



John Rosemond's Parenting Leadership Coaches

An Introduction

1.706.970.0181

John
Rosemond
America's Most Widely-Read Parenting Expert

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The following information is informational only and not meant to be financial or legal advice.

Our Mission: To help America's parents claim loving leadership of their families, thus ensuring optimal success for themselves and optimal well-being for their children.



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Welcome to a very rare opportunity to become a John Rosemond Leadership Parenting Coach with the goal of helping you develop your own Leadership Parenting Coaching practice through the training and support of John Rosemond's Leadership Parenting Institute.



6-7

The field of parent coaching is relatively young and rapidly growing, and this is a ground-floor opportunity to affiliate yourself with the best and most effective parent coach training program in the USA.



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To assist you in this all-important journey, John Rosemond and the Leadership Parenting Institute make every possible tool available to you for your training as a coach, interacting with parents successfully, and full-scale business development.



You have an opportunity to help improve the quality of life in families and to realize self-fulfillment and personal growth in your own parenting skills.



A Unique Invitation/

Welcome to a very rare opportunity to become a John Rosemond Leadership Parenting Coach with the goal of helping you develop your own Leadership Parenting Coaching practice through the training and support of John Rosemond's Leadership Parenting Institute.

As one of John Rosemond's Leadership Parenting Coaches, you will have a direct affiliation with one of America's most respected parenting experts who will be there for you as you build your own Leadership Parenting

coaching practice.

Because John does not believe that academic training per se qualifies a person to competently counsel, his program does not require a college degree, but but simply a desire to help parents take positive control of their children and their families.

Based on nearly forty years of working with families in addition to his personal experience as a husband, father, and grandfather,

John has designed a Leadership Parenting curriculum that will form the basis of your training. He will also be your primary instructor throughout your training.

This is a tremendous opportunity to not only help improve the quality of life in families, but also for personal growth in parenting skills and enhanced self-fulfillment.

Once you complete the program and have received your diploma, John Rosemond will continue to provide you personal support and consultation to help your coaching practice become as successful as possible.

The field of parent coaching is relatively young and rapidly growing, and this is a ground-floor opportunity to affiliate yourself with the best and most effective parent coach training program in the country.

What distinguishes John Rosemond's Parent Coach Training Program from other parent coach training programs?

First, and most importantly, we are the **ONLY** parent coach training program backed by the reputation and experience of one of America's most well-known and respected parenting authorities, John Rosemond.



Since 1971, John has worked as a family psychologist in various settings, including private practice from 1979 to 1991, when he began devoting himself exclusively to writing and public speaking. To date, he has written 14 best-selling books on parenting and family life, and his syndicated parenting column appears in more than 200 newspapers nationwide. In addition, John is one of America's busiest and most popular speakers.

Six More Reasons We're Different

- 1. Single, Unified Philosophy.** Other parent coach training programs employ a literal hodge-podge of materials drawn from numerous and often conflicting sources reflecting different points of view. By contrast, our training paradigm is grounded in a single, unified child-rearing philosophy that successfully guided generations of American parents and still works!
- 2. The ONLY parent coach training program that is solidly based on a proven philosophical and methodological foundation.** Our coaching is based on a traditional view of human nature (and therefore, the nature of the child) that is validated by observation, common sense, experience, and research. Our program's reliable compass directs our approach to helping parents improve the quality of life in their families, thus providing consistency to both our approach and our advice.
- 3. The ONLY parent coach training program that provides training in a model that can be delivered in either a secular or faith-based format.** As most people know or quickly discover, John is a committed Christian and his traditional parenting philosophy and advice reflects, therefore, biblical principles. Nevertheless, through his books, newspaper columns, and public presentations, John addresses parents of all faith backgrounds. His advice is not exclusive; it is equally "at home" in an evangelical church and a public school, equally relevant to parents regardless of circumstances or creed.
- 4. The ONLY parent coach training program that provides on-going curriculum and training, on-demand counseling, Master Certification and recertification to its graduates.** Unlike other parent coaching programs, John Rosemond requires that his graduates update their training on a regular basis, thereby insuring that they are able to stay ahead of the curve when it comes to providing client families with the most effective service in the field. We do this through the most comprehensive curriculum in parenting. In addition, at any time, any graduate can request consultation from the John Rosemond's Leadership Parenting Institute. We continually support our coaches with eLearning, webinars, materials and product/service updates.
- 5. The ONLY program that offers parenting guidance that is easy to understand, easy to implement, and produces extraordinary positive results in a short period of time.** The advice our coaches disseminate is founded on what is absolutely known to be true and what has been absolutely proven to work. Our time- and energy-efficient approaches that build stronger families headed by confident parents who are equipped to raise successful (in every sense of the term) children.
- 6. The ONLY program providing turn-key business development support.** Every LPC graduate receives a business development package that will assist you in establishing and building a successful parent coaching practice. In addition, our resource team stands ever-ready to provide ongoing professional consultation to you. Your success is our success!

Creating a Parenting Coach/



▲ You are supported every step of the way in your journey to becoming a Leadership Parenting Certified coach. From self-study to eLearning to monthly online gatherings of your peers, you will be uniquely prepared for success as a Leadership Parenting Coach.

The fulfillment of our mission requires growth. The main vehicle to accomplish our mission is a growing, nationwide network of dedicated, well-trained parent coaches...including you! Your journey begins with attending a one-of-a-kind parent coach training retreat with John Rosemond as your instructor. This is an intimate gathering of a small group of coaches where you will be trained on the principles of parent coaching and Leadership Parenting.

What is Parent Coaching?

Parent coaching is exactly what the name implies. It is not therapy, which is why formal training in psychological theory or currently vogue therapeutic methods is not required. Parent coaching simply assumes that proper parenting involves certain skills that can be taught, learned, and improved upon with dedicated practice. These skills, because they are beneficial to both parent and child, are self-reinforcing.

Leadership Parenting posits that child rearing, or parenting, is a leadership activity and that the principles that characterize effective leadership in a business, the corporate world, a church, educational institution, or military unit also apply to effective parenting.. Those principles include, but are not limited to:

- authoritative decision-making
- minimal use of explanation
- maintenance of a clear boundary between leader and led.

Most parenting problems, especially in the area of discipline, reflect improper leadership. In fact, most parents don't even see parenting as a leadership activity. The good news is that with proper guidance (which we will prepare you to provide!) parenting problems of this sort are relatively easy to correct within a relatively short time.

What are the Components of Leadership Parenting?

The process begins with an interview-based evaluation of the family supplemented by the Family Assessment Questionnaire. This is the most important step in the coaching process because done properly it provides both coach and parents with a clear definition of parenting problem areas that need to be addressed. The goals of the coaching process are then clearly specified and agreed upon by both parents and coach. The coaching process itself involves the following components:

- Reframing problem areas as bad family habits as opposed to psychological issues
- Identifying "key players" in the family; that is, those individuals who will have to take primary problem-solving responsibility
- Helping parents establish personal and relationship boundaries, including appropriate boundaries between adults and children as well as a clear boundary between the marriage and the children (e.g. getting children out of the parents' bed!)
- Developing parenting and discipline plans that reflect the Leadership Parenting paradigm, thus enabling them to eventually, and relatively quickly, function successfully without coaching
- Coaching parents through the implementation of said plans, and
- Providing encouragement and continued direction as they struggle with breaking bad family relational habits. You will also be
- "Fine tuning" recommendations as parents give feedback on implementation efforts and be "on call" when parent-clients need immediate advice on a pressing issue.

You will be trained in understanding these principles and delivering each of these components.

Again, every step of the way, you will be supported with books, audio CDs and other self-study materials; online, interactive training and testing; and live monthly updates where you can share best practices and lessons learned with coaches from around the country.

Your training and certification will take place in three phases. As of January 2012, the total fee, including diploma, is \$2800, paid in three installments:



1 Phase 1: Three-Day Training

Upon payment of your first installment, you are registered to attend an intensive three-day coach training session conducted by John. During this training, you watch John interact directly, in a coaching capacity, with parents.

2 Phase 2: Self-Study

At the conclusion of Phase One, you are given a curriculum package for self-study. The package includes books, CDs, and DVDs. After you conclude your self-study, you will request your final exam.

3 Step 3: Certification and Business Start-Up

Upon completion of your final exam, you receive your business start-up package, and be given opportunity to become a member of John's online coaching team, thus launching your career as a Rosemond LPC. Our Coach Training Team will also coach you in Business Accelerator and effective sales practices and help you create your own website so that you hit the ground running. Remember, our goal is YOUR success!

Building Your Success/

As a Certified Coach, you are ready to get to work assisting parents and developing your business. This exciting stage includes hands-on help in creating your business, your website, collateral materials, lead generation, sales, presentations, and more to build your practice.

We have created a systematic approach to guide you as both a coach and as an independent business owner. What follows are individual areas of focus to help ensure your success.

Business Accelerator or “Business in a Box”

For our Certified coaches, we provide full support to get your coaching business up and running including a website, web address, business cards, newsletter, lead capturing and sales conversion training programs.

Live Events, Webinars, Simulcasts

One of the most exciting features of being a Certified Parenting Coach is a LIVE John Rosemond event in your area. You will be presented as a featured service provider by John to his live audience.

Web-Based Leads

John Rosemond’s websites receive thousands of unique visitors every month. As a Certified Parenting Coach, you will be listed as a featured service provider, complete with your biography and contact information. You will also be supplied with on-line registration process to capture leads and an opportunity to build e-mail database through opt-in features; customized local e-newsletter, tips column and other electronic materials...Instant sales!

Catalog

As a Certified Parenting Coach, you receive affiliate licensing rights to offer John’s materials, including books, DVDs, CDs, eLearning, website memberships to your clients.

Your participation in the Business Development program also includes:

The power of a world famous brand with proven results.

Access to training and field support.

A continuing stream of new products and new marketing ideas.

The immediate right to service Global Accounts in your territory.

Call 1.706.970.0181

Want to know more?

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