



Healthy Brain Development for Your Child's Learning and Life Success

A 1-Day Workshop with Gloria DeGaetano, Internationally-acclaimed Educator, Founder, Parent Coaching Institute (PCI), and CEO, Parent Coach International

March 20, 2015
Double Tree by Hilton—Shanghai, Pudong
9:00 AM – 5:00 PM

"Making a decision to have a child is momentous. It is to decide forever to have your heart go walking around outside your body."

– Elizabeth Stone

"What's done to children, they will do to society."

– Karl Menninger

Workshop Overview >>>>>

For Parents of Children and Adolescents!

Parenting has never been more demanding and being a parent in the 21st century is one of the most challenging tasks one can take on, given various modern-day factors including discipline challenges, stress from work, lack of time, children's easy access to the Internet, games and TV, their constant exposure to violence and adult drama, childhood obesity, an eroding moral foundation of honor and decency, and in China, a rampant and helpless grades-based and child-centered culture that probably does more harm than good to children as they grow up.

The focus of this workshop for moms and dads is on healthy brain development for children's optimal cognitive, emotional, and social development in order for them to meet and succeed in today's challenging world. Ms. DeGaetano, author of *Parenting Well in a Media Age*, and other books, and founder of PCI, will share the most recent brain science that will provide you with a proven pathway to support your child's success in school and in life. Parents will:

- Learn important techniques and parenting tips to help young children, older children, and teens become the best learners that they can be.
- Practice effective parenting strategies that give kids of all ages what they need to be successful in this increasingly competitive world.
- Take away practical ideas to make positive differences with your family.

“ The PCI training has been an enlightening journey that has changed my life... And it was a gift working with Gloria. I had moments when I wished it would never end. ”

– Solava Selim, Dubai

"Families are the compass that guides us. They are the inspiration to reach great heights, and our comfort when we occasionally falter."

– **Brad Henry**

"The way we talk to our children becomes their inner voice."

– **Peggy O'Mara**

What Will Be Covered in the Workshop? >>>>

- Recent brain research that demonstrates clearly what parents can do for children's optimal brain development at each stage of their development.
- The functions of three parts of the brain, what each part needs to work well, and why the executive function needs to be in charge of the child's learning and behavior.
- How too much stress shuts down the learning abilities of children and teens, and what to do about it.
- How too much screen time affects different parts of the growing brain at different stages of development. Insights and recommendations for raising media smart kids and wise digital citizens who know how to use technology for meaningful purposes. Know how to help kids live with technology, not for technology.
- How the self-identity of the parents affects the child's emerging self-identity.
- How the home environment affects kids' learning, with ways to make the home environment more "brain-compatible."
- Brain-Compatible Parenting™ principles and family activities that can be implemented into daily routines for enhancing positive learning experiences.
- An understanding of the techniques for Intrinsic Motivation and why it is so necessary to build life-long learning success for our kids.
- The 5 most important things parents need to do to immunize kids from the addictive nature of screen technologies.

“ The PCI material is so rich... such a resource. I am awed by the talent of Gloria and the clarity she brings to such important work. I marvel at how well the curriculum is organized and how much is contained therein. ”

– **Susie Brown, Dakar, Senegal**

"What's it like to be a parent?
It's one of the hardest things
you'll ever do, but in exchange
it teaches you the meaning of
unconditional love."

– **Nicholas Sparks**

"There is no single effort more
radical in its potential for saving
the world than a transformation
in the way we raise our
children."

– **Marianne Williamson**

"Your children need your
presence more than your
presents."

– **Jesse Jackson**

Bonus Session >>>>

Learn about PCI Parent Coach Certification® Program

6:00 -8:30 PM

Cost: Free

This information session is designed for individuals, professionals such as executive coaches, life coaches and teachers or anyone working with families who would like to know more about becoming a certified parent coach. Ms. DeGaetano will share how she started parent coaching in North America, now spreading around the globe, as a viable, new profession for those who wish to make a positive difference in the lives of families. Parent coaching, a new career path, fits nicely as a new set of skills for those who are already executive, business, or life coaches. Started in 2000 in the Seattle area by Gloria DeGaetano, Parent Coaching is now becoming a sought-after profession with hundreds of people now establishing themselves as certified parent coaches in North America alone.

MindSpan is proud to bring Gloria DeGaetano, the world's best-known pioneer in Parent Coaching to provide information about becoming a certified parent coach. Parent Coach International has been defining what works best for helping parents raise children optimally for over a decade. The training program to become a certified parent coach is comprehensive, innovative, and fresh. It helps parents make daily decisions that support the best development of their children.

Parent Coach International holds the highest standards for training and certifying parent coaches. This comprehensive program for Parent Coach Certification® teaches both change process concepts while addressing the unique needs of parents in our new digital, high tech world. Coaches trained through Parent Coach International are now in 19 countries around the world, and we continue to grow. Parent coaching is the wave of the future. We invite you to find out about the many benefits of becoming a certified parent coach.

In this Bonus Session, participants will gain information about the:

- The history of parent coaching
- What parent coaching IS, and what it is NOT
- Why parent coaching is a very effective way to help moms and dads
- The benefits of becoming a parent coach through Parent Coach International

The workshop and the Bonus Session will be delivered in English.

Why PCI? >>>>

At PCI our vision and motto is: Parent Well. Transform Our World™. PCI was founded on innovative research and a deep understanding of what parents in our complex, fast-paced world need to thrive and be the best they can be for themselves and for their children. When parents receive the support from a highly trained, skilled and knowledgeable PC Certified Parent Coach®, they tap into their innate wisdom and creativity to meet the needs of their children with more ease and efficiency. Each parent, child, and family is unique. The PCI Coaching Model™ holds this uniqueness not only as important, but also as necessary. The beauty of each parent unfolds as they become more relaxed, less worried, and more confident and creative as they understand how they can better impact their children's attitudes and behaviors, using proven parenting strategies based on brain science, that PCI Coaches guide them gently and compassionately to try with their children.

PCI holds the highest standards for training and certifying parent coaches. Our graduate level program for Parent Coach Certification® is comprehensive, teaching both change process concepts while addressing the unique needs of parents in our new digital, high tech world. At the heart of our program are heart-centered professionals of high integrity who choose to study with us. They want the knowledge of the brain science, along with a coaching model geared specifically for parents and they are willing to take the time to study and practice. Upon graduation, alumni can participate in on-going events and conferences. This creates a synergistic community of like-minded PCI Coaches worldwide. PCI coaches can be found in 19 countries and we continue to grow. Our coaches have success because the PCI Coaching Model™ meets the needs of today's parents in ways workshops or books alone can't. Parent coaching is the wave for the future and we invite you to find out about the many benefits of becoming a PCI Certified Parent Coach®.

“ I respect Gloria DeGaetano for her love towards children. She cares about them very much, expecting every child to grow optimally supported by his environment... Gloria DeGaetano invented the Parent Coach Certification® Training Program in a very structured way in which you just follow the well-designed sequence for coaching, the positive result will just appear! It is really an amazing program in which those valuable essences of profound books are linked with each other in a natural way... The PCI Program is of great value to start your new profession of parent coaching. ”

- Aiqing Song, Senior HR Manager, Phillips, Shanghai

Gloria DeGaetano and Her PCI Story >>>>>

In 1999 Gloria hired a business coach to help her figure out how to proceed with her consulting. Since 1987 she had been working with parents and family support professionals, but getting increasingly frustrated that so many moms and dads, even well educated ones, did not know about the exciting developments in brain science and how that could help their parenting and help their children succeed in school and in life. In the US, the 1990s was considered the "decade of the brain" because so many discoveries were made about the child's developing brain and mind. Yet, in 1999 so many parents were still in pain and having feelings of unease and little joy in parenting. They worked so hard, but were not aware that they could work easier and more efficiently with knowledge and practices based on the new discoveries about the growing brain. She wanted this situation to end, so she decided to talk through her concerns with a business coach in the hope of coming up with ideas for expanding my consulting practice.



Through their coaching conversations Gloria was getting back to her key priorities and what had most value and meaning to her. During one of the coaching sessions, she had an a-ha moment: she thought, "Is there such a thing as parent coaching?" After all, parents are the CEOs of their families, shouldn't they have the advantage of the type of outstanding support she was receiving from a business coach?

In 1999 parent coaching didn't exist. Over a 3-year process, she developed a coaching process specifically aimed to help moms and dads make decisions for their children based on brain development and what was most optimal for their children's growth. She realized that coaching was a way to help parents not only overcome their parenting challenges, but also a coaching relationship helped them to experience many positive changes that they could not have made on their own. Through coaching, Gloria believed stressed out, over-worked parents could become relaxed and confident parents.

This is as true today as it was in 1999. In fact, amazing as it is, most parents still do not understand how to make their daily decisions with their children based on brain science and what will help the children (and their parents) thrive. Parent coaching is more relevant and more needed than ever.

Without successful parents our society cannot move forward. That is a simple fact, yet one of the most challenging concerns of our times. Gloria created the Parent Coach Certification® Training Program to pro-actively and practically address this challenge. PCI now has a success track record to show that we do just that.

“ The PCI training is like taking a vow of transformation. ”

- Jennifer Beck, Corvallis, Oregon

Workshop Information

- Dates: **March 20, 2015**
- Workshop Time: 9:00 AM – 5:00 PM
- Class Size: 40 participants
- Venue: DoubleTree by Hilton Shanghai - Pudong (上海东锦江希尔顿逸林酒店)
889 Yanggao Nan Road, Pudong Shanghai (上海市浦东杨高南路889号, 近花木路)

Participant Price & Discounts

Item	Price	Remarks
Individual price	RMB ¥ 3,980 or US\$610	
Group price	RMB ¥ 2,985 or US\$487 per participant	15% discount provided for 3 or more participants from the same company
Couple discount (20%)	RMB ¥ 6,368 or US\$1,039 for one couple	

Participant Information

#	Full Name	Company (If Applicable)	Title (If Applicable)	Cell phone #	E-mail
1					
2					
3					
4					
5					

How to Make Payments

or x	Bank transfer/电汇	See the bank account information below
or x	Check/支票	See the company name below

(人民币支付)

公司名称：上海励行企业管理咨询有限公司
开户名：建设银行上海分行花木支行
Swift code：PCBCCNBJSHX
银行帐号：3100 1523 2120 5000 5786

(Payment in US\$ Or Other Currencies)

Company Name: MindSpan Development Ltd.
Opening Bank: Longyang Office, Shanghai Branch, Bank of China
Swift code：BKCHCNBJ300
Bank Account #: 4390 5924 7118

Terms & Conditions

- Participant fee is inclusive of participant workbooks, refreshments and luncheons.
- The program participant shall not videotape any session of the workshop.
- If you are unable to attend, a substitute delegate is welcome at no extra cost. Or your registration can be credited to a future HBD workshop organized by MindSpan Development.
- Participant fee will be paid in full amounts and invoice will be issued upon receipt of full payment of participant fee. For corporate participants, we can also issue invoice before payments are made.
- Cancellations should be confirmed in writing four (4) weeks before the workshop commencement date. In this case, half the participant fee will be charged for cancellation. MindSpan Development will not accept cancellations within four (4) weeks of the workshop commencement date. Workshop workbook, however, will be couriered to the delegate.
- Failure to attend this workshop without prior notice will result in loss of participant fee.
- MindSpan Development will refund full participant fee if the workshop is cancelled due to its own operational reason, but will not be held accountable for any other expenses incurred by the participant or his/her employer as a result of the cancellation. Alternatively, the delegate can choose to attend another HBD workshop to be organized in future.
- MindSpan Development reserves the right to change the dates, location, trainer or combine the workshop with another HBD workshop as a result of circumstances beyond its control or as it deems necessary, without penalty and in such situations no full refunds, part refunds or alternative offers shall be made.
- The registration information you provided to MindSpan Development will not be published or shared with external parties for whatever purpose.

About MindSpan Development

Founded in Shanghai in April 2006, MindSpan is a client-centric executive coaching and leadership development organization and the biggest executive coach network in APAC with 400 coaches including 40 ex-CEOs in top companies.

MindSpan's core business is one-on-one executive coaching and High-performance Leadership Team development. In addition, we also provide all types of coaching programs That enable the adoption and embedding of the Coaching Culture. These programs include ECCP, *Leader as Coach workshop* (LAC), *Coaching for Engagement workshop* (C4E), *HR as Coach workshop* (HRAC), *Leading and Coaching across Cultures workshop* (LCAC) and *Executive Presence for Impact* (EPI) as well as leadership facilitation. MindSpan also organizes the industry-recognized China Executive Coaching Conference and the 3rd CECC will be organized in Shanghai on June 25-26, 2015.

MindSpan clients include 220 leading MNCs and Chinese companies such as Microsoft, J&J, GE, Ford, Deloitte, Bayer, Mars, Standard Chartered, Roche, Boehringer Ingelheim, Bristol-Myers Squibb, Novartis, Texas Instruments, Coach, AB Agri, ThyssenKrupp, Schneider Electric, Coca Cola, Pfizer, Jaguar Land Rover, B.Braun, Bertelsmann, Honeywell, Parker, Smith & Nephew, PepsiCo, Lenovo, Huawei, Midea, TCL and Baidu. We serve clients in Greater China, Japan, Korea, Thailand, Indonesia, Singapore, Vietnam, Australia, India and South Africa.