



POSITIVE ACORN

THE POSITIVE ACORN WAY

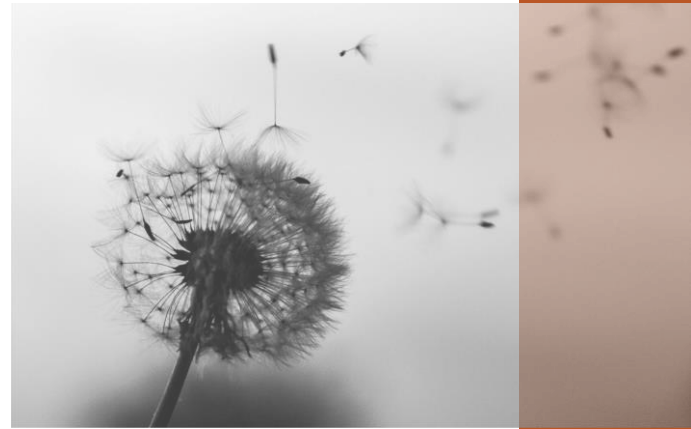
Positive Acorn is the industry leader in providing training in positive psychology coaching. Our training is grounded in the latest science and is aimed at developing great coaches. Positive Acorn is an accepting and inclusive place to learn.

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POSITIVE PSYCHOLOGY



Although scholars have discussed happiness and other positive topics for thousands of years, the formal positive psychology movement didn't start until the late 1990s. The then-president of the American Psychological Association, Martin Seligman, argued for the need to pay attention to positive aspects of human psychology. Since then, academic journals, conferences, grants, and other scientific infrastructures have been established to help support empirical investigations.

Today, positive psychology stands apart from earlier positive philosophies because of its emphasis on science, which means that it emphasizes empirical study over anecdotes or opinions. Researchers use a wide variety of methods to investigate topics such as optimism, resilience, courage, love, and meaning in life. Positive psychology is also an applied science. We endeavor to use the results of scientific studies to improve life. Positive psychology can be used in education, work, romantic relationships, and other areas of life.



WHY POSITIVITY?

In a world full of poverty, violence, and political problems, it may seem naïve to focus on the positive. Although these are pressing concerns, life is not characterized solely by adverse events. Appreciating the many legitimate positive events can be helpful in personal wellbeing and strong relationships. Developing strengths and learning from successes can also be helpful.

Among the most intriguing and counter-intuitive results from positive psychology research is the idea that happiness doesn't just feel good; it is good for you. A wide range of studies suggests that feeling mildly pleasant positive emotions can lead—causally—to improved immune system functioning, a greater willingness to be social, and a rosier outlook on the future. Positive emotions have also been linked to wearing seat belts, lower smoking rates, and increased volunteering. Several studies have examined work outcomes, and feeling upbeat is associated with better customer and supervisor evaluations, higher income, and helping colleagues. These studies suggest positivity is a worthwhile focus because it can enhance health, relationships, work, and community wellbeing.



THE DARK SIDE



Just because positive psychologists advocate focusing on the positive does not mean we ignore the negative. There are many instances in which people are encouraged to focus exclusively on positivity. This thinking leads to adages such as “There is no such thing as failure; there are only opportunities to learn.” Although these sentiments can be inspiring, it may be helpful to remember that there are legitimate negative experiences in life.

People are equipped with a palette of emotional experiences ranging from the unpleasant, such as guilt and sadness, to the pleasant, such as joy and contentment. Many people are deeply skeptical of so-called negative emotions because they are painful. Feelings, however, serve an important purpose. Sadness signals that life isn’t going your way and encourages you to conserve your mental resources temporarily. Guilt lets you know that you have violated your moral code and that a course correction is called for.

Although nobody wants to feel stuck in negative emotions over a long time, it is helpful to experience and learn from all feelings. The “positive psychology 2.0” movement emphasizes this point, recommending that people concentrate on the positives but also accept the inevitability and occasional usefulness of negatives.



POSITIVE PSYCHOLOGY COACHING



Although positive psychology started in the late 1990s, it wasn't until 2004 that it was first applied to coaching by Harvard-based psychologist Dr. Carol Kauffman. In 2007, in the first book ever published on the topic, Dr. Robert Biswas-Diener similarly suggested that positive psychology and coaching are natural bedfellows.

Coaches work as facilitators, helping to tease out the best motivation and performance from their clients. The results of positive psychology research can inform this work. For example, studies have shown that hopeful people outperform others academically and in sports. Researchers distinguish types of hopeful mindsets by grouping them into beliefs about personal effectiveness and beliefs about creative solutions. Coaches can use this template to listen to their client's specific language and ask powerful questions about both of these ways of thinking.

Dr. Anthony Grant, a coach and researcher from Australia, conducted studies into the efficacy of coaching. One intriguing piece of research examined the question of which is a better approach: a problem focus or a solution focus? Dr. Grant found that people who focused on solutions during coaching were happier, felt more self-efficacy, and took more steps to achieve their goals than those who focused on dealing with and overcoming problems.



WHAT IS COACHING?



| COACHING | THERAPY | CONSULTING |
|--|---------------------------------------|--|
| Coach is facilitator | Therapist is expert facilitator | Consultant is expert |
| Coach asks questions | Therapist asks questions and educates | Consultant advises |
| Emphasizes insight and action | Emphasizes insight and action | Emphasizes learning and action |
| Healthy clients | Clients in distress | Organizations |
| Focus on growth, identity, and performance | Focus on pain, support, and healing | Focus on policy, culture, and efficiencies |



GETTING CERTIFIED

At Positive Acorn, you will be on course to two distinct certifications: Our in-house positive psychology coaching certification and certification from the International Coaching Federation (ICF).

Certified Positive Psychology Coach

Positive psychology coaching looks a lot like other forms of coaching: sessions begin with an agenda, they include brainstorming and questions, and they end by establishing accountability. In addition, positive psychology coaches use scientific insights and empirically validated interventions to inform their practice. For anyone to be considered a positive psychology coach, they need to have two distinct but related skill sets: one in coaching competencies and another in positive psychology interventions and science. Finally, responsible coaches emphasize ethical practice, and our training offers opportunities to discuss ethical codes and common coaching dilemmas. Earning a Positive Acorn certification requires successful completion of our program, which includes courses, practice and feedback, and the study of ethics.

Associate Certified Coach (ACC)

Positive Acorn provides Level 1 training, which means that our full program meets the International Coaching Federation's (ICF's) requirements for training, mentor coaching, and evaluation of your coaching at the ACC level. The ICF is the world's largest professional body of coaches, and its certification is widely recognized and respected. People who complete our program only need to apply the ICF, accumulate 100 hours of practice, and take the coach knowledge assessment to qualify for the Associate Certified Coach (ACC) certification.





Some students intend to pursue something other than certification. Often, they work as leaders, educators, therapists, or other professionals. They intend to learn coaching skills that they can apply to their work and may not intend to coach clients formally. We are happy to work with you whether you intend to launch a career as a coach or use coaching skills in your current career.

POSITIVE PSYCHOLOGY IN COACHING SESSIONS

Positive Psychology skills overlaid on the coaching session:

- Strengths
- Courage
- Curiosity
- Happiness
- Hope
- Development

THE COACHING SESSION

Skills

- Agenda
- Powerful Questions
- Brainstorming and Planning
- Accountability

Themes that form the focus of a positive psychology coaching session:

- Goals and Motivation
- Values
- Relationships
- Emotions

ETHICS FORM THE FOUNDATION OF ALL COACHING SESSIONS





THE POSITIVE ACORN APPROACH



At Positive Acorn, we devote serious attention to creating high training standards. Dr. Robert Biswas-Diener, co-founder of Positive Acorn, is one of five members of a task force established by the International Positive Psychology Association to make recommendations regarding the credentialing of positive psychology. As a result, we think carefully about ethics, skills, foundational knowledge, and cultural literacy. You won't find copyrighted phrases (e.g., "Empower Yourself Level 2 ©"), nor will you find us pushing a proprietary coaching model. Instead, our training is designed to be "model agnostic," meaning that it fits well with almost any approach to coaching and can be used in management, education, and—in some instances—psychotherapy.

Positive Acorn is a Level 1 ICF-accredited coach training program built on two simple principles: First, we want to use the most effective teaching tools possible to enhance learning. All of us spent years in school and developed intuitions about how learning occurs. Research reveals that many of the most popular strategies— rereading, highlighting, cramming—are ineffective. Our instructors keep abreast of developments in the science of teaching and learning to make certain that students benefit from proven techniques such as spaced practice, anticipation, and interleaving.

Perhaps the most visible aspect of our commitment to effective instructional design can be seen in our use of the "flipped classroom." Traditional classes are filled with a lecture with a short time for questions and answers at the end. Then, students are sent to do homework, where more active learning occurs. The flipped classroom reverses this





process. Real-time classroom interaction is the best place for active learning. We pre-record our lectures so they can be listened to or watched at the learner's convenience.

The second principle that guides the Positive Acorn approach is research. We pride ourselves on the most up-to-date approaches to positive psychology. Our instructors are not only consumers of this science; we create it! We are at the forefront of positive psychology intervention and cutting-edge topics. Rather than focusing on concepts such as gratitude and mindfulness freely available elsewhere, we prefer to focus on new approaches to strengths development, courage enhancement, and other emerging topics.

Positive Acorn offers training via distance; students can connect to class from anywhere in the world using a virtual classroom. Expect to interact with peers from around the globe, including Asia, Australia, Europe, and North America. We record these live sessions for students who might not be available to attend in person. Our PowerPoint lectures, materials, readings, and other resources are available to students on our private website. Our support staff is also available to help students troubleshoot technical difficulties.

Clinical programs, such as medicine and clinical psychology, include a practicum component as an opportunity for students to practice and refine skills. In this tradition, we have included an optional practicum for our students. The intention is to provide a safe, low-stakes environment where people can practice coaching and receive supportive feedback. This is a chance to practice, discuss specific skills, and experiment with guiding frameworks and personal styles. The course instructor will be present to facilitate the session. Although the practicum is optional, we strongly encourage everyone to participate. In our experience, practice and feedback accelerate learning. We offer the practicum at two different times to cater to people living in diverse geographic regions.





WHY CERTIFICATION?



ICF ACC Certification is proof of both a solid knowledge base and skills competency. It is a sign to employers, colleagues, and clients that you have invested effort, connected to peers in your field, and have a background in ethical practice. Of equal importance, a certificate helps to distinguish you from other coaches who may have attended less than reputable or low-quality training programs. Certification also reflects the fact that you have been formally assessed. We use high standards for assessing skills and learning. Positive Acorn is not a “certificate mill.” When students need additional support, we gladly offer comprehensive feedback and work with them to create a plan to develop their skill set. Although we have high standards for learning, we give each student the individual attention they need to succeed in our program.

CERTIFICATION REQUIREMENTS AT A GLANCE

REQUIREMENTS FOR POSITIVE ACORN'S LEVEL 1 CERTIFICATE

- Complete the Coaching Skills Course
- Complete the Applied Positive Psychology Course
- Receive 10 Hours of Mentor Coaching*
- Pass the Performance Evaluation

*Mentor Coaching can be completed outside Positive Acorn, provided mentors meet the ICF mentoring criteria.

ICF REQUIREMENTS FOR ACC CREDENTIALING

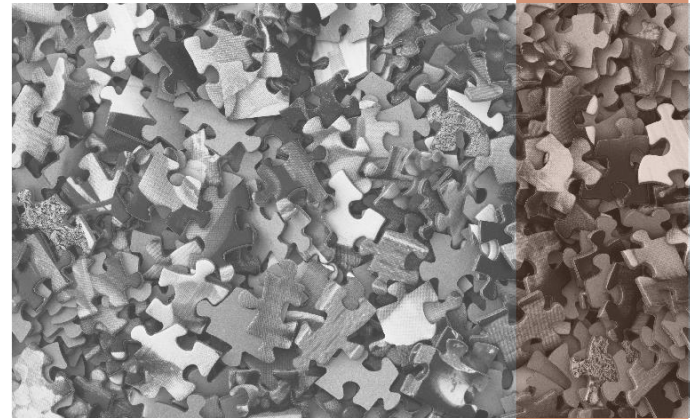
- Submit Level 1 Certificate
- Log 100 hours of coaching experience
- Take the Coach Knowledge Assessment
- Pay Application Fee

ICF Member: \$175 USD; Non-Member: \$325 USD





THE PROGRAM SPECIFICS



The ICF Level 1 Package

This credential track is appropriate for people with little or no coaching experience and working coaches. This track confers the training credits that the ICF requires for their ACC credential (Associate Certified Coach). People who register for this program also have the opportunity to accumulate some of the coaching hours required for ACC certification (see inset). Upon completion, this track also results in Positive Acorn’s “Certified Positive Psychology Coach” endorsement.

People who are already certified coaches can earn ICF credits for renewing their credentials.

Course 1: Coaching Skills

Course 2: Applied Positive Psychology

Course 3: Group Mentor Coaching

Total Credit Hours: 83

Total Price: \$5,300

Partner Practice:

Those registered in the ICF Level 1 package will participate in partner practice. We will provide contacts with fellow classmates. It is up to individuals to schedule their partner practice sessions; we recommend setting a regular meeting schedule to maximize the number of hours you accumulate and to solidify your learning.





THE LEVEL 1 PATH TO YOUR ICF ACC CREDENTIAL

There are two parts to the process of becoming an International Coaching Federation credentialed coach:

1. Receive a Level 1 certificate
2. Apply for the ACC credential through ICF.

REQUIREMENTS FOR POSITIVE ACORN'S LEVEL 1 CERTIFICATE

- Completion of Coaching Skills Course
- Completion of Applied Positive Psychology Course
- Receive 10 Hours of Mentor Coaching*
- Pass the Performance Evaluation

*Mentor Coaching can be completed outside Positive Acorn, provided mentors meet the ICF mentoring criteria.

ICF REQUIREMENTS FOR ACC CREDENTIALING

- Submit a Level 1 Certificate from an Accredited Coach Training Program
- Log 100 hours of coaching experience
- Take the Coach Knowledge Assessment
- Pay Application Fee





PRICING ESTIMATE FOR ACC CREDENTIALIAL

There are two parts to the process of becoming an International Coaching Federation credentialed coach:

1. Receive a Level 1 certificate
2. Apply for the ACC credential through ICF.

REQUIREMENTS FOR POSITIVE ACORN'S LEVEL 1 CERTIFICATE

- Coaching Skills, Applied Positive Psychology, and Group mentoring Courses- Package Cost \$5,300.
 - Receive three hours of individual mentor coaching*. This amount will vary by mentor. \$825-\$1,050.
 - Performance Evaluation- \$375.
 - Transcript of Recording for Performance Evaluation- Varies by vendor \$0-\$150
- TOTAL ESTIMATED COACH TRAINING COST: \$6,500-\$6,875

*Mentor Coaching can be completed outside Positive Acorn, provided mentors meet the ICF mentoring criteria. We believe that mentees should be free to find individual mentors who fit them well, speak their native language, and live in a time zone convenient to them. Positive Acorn will provide a list of individual mentor coaches to participants in our Level 1 certificate package.

ICF REQUIREMENTS FOR ACC CREDENTIALING

- Submit a Level 1 Certificate from an Accredited Coach Training Program
- Log 100 hours of coaching experience
- Take the Coach Knowledge Assessment

Level 1 Path Application Price:

ICF Member: \$175 USD; Non-Member: \$325 USD

