</u></p> <p>Hon. for Dr. Sells \$9,000.00 Travel Expenses \$700.00 Parenting Kits \$6562.50 Lunch for Family/Coffee <u>\$300.00</u> \$16,562.50</p> <p>Total Profit \$812.50 Profitability 4.7%</p> <p><i>After You Are Trained</i></p> <p>\$695 x 25 people = \$17,375.00</p> <p><u>Expenses</u></p> <p>Parenting Kits \$6562.50 Lunch for Family/Coffee <u>\$300.00</u> \$6,862.50</p> <p>Total Profit \$10,512.50 Profitability 60.5%</p> <p>Your First 2 Parenting Certifications Net \$11,325.00 Plus Status as SFI PTC.</p>	<p><u>Income</u></p> <p>\$595 x 25 people= \$14,875.00</p> <p><u>Expenses</u></p> <p>Hon. for Dr. Sells \$9,000.00 Travel Expenses \$700.00 Product Kits \$1,875.00 Coffee and Donuts \$300.00 \$11,875.00</p> <p>Total Profit \$3,000.00 Profitability 20.2%</p> <p><i>After You Are Trained</i></p> <p>\$595 x 25 people= \$14,875.00</p> <p><u>Expenses</u></p> <p>Product Kits \$1,875.00 Coffee and Donuts \$300.00 \$2,175.00</p> <p>Total Profit \$12,700 Profitability 85.4%</p> <p>Your First 2 FT Certifications Net \$15,700.00 Plus Status as SFI PTC.</p>



As an SFI Family Center of Excellence (FCE), you will be recognized as a qualified, caring professional who is uniquely trained to help hurting families to regain hope and reestablish healthy family relationships through the SFI Model.

FCE's are not authorized to conduct certification trainings or one-day seminars. FCE's are authorized to conduct parenting groups and to offer family therapy to parents and out-of-control teenagers within their immediate community through your agency or private practice.

FCE's use the SFI Parent Survival Kit and the SFI 15-Step Model to integrate advanced structural and strategic models of family therapy to effectively treat the most difficult teens and children in your community.

FCE's specialize in working with adolescents and family therapy. These organizations are typically well versed in Solution Focused Therapy, Narrative Therapy, Strategic Family Therapy, Systems Theory, and Structural Family therapy. They are recognized in their respective communities as effective organizations in the treatment of out-of-control children and teens.

FCE's will receive the recognition and support of The Savannah Family Institute:

- Listing on SFI website and publications
- Cutting edge marketing materials to reach your community of parents and agencies
- Inclusion in the SFI referral network
- Ongoing service delivery training and support from your local SFI Professional Training Center (PTC)
- Participation in ongoing research through SFI
- Access to research data and outcome studies, which may be utilized for professional training and marketing of the FCE
- Opportunities for hosting and sponsorship of SFI workshops for families and other professionals.
- Ongoing clinical supervision and advanced training opportunities through your local Professional Training Center (PTC)
- Discounts to FCE Retreats offering ongoing training and new model implementation strategies
- Support from the community of SFI staff and associated PTC staff

SFI will assist you in establishing an FCE with the FCE Start Up Kit

- Personally assessing your skills and strengths in business development and management.
- The development of strategies to enhance your skills and strengths
- The creation of a market analysis of potential clientele and contract resources
- Development of a sound Business and Financial Plan
- Utilizing Savannah Family Institute's "FCE Marketing Plan" and personalizing it to you and your constituents

Criteria to Become a FCE Site

Step One: Attend Both the Family Therapy and *Parenting With Love and Limits* Certifications

Each trainer must attend both the two-day parenting and family therapy certifications in Savannah. The reason is simple. One can only be a Center of Excellence if the staff using the SFI model with families has been trained themselves. You must have a solid familiarity with the key concepts of both the family therapy piece and the parent education piece. You can then submit a detailed application form with a list of professional references (See Appendix A). Dr. Sells and his staff will carefully screen your application form and notify you if you have been accepted as a FCE site.

Step Two: Maintain Follow-Up Quality Assurance Standards

In an effort to deliver and maintain top quality services, FCE therapists will be required to videotape sessions once every six months for review with a local PTC, or if one is not available, through Dr. Sells or one of his qualified trainers. Consultations may be done as a large group or individually. Written feedback will be provided via email, with suggestions and recommendations for working with difficult families prior to the next scheduled session. Suggestions will be made regarding specific skills that may need improvement, as well as commentary on the strengths of the therapist(s).

Consultation fees will be \$100.00 per hour and the amount of time needed will be negotiated on a case-by-case basis.

Step Three: Attend a Once a Year Retreat

At these retreats, FCE's will meet with the SFI staff to review your progress and assist you both clinically and from a business perspective. A "think tank" will be implemented between the different FCE sites to generate new ideas and strategies for implementation. Research outcomes will be collected among the sites and published in journals.

Appendix A



**Savannah
Family
Institute**

www.difficult.net

Regional Center Application

161 PASSAIC LANE • RICHMOND HILL, GA 31324

Tel (912) 727-2840 • Fax 912.727.2847

e-mail: Barry@difficult.net

We consider applicants without regard to race, color, sex, religion, national origin, age, disability, or any other legally protected status.

Position Applying For: (Check all that apply)

Professional Training Center

Family Therapy Center of Excellence

Name:

(First) (Middle) (Last)

Organization:

Address:

(Number, Street) (City, State, Zip)

E-mail:

_____ Phone No: (____) _____

Collegiate Education*

Degree	Institution	Year	Major Field	Minor Field

Prior Work Experience*

Years Employed	Organization	Position

*Please attach additional pages as needed to complete.

**Have You Ever Conducted Training or Supervision Yes No (Circle)
If Yes, Please List Below***

Date	Training Event or Who Supervised	Contact Phone Number	Can We Contact?

Research, Grants Awarded, or Publications*

Year	Title	Award Amount (Grant)

Four (Minimum) References*

Name	E-Mail	Telephone	Relationship	Can We Contact?

Do Have Group Work Experience? Yes No (circle) If yes, please describe in detail*

*Please attach additional pages as needed to complete.

**Please Answer the Following Questions to the Best of Your Ability (Please type)
Use Separate Sheet if Necessary?**

#1- What is Your Theory of Change? In other words, list the primary reasons why, in your mind, teens misbehave and what primary theories do you use to treat symptoms? Please describe an actual case you worked with, how you treated the problems, and what techniques from what theories did you use? Give rationale.

#2- Please list the primary theories you use in your practice with teens and children and tell us why you use them?

#3- Which treatment modality do you use the majority of time?

_____ Individual

_____ Group

_____ Family

Please tell us why you use the modality you picked?

#4- On a scale of 1 to 10 (1 being the worst and 10 being the best-circle one) how would you rate yourself in your overall business skills and being able to cross over from mental health to functioning well in the business world? Please tell us why you picked the number you did and what it would take to go to the next higher number?

1.....2.....3.....4.....5.....6.....7.....8.....9.....10

#5- Very Important Questions!! Whether you want to become a PTC or FCE please answer the following questions:

- State whether your company is a startup or continuing business. When was it founded? How far along is your service in its creation?

- Briefly describe how you will market the SFI Model and the marketing methods you will use to secure customers?

- List the markets you intend to reach and how you will reach them?

- List the milestones by which you will measure success as a PTC or FCE and the dates you expect to reach them?

Agreement

I certify that the answers given herein and on the accompanying pages are true and complete to the best of my knowledge. I authorize the investigation of all statements within this application as may be necessary to make a decision.

Date

Signature of Applicant

Appendix B

Workshop Checklist

City: _____ Date(s) _____
 _____ : _____

LOGISTICS

- Check date(s) to make sure no conflicts- **(16 weeks out)** Completed: _____
- Secure date(s) with community college/hotel-**(15 weeks)** Completed: _____
- Secured audio/visual with community college/hotel- **(15 weeks)** Completed: _____
- Secured catering with community college/hotel- **(15 weeks)** Completed: _____
- Secured flights if applicable –**(4 weeks out)** Completed: _____

CONTINUING EDUCATION (16 WEEKS OUT)

- Psychologists**
 - Requested CE Provider application Completed: _____
 - Received CE Provider application Completed: _____
 - Returned CE Provider application Completed: _____
 - Ensured receipt of application Completed: _____
 - Received notice of approval Completed: _____
- MFTs**
 - Requested CE Provider application Completed: _____
 - Received CE Provider application Completed: _____
 - Returned CE Provider application Completed: _____
 - Ensured receipt of application Completed: _____
 - Received notice of approval Completed: _____
- Social Workers**
 - Requested CE Provider application Completed: _____
 - Received CE Provider application Completed: _____
 - Returned CE Provider application Completed: _____
 - Ensured receipt of application Completed: _____
 - Received notice of approval Completed: _____
- Other Professionals** (LPCs, etc.)
 - Requested CE Provider application Completed: _____
 - Received CE Provider application Completed: _____
 - Returned CE Provider application Completed: _____
 - Ensured receipt of application Completed: _____
 - Received notice of approval Completed: _____

MAILING LABELS- (14 WEEKS OUT)

- Psychologists**
 - Requested mailing labels Completed: _____
 - Ensured receipt of request Completed: _____
 - Received mailing labels Completed: _____
- MFTs**
 - Requested mailing labels Completed: _____
 - Ensured receipt of request Completed: _____
 - Received mailing labels Completed: _____
- Social Workers**
 - Requested mailing labels Completed: _____
 - Ensured receipt of request Completed: _____
 - Received mailing labels Completed: _____
- Listworks**
 - Requested mailing labels Completed: _____

- Ensured receipt of request
- Received mailing labels

Completed: _____
 Completed: _____

BROCHURES (9 WEEKS OUT)

- Brochure created
- Brochure delivered to printer
- Registrations placed on difficult.net website

Completed: _____
 Completed: _____
 Completed: _____

MAILING (9 WEEKS OUT)

- Brochures sent to mail house for prep work
- Brochures mailed out

Completed: _____
 Completed: _____

Grassroots Promotion (6 weeks out)

- Area assns contacted regarding ad/article in newsletter
- DJJ District Directors sent letters
- Follow-up with DJJ District Directors by phone
- Area adolescent agencies/foster care sent letters/emails
- Follow-up with by phone
- Media contacted regarding mention in newspaper
- Local ads placed in Pennysaver, church bulletins, newspaper

Completed: _____
 Completed: _____
 Completed: _____
 Completed: _____
 Completed: _____
 Completed: _____
 Completed: _____

OTHER (THREE WEEKS BEFORE WORKSHOP)

- Books ordered if needed –

Completed: _____

OTHER (THREE DAYS BEFORE WORKSHOP)

- Guarantees given to community college/hotel-
- Make sure books arrived at community college/hotel-
- Name tags –
- Handouts Secured-
- Part II forms and Savannah Family University forms-
- Videotapes-
- Catering double checked-
- Audio Visual double checked-
- Receipts-
- CE Certificates/Certificates of Participation-
- CE Sign-In Sheets for each field-

Completed: _____
 Completed: _____
 Completed: _____
 Completed: _____
 Completed: _____
 Completed: _____
 Completed: _____
 Completed: _____
 Completed: _____
 Completed: _____
 Completed: _____

OTHER (ONE DAY BEFORE WORKSHOP)

- Registration/budgeting spreadsheet done-

Completed: _____

OTHER (WEEK AFTER WORKSHOP)

- Evaluation scores tallied and summarized –
- Marketing questionnaire tallied-
- Sign-in sheets, evaluation summaries, etc. sent-
 - Psychologists
 - MFT's
 - Social Workers
 - Other professionals
- Thank you notes to participants –
- Final accounting summary done –
- Outstanding charges paid (AMEX, Guilford, etc.)-

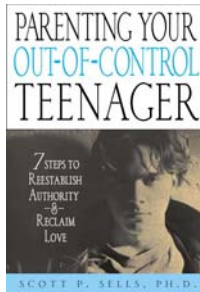
Completed: _____
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Transforming the Difficult Adolescent: 7 Steps to Reestablish Authority and Reclaim Love



Based on Dr. Sells' new book, *Parenting Your Out of Control Teenager* (St. Martin's Press, 2001) this workshop will demonstrate a 7-step approach to engage the uncooperative parent and teenager, end button pushing, reestablish authority through ironclad contracts, and restore lost nurturance between parent and child. Based on a 4 year research study, you will learn a menu of creative and "out-of-the box" consequences to stop the teen's 7 deadly aces of truancy, running away, suicidal threats, violence, disrespect, sexual promiscuity, and alcohol and drug abuse. An organizational model will be presented to illustrate how you can use a new and innovative *Parenting With Love and Limits* six-week parenting

program to dramatically increase your success rate, number of referrals, and revenue base.

"This is the first workshop I've attended where I can actually use the strategies I learned with my clients the next day at work." - Dr. Gene Alligood, Burlington, VT. May 15, 2001

"Dr Sells' book offers a sensible and strategic approach to resolving the family problems of difficult adolescents... This is a valuable book that wedges research-supported ideas into practical guidance for therapists struggling with exasperating adolescents and their families." - Jay Haley, Founder of Strategic Family Therapy

"I came as a parent, professional, and a student. Rarely has a workshop been so useful to all the hats I wear." - Dr. Cynthia Wilburn, Phoenix, Arizona, March 17, 2001

LEARNING OBJECTIVES

Learn how and why parents and teens become resistant to traditional treatment and a step-by-step approach to motivate parents to take charge of their teenager's problems

Understand the top 10 buttons that teens push on their parents and the top 8 buttons parents push on their teens.

Understand how the lack of nurturance between parent and child is directly related to a teenager's misbehaviors and learn strategies to inject softness back into the relationship.

Learn the specific consequences necessary to treat the out-of-control teenager and neutralize their 7 deadly aces of truancy, running away, suicidal threats, violence, disrespect, sexual promiscuity, and alcohol and drug abuse.

TRANSFORMING THE DIFFICULT TEENAGER

9:00 am – 10:30 am	<p>Overview: 7 Steps to Parent and Treat the Out-of-Control Teenager</p> <ul style="list-style-type: none">▶ Step #1: Understanding Why the Teen is Out of Control📺 Video Demonstration: The Art of the Game Why Parents Lose and Lose Big▶ Step #2- How to Write and Ironclad Contract that Actually Works📺 Video Demonstration: How to Produce the Ideal Contract▶ Step #3 – Troubleshooting: How to Think Two Steps Ahead📺 Video Demonstration: Getting the Parent Battle Ready through Dress Rehearsals▶ Step #4 – Button Pushing: Why Parents and Counselors Lose It!📺 Video Demonstration: Parents Drop in Chronological Age When Buttons Are Pushed▶ Step #5 – Stopping the Teenager’s 7 Aces (Disrespect, Truancy, Running Away, Violence, Sexual Promiscuity, Alcohol and Drug Use, and Threats of Suicide)▶ Step #6 – Mobilizing Outside Helpers Like Friends and Neighbors📺 Video Demonstration: It Takes a Village to Raise an Extreme Teenager▶ Step #7– Reclaiming Lost Nurturance and Tenderness
10:30 am – 10:45 am	Break
10:45 am - 12:00 pm	<p>🧑 Role Play and Video: How to Engage the Unmotivated Parent</p> <p>📺 Video Demonstration: Voices from God</p>
12:00 pm - 1:00 pm	Lunch On Your Own
1:00 pm - 1:30 pm	7 Strategies to Set Clear Rules and Consequences
1:30 pm – 2:30 pm	<p>A Menu of Creative Consequences to Stop the Teenager's "Seven Aces"</p> <ul style="list-style-type: none">Ace #1: Truancy and Poor School PerformanceAce #2: Running AwayAce #3: Threats or Acts of Violence <p>🧑 Case Study <i>Rebecca Be Good: A 16-year-old Out of Control and Suffering From Multiple Ace Disorder</i></p> <ul style="list-style-type: none">Ace #4: Suicidal ThreatsAce #5: DisrespectAce #6: Alcohol or Drug AbuseAce #7: Teen Pregnancy
2:30 pm - 2:45 pm	Break
2:45 pm – 3:30 pm	<p>Six Strategies To Inject Nurturance Back Into the Parent-Teen Relationship</p> <p>📺 Video Demonstration: The Deep Healing of Love</p>
3:30 pm- 4:30 pm	<p>Overview of the Six-Week Parenting Program</p> <p>📺 Video Demonstration: Inner-Outer Circle and Panel of Parental Experts</p>