

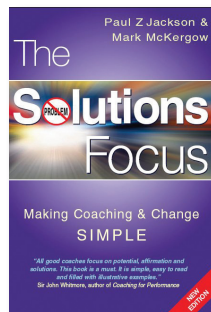
# Solution-Focused Business Professional Certificate (Online)

**Looking for a radically simple, effective approach to change? Want to build progress in the toughest situation? Then Solution Focused Business Professional is for you!**

The powerful and pragmatic Solution-Focused (SF) approach, originally developed for therapy, is now be used by organizations around the world. SF is a radically simple, effective and proven approach to change. SF is all about building on what's working, not fixing what isn't. It can help build progress in the toughest situation, even where other problem-solving methods fail to give traction.

In this 16-week online course, you'll work directly with Solution Focus pioneer Mark McKergow. 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:

- Gain real insights into the SF approach at both practical and conceptual levels
- Quickly build positive change in a wide range of work settings, using the six Solutions Tools
- Know where to concentrate your efforts to be most effective by using the six SIMPLE principles
- Tackle projects and difficult assignments with confidence as a manager, coach, consultant or leader
- Demonstrate your competence in building solutions in one-on-one and group settings
- Practice a methodology with wide applicability – to individuals, teams and whole organizations, in all kinds of contexts
- Build on your coaching skills and tackle a real workplace project using the SF approach



## 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

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

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- Week 9 In-between, not individual – the Interactional View
- Week 10 SF and Performance reviews/appraisals
- Week 11 SF Reflecting Teams in action
- 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

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### How the Course Works

#### Each week there will be:

- A topic to study and discuss together
- One or two core readings in addition to optional readings
- An exercise or coaching practice to do – either with a cyber-partner on the course, a friend or colleague, or both
- 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. 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 [www.asfct.org](http://www.asfct.org).

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.

### 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

### Who Should Attend

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

### To Register

Visit [uwm.edu/sce-od](http://uwm.edu/sce-od) or contact Latonia Pernell at [ldglass@uwm.edu](mailto:ldglass@uwm.edu) or 414-227-3336 for more information.

### 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 20 years and has presented the SF approach on every continent except Antarctica.

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*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

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