

Connections

Volume 2, Issue 4

December 2017

December Update

by Randy Grieser, CEO

I hope you enjoy the contents of this month's newsletter. These are exciting times at CTRI & ACHIEVE.

New Building

We have an offer in on a new and larger building just up the road from our current building. Things are looking promising, but we won't know for sure until Dec. 22. If all goes as planned we will be moving sometime during the spring.

ACHIEVE Publishing

We are super proud of our 2nd title, *Counselling Insights*. Please read Heidi's update below for some exciting news about our new book.

Trusted & Widely Known

For the first time in 5-7 years I have been one of our busiest trainers. I have crisscrossed Canada delivering a workshop based upon my book titled: *Leadership – Insights for Thinking Differently*. What has struck me most through this experience in comparison to my travels of 5-7 years ago, is how much more trusted and widely known we are. I continually run into people both at workshops and just in general who rave about us. While we still have work to do, over the last decade we have worked to become one of the most (if not the most) widely known and trusted providers of professional development training in Canada. This has been exciting for me to see firsthand!

Public Workshop Outlook

In numerous updates I have expressed concern over the lower number of participants at our public workshop. This fall we have done some research and have had intentional conversations with other training organizations about trends related to in-person public training events.

It has become clear to us that the demand for in-person public workshops has decreased over the years for the industry in general. While we are experiencing increasing demand for webinars, live stream events, and on-site training, the use of public workshops as a way to gain information seems to be decreasing, or stagnating at best.

Over the last few years we have worked to adjust the types of training, times of training, and our marketing systems, etc., in hopes of recreating "the glory days" of workshops that consistently had 50-60 people in them. It has become clear to us that the trend away from public workshops is beyond our control. This does not mean we will stop doing public workshops. It only means we are now setting our expectations to align with the reality of this trend.

We very much see our public workshops as a springboard for our fastest growing service: on-site training. When we promote a public workshop, we see a direct correlation with an increase in on-site training requests for that specific workshop. In all honesty, the era of in-person public workshops as the main way to access training may be in its twilight. While there will still be some demand, we as an organization need to adapt our expectations for the role public workshops will play in the future.

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Wishing you a Peaceful Holiday Season

December Update cont'd...

Our trainers should expect two things. First, trainers should recognize that public workshops will, in general, be smaller than they were historically, and approximately 10 to 15 percent will be cancelled due to low enrollment. Second (the good news), we are increasing the number of total days of training each year due to on-site requests, so on average you should see a similar number of workshops coming your way (or more). While we continue to improve the quality of our live stream and webinar platforms, we are considering other ways to build and offer individual self-directed learning. There will be more to come on this in the year ahead.

Meet our Trainers

Every issue we'll introduce you to some of the creative and enthusiastic people that work with us. We've asked them to answer a few questions to help you get to know them better.

This issue we present:



Marwa Fadol

Calgary, AB

In addition to working with CTRI, Marwa enjoys a good competitive board game with her sisters. She also dreams of getting away to a cabin in the mountains with her loved ones, surrounded by nature.

What do you do beyond training with CTRI/ACHIEVE?

I am a Registered Psychologist and provide school-based mental health assessments and therapy to children & youth. I also have a private practice that I run.

What is your favorite CTRI/ACHIEVE workshop to deliver and why?

For ACHIEVE, Emotional Intelligence - the material is really relatable and everyone is able to participate and get something out of it, regardless of what brought them to the training. For CTRI, Wellness Strategies because it's rewarding to help other professionals learn to take care of themselves and stay well as they help others.

How many years have you trained with CTRI/ACHIEVE?

Since the beginning of 2017.

What is one of your hobbies/what do you do for fun?

One of my hobbies is playing board games. My sisters and I are quite competitive and we love a good game of Settlers of Catan among other games:).

If you could only have coffee, chocolate or alcohol, which would it be and why?

I would choose chocolate, always, though this is an easy choice for me since I don't drink alcohol or coffee:) But I would still choose chocolate!

Given the choice of anyone in the world, whom would you want as a dinner guest and why?

I would love to have dinner with my grandparents - my grandfathers passed away when I was young and my grandmothers in the past decade but I don't feel I really took the opportunity to sit with them and hear their stories and their wisdom. I feel I could have learned so much and my life would have been much richer for it.

What does your dream vacation look like?

A cabin in the mountains, away from people except those I love, disconnected from the busyness of life, and being able to enjoy one another and nature.



Shelly Qualtieri

Calgary, AB

In addition to working with CTRI, and her many work hats, Shelly is busy with her 3 children. This leaves little time for hobbies like reading the mystery and suspense novels she loves.

What do you do beyond training with CTRI/ACHIEVE?

I am also the Manager of Counselling and COMPASS at the YWCA Calgary, I am an ASIST and SafeTALK trainer, and I sit on a Youth Justice Board of Directors. I am the mom of 3 amazing kids, 11, 8 and 5 years.

What is your favorite CTRI/ACHIEVE workshop to deliver and why?

I love facilitating Dealing with Difficult People - I learn something every time I run this workshop and the participants always have great stories and challenges to work through that allow for fulsome conversations.

How many years have you trained with CTRI/ACHIEVE?

Two years this February.

What is one of your hobbies/what do you do for fun?

I love reading, running, camping, biking and spending time outdoors with my family.

If you could only have coffee, chocolate or alcohol, which would it be and why?

Coffee! It is my morning wake up, my afternoon pick me up and my friendship gossip time.

Given the choice of anyone in the world, whom would you want as a dinner guest and why?

I would want this to be Kate Middleton and Megan Markel - beautiful, classy, feminist, powerful women with grace and power.

What does your dream vacation look like?

An all-inclusive where I don't have to do a thing!

What animal best represents you and why?

I am a Leo - so I would say a Lion, I am loud at times, protective of those close to me, patient and loving.



Robbie Chesick

Vancouver, BC

In addition to working with CTRI, and her private practice, Robbie enjoys a good cup of coffee, ideally while listening to the beautiful voice of Leonard Cohen.

What do you do beyond training with CTRI/ACHIEVE?

I work in private Practice in Vancouver, BC. I specialize in working with trauma, developmental/attachment injuries, and addiction.

What is your favorite CTRI/ACHIEVE workshop to deliver and why?

Definitely the 2 day Trauma workshop. Not only am I passionate about helping to support best practices in trauma informed care, the workshop is always fun to teach. It is attended by such a diverse array of people that the wisdom and experiences shared are always rich and surprising, and it offers not only a practical lens for participants to understand trauma, but plenty of useful tools for them to increase their sense of competence when working with clients who carry its legacy.

How many years have you trained with CTRI/ACHIEVE?

About two and a half years.

If you could only have coffee, chocolate or alcohol, which would it be and why?

Coffee because its so delicious - warm, rich, with an amazing aroma and fun side effects to boot. But because I am sensitive to caffeine, I have to switch to decaf after the first cup!

Given the choice of anyone in the world, whom would you want as a dinner guest and why?

Leonard Cohen-(mysteriously, somehow) I wouldn't give him very much food so he would spend most of the time speaking beautifully about anything that came up.

If you could wake up tomorrow having gained one quality or ability, what would it be?

I would like to be adept at some form of visual arts, to have the ability to depict what I see or what I imagine graphically. I think it would be fun and satisfying to have a non-verbal medium to explore perception and emotion.

What animal best represents you and why?

A seal. I am not sure why, I always felt kinship with seals despite my slight fear/respect of the ocean. I like how they pop up from the depths in quiet and playful ways..

Trainer Tip

from Eric Stutzman

Remembering Names

When a trainer makes a special effort to remember names, it really stands out in the feedback. I believe that remembering names creates a sense of welcome and safety for learning. I've seen lots of tricks for remembering names – here are two that work well for me: First, I try to associate each person's face with somebody whom I already know that has the same name – it's remarkably effective for me. Second, I make a little map of the room, and write in the names of people as they sit down. Then I can reference the map to reinforce participants' names throughout the day.



Dave Gustafson

Langely, BC

In addition to working with CTRI, you can find Dave sailing and skiing (when he's not in his workshop creating amazing things out of wood), and sometimes plunking away on one of his guitars.

What do you do beyond training with CTRI/ACHIEVE?

I am Executive Director of a non-profit org: Fraser Region Community Justice Initiatives Association (www.cjibc.org), I oversee and facilitate the Victim Offender Mediation Program (VOMP). I continue to see trauma survivors in my small clinical practice. I'm also an Adjunct Professor in the School of Criminology at SFU, and occasionally still get involved in teaching 'up the hill', and helping to steer the Restorative Justice Centre there.

What is your favorite CTRI/ACHIEVE workshop to deliver and why?

I'd say "Trauma: Strategies for Resolving the Impact of Post-Traumatic Stress". I can draw on decades of experiential learning and immersion in the field, enabling me to connect to just about any trauma participants might be working on. Seeing folks heal and transcend their pain, even in the course of a few day workshop, is a joy and a privilege.

How many years have you trained with CTRI/ACHIEVE?

About four years - went by in a hurry and it's been a blast..

What is one of your hobbies/what do you do for fun?

I sail, ski, and bomb around on a Kawasaki Concours Sport Touring bike. I also love woodworking. I have a pretty decent workshop and some awesome tools inherited from my dad and grandfather, along with their commitment to excellence, and more than a few useful metaphors that come in handy in training & presentations.

Given the choice of anyone in the world, whom would you want as a dinner guest and why?

Maybe Archbishop Desmond Tutu. Then I remembered fabulous conversations with David Cayley and Paul Kennedy around the IDEAS pieces done with them.. Either would do, nicely, perhaps Cayley, a bottle of good wine and having him share all he learned from interviewing Ivan Illich for his fabulous book RIVERS NORTH OF THE FUTURE.

If you could wake up tomorrow having gained one quality or ability, what would it be?

I've always thought FLIGHT would be kind of cool; I'd settle either for the super-power version, or just getting my private pilot's license and float plane certification. Or, alternatively, just being able to ORGANIZE!

What is something you still hope to accomplish?

Either managing to complete the doctoral dissertation that has dragged on for far too long (everything else is done, so CRAZY not to finish it), or DUMP it and write a book of case stories based on the research and experience of facilitating cases of severe violence.



Tales From the Road

As many trainers who have had the experience know, it can be disappointing when you prepare for an on-site training and there are only 3 people present (or 1 as the case has been!). This can be tough on a trainer and sometimes feels like we're wasting a day. Dave Gustafson has some reflections about this experience and how the most amazing folk can emerge. He also writes about how this intimate dynamic can truly enable people to catch a vision and begin to run with it on that very same day.



Tk'emlups Te Secwepemc - Family Violence - August 24-25, three people of the "up to 30" actually showed up for the training.

And so it was on this occasion, in this community - the three women who attended were at three different stages in their careers: one, closer to the end of her professional career, was now the Domestic Violence Educator for the wider community; another, at mid-point in her career, had just been hired to work in DV contexts with this particular community; and the third, with a policing background, was a relatively recent hire just beginning her career there as the Aboriginal Justice Coordinator with an interest in restorative justice.

The smaller group made for some marvelous interaction, considerable engagement and latitude for me to shape input to meet the needs they presented. All expressed gratitude for the smaller group and the opportunities that it had afforded us. I was grateful too. It was clear that these three would be able to immediately put to good use the things they had learned and for which we had strategized. It's a good reminder to prize those who come, to work with what we're given, and never to despise the day of small beginnings.

- Reflections from Dave Gustafson,
Trainer for CTRI

CTRI Iranian Farsi Training

I never thought learning how to say "Attachment and Families" in Farsi would be relevant to CTRI's work!

Last winter, CTRI was approached by Chista Counseling & Academy Ltd, a collection of Iranian family counsellors based in Toronto, to consider working together. They liked our approach and wanted to bring our training resources to assist Iranian families in the GTA, as well as in Iran. We began a relationship and quickly came to learn this was an excellent fit. It provides a unique and exciting means to increase accessibility and share access to high quality training and resources in a brand new community!



Chista Counseling & Academy Ltd works with several universities around Iran to deliver training to therapists, practitioners and families. There's a real need and hunger in Iran towards this type of clinical and practical approach to learning, and our workshop Canadian certification approvals are well respected in Iran. We have worked out a licensing agreement with Chista

Counseling & Academy Ltd and as of writing they've translated 3 of our manuals and trainer support resources into Farsi (Anxiety, Depression, and Attachment and Families). In November/December, they will be delivering the Attachment and Families workshop three times in Shiraz & Tehran, Iran.



It's very cool to see how Iranian customs of food and hospitality have been injected into CTRI public workshops!

- Nathan Gerbrandt,
Managing Director, CTRI

ACHIEVE Publishing Releases its 2nd Book!

Our next book is here! Edited by Vicki Enns, and co-authored by eight other CTRI trainers, [COUNSELLING INSIGHTS – Practical Strategies for Helping Others with Anxiety, Trauma, Grief, and More](#) is a wonderful resource for all helpers. The book addresses a variety of important issues and includes case examples of both youth and adults. Authors share insights they have gained from research, counselling experiences, and the unique wisdom of the people they have encountered.

And...we're not the only organization that thinks it's a great book. Greenleaf Book Group, a publisher and distributor from Texas has picked it up for distribution through their channels! They will be presenting it to bookstores across North America in January, and by July it could be on the shelves of some well-known stores such as Barnes and Noble, Chapters, Indigo, and even in airports.

This has meant that we are not able to formally release the book as soon as we had wished. As such, it is currently only available for purchase directly through us at workshops and on our website, <https://ca.ctrinstitute.com/product/counselling-insights-book/>.

Please spread the word about this book to anyone you know who may be interested.

Contributing authors: Vicki Enns, Michelle Gibson, AnnMarie Churchill, Sheri Coburn, Trish Harper, Tricia Klassen, Amber McKenzie, Marion Brown, and John Koop Harder

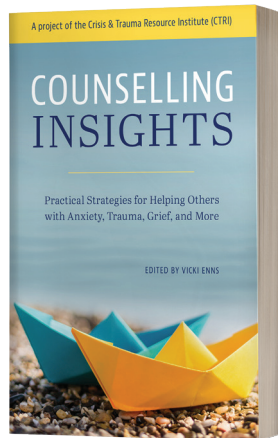


Photo of book signing with John Koop Harder, Tricia Klassen and Vicki Enns, taken at our 2017 Winter Celebration.

Interesting Stats

On-Site Workshops:

Number of on-site workshops scheduled (so far) for this season, Sept through Dec 2017: 227
Compared to last year: 162

Most popular on-site workshops this year:
De-escalating Potentially Violent Situations™ was delivered 61 times in 2017.
In second place was Dealing with Difficult People, delivered 32 times.

Number of trainers who trained in 2017: 87

Trainer who travelled the farthest this year:
Elizabeth, from Halifax to Kuujuaq via Montreal (rough calculation - 2700 km).

Public Workshops:

Number of public workshops held this season, Oct through Nov 2017: 108 workshops for a total of 131 days of training.
Compared to last year: 106 workshops for a total of 122 days of training.

Number of participants this season, Oct through Nov 2017: 1935 participants averaging 18 per workshop.
Compared to last year: 2406 averaging 23 per workshop.

This season we have used 25 different venues in 22 different cities.



The CTRI office will be closed
for the holidays from
December 22 through January 1.