

2009/2010



CORE STRENGTHS COACHING

www.cel.sfsu.edu/coaching/

Practical Applications of Positive Psychology and Coaching Skills

Core Strengths Coaching:

Practical Applications of Positive Psychology and Coaching Skills

Research-based practices
and experiential learning
that you can immediately
apply to your professional
and personal life.

"I do not believe that you should devote overly much effort to correcting your weaknesses. Rather, I believe that the highest success in living and the deepest emotional satisfaction comes from building and using your signature strengths."

Martin Seligman, Ph.D., Author, *Authentic Happiness* (2002),
Fox Leadership Professor of Psychology, University of Pennsylvania

This program offers fundamental research and strategies in positive psychology and coaching skills, helping people to harness their strengths and make positive changes, in order to lead more fulfilling lives.



Core Strengths Coaching

Practical Applications of Positive Psychology and Coaching Skills

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The Program

This program offers fundamental research and strategies in positive psychology and coaching skills which help people to harness their strengths and make positive changes leading to more fulfilling lives.

Positive psychology supports the individual growth and change process by focusing on positive emotion and capitalizing on core strengths – rather than stressing negative emotion and overcoming weaknesses. The theoretical framework, research-based practices, and experiential learning processes covered in this program are based on the work of leaders in the field including Martin E.P. Seligman, Ph.D., Sonja Lyubormirsky, Ph.D., Karen Reivich, Ph.D., and Mihaly Csikszentmihalyi, Ph.D., along with many others.

In coaching courses, participants gain an understanding of the stages of behavioral change through an evidence-based model. They also learn and practice coaching skills, including being fully present, listening deeply and asking key questions, uniquely framed for each individual.

During the Core Strengths Coaching program, participants will learn:

- to create opportunities in which they utilize and develop what they do best
- to use concrete inspirational tools to coach themselves and/or others in order to increase awareness and sustain attitudinal and behavioral change
- to apply dynamic processes for aligning and acting on core values, strengths, and passions in order to lead more engaging and satisfying lives

Respecting that most participants in the program are working professionals with busy lives, the homework assignments are designed to reinforce the materials and principles presented in class, without being time-intensive. Participants practice applying these principles in their own lives, and in the process of coaching others.

Courses may be taken individually or for a Certificate of Completion.

Please note that graduates will receive a "Certificate of Completion" in Core Strengths Coaching but not a general Coach Certification.

"...In Hands-On Coaching, I learned so much about myself as a human being-- and about everyone else as complex human beings. I learned, really learned, the coaching environment and some of my strengths as a coach. Our in-class coaching exercises were great, and the instructor is a dynamo."

-Dona Turner, Illustrator/Educator

Recommended Course Sequence:

The preferred course sequence reflects the order listed under Required Courses although it is possible for students to begin with any of the first three required courses. We recommend that students take no more than one positive psychology and one coaching course along with one or two electives in any given semester. Required courses should be taken consecutively rather than concurrently so that participants have adequate time to integrate and apply what they are learning from one class to the next.

Course Cycle

A minimum of two required and two elective courses will be offered each semester. Courses will be offered on a rotating basis.

Who Should Attend

The concepts and practices offered in Core Strengths Coaching can be woven into the work of numerous professions and can be used for personal development. In particular, all of the following can benefit from this program:

- individuals in career transition
- coaches, therapists and consultants
- educational administrators and teachers
- nurses and other care givers
- managers, supervisors, and trainers
- people interested in self-growth

THE CERTIFICATE

To receive a Certificate of Completion in Core Strengths Coaching, participants must complete the following:

Required Courses: (Take Five)

Research-Based courses

- Cultivating Core Strengths, Resilience and Optimism (18 hours)
- Understanding the Change Process in Yourself and Others (18 hours)
- The Science of Happiness: Pleasure, Engagement & Meaning (18 hours)
- Hands-On Coaching: An Introduction (24 hours)
- Integrated Skills and Applications (required final course for certificate students) (18 hours)

Elective Courses: (Choose Two)

Experiential Classes to Facilitate Multiple Ways of Knowing & Learning

- Utilizing Coaching Structures to Create and Sustain Positive Change (15 hours)
- The Human Condition: Using the Enneagram to Understand Dynamic Patterns of Personality (18 hours)
- Courageous Happiness™: Creativity, Mindfulness and Positive Psychology (15 hours)

Electives with a business perspective:

- Creating a Thriving Coaching Practice (18 hours)
- Core Strengths at Work: Optimizing Individual and Organizational Performance (18 hours)

Required courses are either 18 or 24 hours.

Electives are either 15 or 18 hours.

To earn a Certificate of Completion, participants must take 7 courses (a minimum of 126 hours of instruction).

Classes are offered in one of the following ways:

- at the SF State Downtown Campus
- at an off-site location
- a combination of the above

Faculty

Our faculty is made up of dynamic, inspiring professionals with extensive experience as educators, coaches and therapists. Some faculty members were also involved in an international, evidence-based training program entitled, *Authentic Happiness Coaching*, led by Martin E.P. Seligman, Ph.D., a renowned author and leader in the field of Positive Psychology. All are dedicated to supporting others in learning the principles and practices of the art and science of facilitating positive change.

Grades

Courses are graded on a credit/no credit basis, requiring active in-class participation and completion of all assignments. You must attend **all** class sessions of a course in order to earn a grade of Credit.

Admission and Graduation Requirements: Certificate of Completion

There are no admission requirements for this program at this time. Participants may complete the entire program or attend just those classes that are of particular interest, with the exception of *Applications and Integration*, the culminating course of the program, specifically designed for certificate students.

The Core Strengths Coaching certificate can be completed in three semesters; however, participants may take up to three years to complete their coursework for the certificate.

Program Cost

Courses are either 24, 18, or 15 hours long and are priced accordingly. The entire cost of the certificate, including some text books, ranges from \$2,865-\$2,925*, depending on the electives taken. Some courses have a materials or textbook fee built into the price of the course, while others ask that you buy a book. Check individual courses for exact costs. If no materials fee or text book cost is listed, instructor-designed materials will be provided at no additional fee to participants.

* fees subject to change without notice

Professional Credit /Continuing Education Units (CEU)

Continuing education units (CEU) are nationally recognized units for measuring participation in professional development programs which do not award academic credit. CEU courses may be appropriate when employers, relicensure agencies and other authorities require a specific number of hours of study and where noncredit study is acceptable. CEUs may neither be applied to, nor substituted for, graduation requirements. One CEU is earned for 10 hours of instruction.

A Free Information Session for prospective students will be held every semester. For upcoming information session, please visit www.cel.sfsu.edu/coaching

Come and learn about:

- Program Courses
- The Core Strengths Coaching Certificate of Completion Option
- Career Opportunities in Core Strengths Coaching
- How this program can benefit you

Please RSVP online at www.cel.sfsu.edu/coaching/events.cfm

SF State Downtown Campus
835 Market St., 6th Floor
(Powell St. BART/Muni)

“This program has been personally and professionally transformative and has re-energized my work.” - Wickie Stamps, Writer, Heads Will Roll Films

2009/2010 COURSES

CE 9110 CULTIVATING CORE STRENGTHS, RESILIENCE AND OPTIMISM (1.8 CEU) REQUIRED

Instead of endlessly trying to fix what we don't like about ourselves, recent research shows that we can use our natural or core strengths to 'crowd out' negative experiences and create more engaged and meaningful lives. Additionally, we can learn and teach others strategies that help us better manage our internal critic and specific external challenges as well as bolster us during difficult times. Practicing resilience and optimism sets up a self-fulfilling domino effect, leading to more positive emotion and increased success in the face of adversity.

In this course, you will learn to:

- identify core strengths in yourself and others using a self-assessment tool
- uncover current uses of your own and others' strengths
- discover new ways to use strengths with greater frequency and awareness
- assess current levels of optimism, and
- use evidence-based practices that build resilience and optimism

Required Text: *Authentic Happiness* (approximately \$14 on Amazon)

CE 9113 UNDERSTANDING THE CHANGE PROCESS IN YOURSELF AND OTHERS (1.8 CEU) REQUIRED

This dynamic course integrates three models: Prochaska's well-researched, six-stage change process, Seligman's positive psychology orientation found in his book, *Authentic Happiness* and Whitworth's coaching methodology articulated in *Co-Active Coaching*.

Specifically, you will:

- develop an understanding of coaching as a profession
- enhance your ability to stay present and listen deeply
- learn to help yourself and others clarify intentions and set goals
- learn to recognize Prochaska's stages of change in yourself and others
- practice strengths-based and other strategies to motivate yourself and others to move through the stages of change

You will leave this class with a beginning understanding of how the three models form a synergistic pathway to effectively coach ourselves and others to greater life fulfillment.

Required Texts: *Co-Active Coaching*, Whitworth, et al (approximately \$28 on Amazon) and *Changing for Good* by Prochaska, et al (approximately \$11 on Amazon).

CE 9114 THE SCIENCE OF HAPPINESS: PLEASURE, ENGAGEMENT AND MEANING (1.8 CEU) REQUIRED

Based on research findings from Seligman's study of "Authentic Happiness", Mihaly Csikszentmihalyi's work on "flow"—the psychology of optimal experience, Fred Bryant's analysis of Savoring and more, learn to help yourself and others move into an informed daily practice that increases deeper life satisfaction and promotes meaningful living.

This course will cover:

- three paths to life fulfillment: pleasure, engagement/flow and meaning
- approaches to happiness questionnaire
- research on the function of positive emotions
- ways to increase and maintain happiness and life satisfaction
- the use of personal strengths as they relate to pleasure, flow and meaning

By the end of this course, you will have a basic understanding and overview of the research-based findings on positive emotions and learn a variety of practices that increase happiness.

Required Text: *Authentic Happiness*, Martin E.P. Seligman, Ph.D. (\$14)

CE 9119 HANDS-ON COACHING: AN INTRODUCTION (2.4 CEU) REQUIRED

To coach successfully, we need the fundamental skills of being fully present, listening deeply, and asking questions that enable the client to develop awareness and learning. In this experiential course, you will coach each other in pairs and triads as well as see demonstrations of real-time coaching.

Specifically, you will learn and practice:

- listening for values and strengths
- employing new behaviors and deriving new awareness from these efforts
- looking at the hidden assumptions underlying attitudes and actions
- working with your intuition
- assessing your process as a coach

Come prepared to share your own real-life issues for coaching. Your ability to be open, considerate of others and respectful of basic confidentiality is essential to your participation in this class

Required Texts: *Co-Active Coaching*, Whitworth et al, (approximately \$28 on Amazon) and *Authentic Happiness*, Martin E.P. Seligman, Ph.D. (\$14).

CE 9118 INTEGRATED SKILLS AND APPLICATIONS (1.8 CEU) REQUIRED

(Course approved for 18 CEUs for LMFTs and LCSWs. Provider #PCE2116)

(For CSC certificate students only)

As the culminating course in the CSC program, this class will help you deepen, integrate and practice essential principles of positive psychology and coaching. In addition, it will support you in bringing your unique resources, interests, and gifts into the work to fulfill personal and professional aspirations.

Specifically, you will:

- begin to define your next steps in using positive psychology and coaching skills
- increase coaching experience both in and out of class
- gain exposure to valuable resources to expand and stimulate your ideas about this work
- write and present a final project which demonstrates your learning and your intention for the future
- participate in a group ritual that weaves together the learning and serves as a form of completion from the program

Finally, as beginnings have endings, endings catalyze new beginnings. This course will help you to not only anchor what you've learned throughout the program, but also to clarify your new beginning in applying Core Strengths Coaching principles and practices in your work and life.

CE 9121 COURAGEOUS HAPPINESS: MINDFULNESS, CREATIVITY AND POSITIVE PSYCHOLOGY (1.5 CEU) ELECTIVE

Courageous Happiness™ is an integrative process that gently leads you into your inner landscape, through mindfulness (the experience of being fully present) and creative exploration (non-judgmental and playful forms of self-expression), along with practices from the field of positive psychology to anchor your experiences.

As this course unfolds, you will:

- Engage in creative expression through non-threatening art, movement and journaling activities, using an array of diverse, engaging and easy-to-use materials
- Experience mindfulness by walking an outdoor labyrinth
- Explore how these practices can lead to improved physical and emotional health, a heightened sense of inner peace and increased energy to move beyond self-imposed blocks
- Expand use of your core strengths as a means to support your ongoing exploration

The class also includes large group discussion to deepen learning, theoretical material and applications to support the practice of coaching yourself and others toward positive change, and examples of how others have benefited from this process.

**CE 9111
UTILIZING COACHING STRUCTURES TO CREATE
AND SUSTAIN POSITIVE CHANGE
(1.5 CEU) ELECTIVE**

In our fast-paced, achievement-oriented culture, many people feel overwhelmed in their lives. This can lead to a fragmented search for order and balance. Research has shown that concrete positive structures and practices can create emotional well-being for adults, couples and families.

In this course, students will learn about:

- Coaching structures that help develop momentum for positive change
- Meaningful time management practices for achieving coaching goals
- Daily living rituals that create a sense of balance and joy
- Strategies that challenge procrastination and encourage healthy habits

Using didactic material, experiential exercises and dynamic client examples, the instructor will illustrate how to integrate these structures into our everyday lives.

**CE 9115 THE HUMAN CONDITION:
USING THE ENNEAGRAM TO UNDERSTAND
DYNAMIC PATTERNS OF PERSONALITY
(1.8 CEU) ELECTIVE**

Identifying our personality type reveals eye-opening information regarding our patterns of relating to others or behaving in certain situations. This information also opens the door to an understanding of how deeply individuals can differ in their world views and orientation to life circumstances.

Coaches often use personality type systems to support their client's development and realization of goals. There are many valid systems used to explore personality type.

This course introduces the Enneagram as a comprehensive and precise system for psychological and spiritual development. It identifies nine substantially different world views and personality types, each with their unique assets and challenges. A particular value of the Enneagram is that it offers a blueprint for finding a way out of unsatisfying personal patterns associated with each of the types, and reveals a path for realizing and expressing one's greatest gifts. This system can provide coaches with remarkable insight into the inner experience of their clients and themselves and can be used to help create substantial shifts.

**CE 9120
CORE STRENGTHS AT WORK:
OPTIMIZING INDIVIDUAL AND
ORGANIZATIONAL PERFORMANCE
(1.8 CEU) ELECTIVE**

Our economy is rapidly changing from a money economy to a satisfaction economy. The trend for two decades is decidedly in favor of personal satisfaction.

– Martin Seligman, Authentic Happiness

This course presents tools and practices not only for improving individual and organizational performance, but also for finding meaning and, yes, pleasure in the workplace. By applying our core strengths to our career choices, we bring about personal and team effectiveness and satisfaction. For both leaders and individuals in business and non-profits, Core Strengths at Work provides a means for obtaining optimal performance and engagement.

This course will offer ways to:

- Use your core strengths to optimize work satisfaction
- Re-craft your job to deploy your strengths every day
- Frame work in relation to the rest of the domains of your life
- Engage in conversations at work that bring about more harmony and well-being
- Value the best in ourselves, others, and the world around us

Required Course Text: *Difficult Conversations*, by Stone, Patten and Heen (approximately \$12 on Amazon). Optional: *Turning to One Another – Simple Conversations to Restore Hope to the Future*, by Margaret J. Wheatley

“The Core Strengths Program has allowed me to step into and take ownership of my personal power.

It has taught me what it is to be a good coach and given me the confidence and experience I have needed to realize that this is my purpose in life.

I highly recommend this program to anyone eager to take a journey of self-discovery and to those who are passionate about helping others to take that journey.”

Paula T., Customer Service Manager

“Cultivating Core Strengths, Resilience and Optimism lived up to its description and MORE!!! I am already using what I learned both at home and work.”

Nancy M. Heaney, Professional Trainer, Wilson, Sonsini, Goodrich & Rosati

**CE 9122
CREATING A THRIVING COACHING PRACTICE
(1.8 CEU) ELECTIVE**

Designed both for coaches just starting out and for experienced coaches looking to build their practices, this course covers a wide variety of topics vital to coaching success.

Specifically, we'll explore:

- how to target your coaching practice
- how to avoid the biggest business mistakes coaches make
- financially lucrative coaching markets
- budgeting and financing your business
- planning and networking for clients
- marketing your coaching practice, and
- other business strategies of highly successful coaches

Additional topics include how to set your fees, what other coaches charge for services, and how much you can expect to earn in year one, two, etc. The tools and strategies this course provides will help you build, manage and sustain your coaching practice.

Required Text: *Getting Started in Personal and Executive Coaching* by Stephen Fairley and Chris Stout (\$21-\$30 on Amazon).

2009/2010

CORE STRENGTHS COACHING FACULTY

“This program awakened a “sleeping giant” of potential.”

~ Susie F., Manager

Gail Danchig, M.A., M.F.T, R.E.A.T, is a licensed psychotherapist, expressive arts therapist, coach and artist with a practice in Fairfax, California. Through *Courageous Happiness™*, she offers heart-centered work that integrates creativity, mindfulness, ritual and nature to explore and honor the sacred path in everyday life and to increase life fulfillment and joy. Her website is www.courageoushappiness.com. Gail is a graduate of the Authentic Happiness Coaching Training Program.

Catherine Freemire, LCSW, is a psychotherapist, life coach and trainer who has been in practice for over 25 years. She is adjunct faculty at JFK University and spent two years as a small group trainer for Martin Seligman's international Authentic Happiness Coaching Training Program. She also leads inspirational seminars on Meaningful Time Management for Balanced Living.

Roxanne Howe-Murphy, Ed.D., is a certified corporate coach and the principal of LifeWise Learning Institute, an executive and life coaching company. She is a certified Riso-Hudson Enneagram teacher and the Director of the Enneagram Institute of the San Francisco Bay Area. Dr. Howe-Murphy uses the Enneagram extensively in her coaching practice, especially with executives and people in midlife transitions. She is the author of *Deep Coaching*, a book on Coaching and the Enneagram.

Joe Murphy, M.B.A., has over 25 years of experience in the human resources field, working in a variety of industries. As an executive of Right Management Consultants, the world's largest Human Resource Consulting firm, he coached managers and executives of many fortune 500 companies. His specialty is working with executives who are facing major career changes or whose companies are going through crisis. Through his private coaching practice, Joe has helped both executives and artists transform themselves and develop innovative strategies to turn difficult times into creative opportunities in order to meet personal and professional life goals.

Lauren Vanett, M.A., an educator for over 25 years in the fields of language and communication, directs several certificate programs at the SF State College of Extended Learning. A graduate of and assistant facilitator in Martin Seligman's Authentic Happiness Coaching Training Program, she is also a coach, co-founder of A Brush with Creativity painting workshops, and a long-time practitioner and teacher of authentic expression through painting, writing and public speaking.

Diane Woods is a Master Certified Coach of the International Coaching Federation and on faculty at SF State Extended Learning and New Ventures West Coaching School.

Prior to establishing the Diane Woods Consulting business, Diane was Vice President of Global Strategies and Organization Development and Leader of Global Values and Leadership at Levi Strauss and Co. She has taught at JFK University, Golden Gate University and C.I.I.S. She has a B.S. in Psychology and a Masters in Organization Development from American University.



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