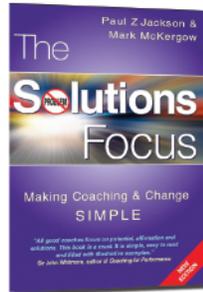


# Solution Focused Business Professional ONLINE

## Are you facing tough times at work? Want to build progress and energize your staff? Then Solution Focused Business Professional is for you!

The Solution Focus (SF) approach is rapidly gaining importance in the field of organizational change. In this 16-week online course, you'll work directly with SF pioneer Mark McKergow, author of the original 'The Solutions Focus' book. Through his expert instruction, you'll gain full understanding of the SF approach, necessary tools for adopting SF practices and real-life applications for your new skills. This cutting-edge education allows you to:



- Build positive change using the practical Solutions Tools model
- Use dialogue to improve motivation, clarity and rapid action
- Base everything from performance appraisal to tackling team challenges to organizational strategic reviews in the positive, pragmatic power of what's working already
- Find processes and tools to use with the most challenging groups
- Work on your own real work challenges right from the start
- Build from initial learning activities to a real-work project, which can be used for accreditation through SFCT
- Meet a network of SF colleagues as well as get the inside track on SF resources and organizations on the web

### Next Online Course

Sat., Sept. 15 2012-Sat., Jan. 5, 2013  
Fee: \$1795/\$300 off if registered by Aug. 15  
CEUs: 5  
Registration Deadline: Sat., Sept. 1  
Enrolments limit: 20  
Program No. 7710-Z504  
[Click here for details & to register](#)

## Who Should Attend

Managers, coaches and consultants working in organizational (business, health, education, voluntary sector) settings.

## How the Course Works

Each week there is:

- a topic to study and discuss together
- one or two core readings (sometimes from our core text *The Solutions Focus*, sometimes from other places)
- an exercise or coaching practice to do – either with a cyber-partner on the course, a friend or colleague, or both
- some addition, optional readings or study material
- several key questions to discuss in the course forum

We will also hold live conference calls for questions and discussion, about every two weeks on Sundays at noon UK time. The first of these will be held at the start of the program, to allow you the chance to say hello in person and discuss your hopes and goals for the course. Don't worry if you can't make it – the call will be recorded and you can listen later.

The SF approach has a simplicity that cuts through the complexity of work life to produce highly leveraged change actions. You'll become skilled at moving things forwards when the going is tough, complex, ever-changing and confusing.

*"The techniques are unbelievably effective; applying them within my own organization has produced results that can be described as nothing short of phenomenal!"*

*-Ivan Misner,  
NYTimes Bestselling author  
and Founder of BNI*

# Solution Focused Business Professional ONLINE



School of  
Continuing Education

## About Dr. Mark McKergow, MBA



Mark is the director of the Centre for Solutions Focus at Work ([www.sfwork.com](http://www.sfwork.com)). He is the leading authority on applying SF to workplace issue, and co-author of the best-selling book *The Solutions Focus*. Mark helped to found both the SOLWorld network and SFCT professional body, and edits the SFCT journal *InterAction*. Mark has worked as a consultant for over twenty years and has presented the SF approach on every continent except Antarctica.

### Program Outline

- Week 1: Introduction, what do we mean by Solution Focused
- Week 2: SIMPLE principles and Tools introduction, what elseing and Affirm tool, Possibilities from Past, Present and Future
- Week 3: Future Perfect tool, and the difference between Future Perfects, goals and targets
- Week 4: Platform tool and the Customer for Change
- Week 5: Scaling and Counters tools
- Week 6: Small actions and tougher platforms – where people don't know or disagree about what they want (plus start full-on coaching relationships between participants)
- Week 7: Tools for teams
- Week 8: SF and OD – organizational change contexts

### Halfway check in, project setup, and change coaching relationships – over halftime break

- Week 9: In-between, not individual – the Interactional View
- Week 10: SF and Performance reviews/appraisals
- Week 11: Solution Focused Reflecting Teams format
- Week 12: SF and Leadership: Leader as Host
- Week 13: Wittgenstein and narrative emergence
- Week 14: Connections/differences with other approaches – NLP, Appreciative Inquiry, Positive Psychology, etc
- Week 15: SF Evaluation
- Week 16: Closing review – what's better

*"I used to think you had to set big goals. Now, in every part of my life and when I'm coaching others, I think, 'What small steps can be taken?' There are always a range of small steps which don't demand a whole lot of energy or confrontation or change but they make an enormous difference. They yield big!"*

- Christine Pilgrim,  
head teacher, Australia

## What You Need

- A copy of "The Solutions Focus: Making Coaching & Change SIMPLE" by Paul Z Jackson and Mark McKergow (2nd edition – purple cover)
- Computer, internet and telephone access
- All other readings and materials are provided.

## Course Project

As the course progresses, we will lead up to you doing a 'project' – something which you're doing at work, or you are interested in, to really use and demonstrate your SF skills. Your 2000 – 3000 word report on this will constitute your final submission and completion of the course. The final submission date will be no later than two weeks after the formal end of the course. Many people find that, although it looks a bit daunting at first, this is a very achievable goal, and many find they write more than is strictly required! Everyone on the last course managed to write something suitable.

You may also be interested in taking your project forward for SFCT accreditation via peer review. There is an extra charge for this, details at the SFCT website <http://www.asfct.org/review.php>.

## To Register:

Visit [sce-business.uwm.edu](http://sce-business.uwm.edu) or contact Mary Pick at [mpick@uwm.edu](mailto:mpick@uwm.edu) or 414-227-3353 for more information.