

screamfree PARENTING

Teach-Out-Of-The-Box Training

Smart Marriages Conference

July 9, 2009 - Orlando, FL

Presented by:

**Hal Runkel, LMFT - President, The ScreamFree Institute
(hal@screamfree.com)**

**Neil McNerney, LPC - Director of Training, The ScreamFree
Institute (neilm@screamfree.com)**

Part One: Hal Runkel will present his approach to presenting the ScreamFree material, emphasizing 5 concepts of ScreamFree. Please turn to the 5 Truths page in your packet.

Part Two: Neil McNerney will review the Teach-Out-Of-The-Box parenting kit, with specific tips and pointers:

Flexibility of the Program

We have designed this program to be used in a variety of settings, and a variety of session numbers. A maximum of twelve sessions can be taught and a minimum of 4 sessions can be taught. Our certified facilitators have also presented the materials in six and eight session formats.

Attracting Participants

1. Mandated Parents
2. Churches
3. Schools
4. Agencies
5. Military Bases
6. Private Practices
7. Begin with a one hour presentation of ScreamFree, and then offer longer presentations.

Avoiding Common Pitfalls

1. Parents will not easily want to talk about themselves. They would rather talk about their kids. It will take some gentle reminders and directing to get them to talk about themselves.
2. "So this is one of those hands off parenting styles, right?"
3. You should be talking to my husband (wife, ex-spouse, neighbor, daughter-in-law). That's the real screamer!
4. Avoid going into problem solving mode.

Other Tips and Ideas

1. Most facilitators have found that starting with a personal story about how the materials have changed your relationships is the best way to begin.
2. Make the material as personal as possible. Parents will take your lead in how you tell your stories, etc.

Group Rules

- Respect each other's issues
- Keep other's issues confidential
- There won't be much time for individual stories
- Avoid one-upping each other's situation
- No interrupting
- Refrain from offering advice
- Trust the process and don't jump ahead
- Avoid the following thoughts and responses:
 - I already tried that
 - That would never work with my kid

ScreamFree™ Certification

Take the ScreamFree model to a deeper level with this intensive workshop conducted by Hal Runkel, LMFT and Neil McNerney, LPC.

This two and one-half day program enables teachers, therapists, counselors, ministry leaders and other professionals who work with families to become thoroughly versed in the ScreamFree methodology. It is specifically designed to help professionals become calm themselves so that they, in turn, can become calming influences in the midst of any storm.

This is not your typical CEU experience. Certainly, you will become a more capable professional armed with new tools to create richer, more rewarding relationships within the families that you serve. But you will also experience ScreamFree for yourself in this interactive format which will change the way you view your own relationships in the process.

By attending the upcoming ScreamFree Leaders Training you will:

- Be able to see your professional and personal relationships in a new light, opening doors to a more peaceful future for you and those around you.
- Be able to promote yourself as a Certified Scream-Free Leader, generating revenue by leading classes with our teach-out-of-the-box Facilitator's Kit (optional add-on to the training) and by retailing ScreamFree products through your website/office.
- Increase your exposure by promoting yourself on the ScreamFree web site as a Certified Leader.
- Receive the benefits of intimate, interactive 3-day training, with no more than twenty participants.
- Have the opportunity to be considered to join our ScreamFree LifeLine™ coaching team, a select group of coaches who will assist us in providing one-on-one coaching to parents. We are developing partnerships with churches, schools, community agencies, and military organizations that will include hours of phone coaching, to be provided by this elite subset of our trainees.
- Become part of a team of counselors, educators, therapists, ministers, and health care workers who are interested in helping every family create a more peaceful home. Being a part of a national group of passionate, dedicated professionals committed to calming relationships is an exciting and hugely gratifying part of this process.



Fourteen CEU's will be granted through the National Board of Certified Counselors, Georgia Association of Marriage and Family Therapists, and the California Board of Behavioral Sciences.

Upcoming ScreamFree Leaders Training Classes:

Date	Location
July 23-25	Duluth, GA
August 27-29	Chicago, IL
Oct. 1-3	Dallas, TX
Oct. 22-24	Duluth, GA
Dec. 3-5	Duluth, GA

Contact us at 1-800-860-0771 or certification@screamfree.com to register or with any questions.

screamfree™ PARENTING

Five Truths Every Parent Needs to Know

By Hal Edward Runkel, LMFT

1. Parenting is not about _____, It's about _____.
2. Growing up is hard to do, especially for _____.
3. Kids need their _____; They also need to know their _____.
4. Let the _____ do the screaming.
5. Put on your own _____ first.

Bring Your Family Back to Life

screamfree PARENTING CPR

TEACH OUT OF THE BOX ("TOOB") KIT

With the ScreamFree TOOB you can show families how to:

- Give their kids the best parent they've ever had
- Eliminate power struggles
- Act with confidence and feel more capable
- Become more influential in their family
- Create a calmer, more peaceful home

With the ScreamFree Parenting CPR (Complete Parenting Revolution) TOOB, you'll give the families you serve the tools they need to stay calm and connected with their kids. From the very first night you deliver this material, you, and they, will be changed.

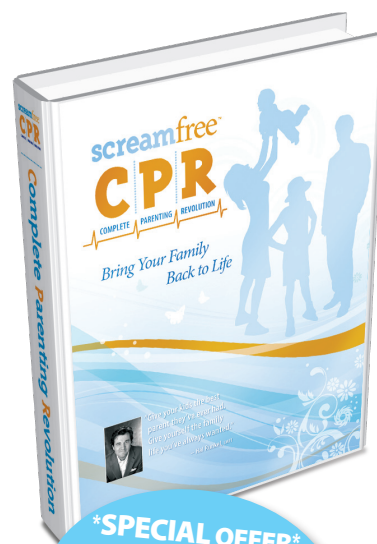
Created by New York Times bestselling author and family therapist Hal Runkel, the TOOB will allow you to:

- Build the ScreamFree approach into your practice.
- Conduct your own parenting groups and classes
- Grow your reach by gaining new clients through the classes.
- Bring a newfound level of calm to families who so desperately need it.



“ I promise you: the families you serve will be changed forever. ”

Hal Runkel, Marriage & Family Therapist



SPECIAL OFFER
All TOOB purchases at the conference save \$100 off the normal price.

Revive Your Parenting Now: Order Today!

Your ScreamFree TOOB Includes:

- 5-Hour High-Quality DVD Series
- Step by Step Leaders Guide
- Five Personal Study Guides for Class Participants
- Access to our Electronic Tools to Assist your Classes

Ongoing Support (CPR Lifeline):

- Email Newsletter
- Daily Tip of the Day
- Access to Parenting Discussion Forum
- Subscription articles and Q&As

* ScreamFree Parenting CPR is the most revolutionary program available and is guaranteed to work for you or your money back. If at any time in the first 180 days you do not feel that this program has transformed your family relationships for the better, just contact us at 800-860-0771, and we will provide you with an RMA number to include on your package so that you can return it.



ITEM	REG. PRICE	YOUR DISCOUNT	YOUR PRICE	#	TOTAL
ScreamFree Certification Training with TOOB	\$ 844	-\$200	\$ 644		
ScreamFree TOOB	\$ 395	-\$100	\$ 295		
ScreamFree CPR *	\$195	-\$45	\$ 150		

Payment Type: Check Credit Card (Visa/MC/Amex) Cash

Name: _____ Email: _____

Address: _____
Street City State Zip

CC#: _____ Exp.: _____ Phone: _____
MM/YY

I would like to make a donation to the ScreamFree Institute, a Georgia Non-Profit Corporation. Amount:

Mail your completed order form and payment to: The ScreamFree Institute, 2180 Satellite Blvd., Duluth, GA 30097

Or FAX your order to: 678-935-3509. For questions or more information, please call 770-239-1733.

These discussion questions are intended to provide you and your book club with the tools needed to BEGIN creating a revolution in your relationships. They are a jumping off point for a more in-depth analysis to be guided by reading and reflecting on *ScreamFree Parenting*. With an eye towards creating a manageable and successful event,

these questions are pulled primarily from PART ONE of the book. Additional reflection questions may be found at the end of each chapter. You may also want to consider reading aloud from the STORYTIME sections as a way of jump-starting the discussion and providing a “safe” example to which your book club may relate.



1

GROUP QUESTION

The opening line of the first chapter in *ScreamFree Parenting* is “The greatest thing you can do for your kids is learn to focus on yourself.” When you read or heard that line for the first time, what was your initial reaction? Now that you’ve read the chapter, is your reaction any different?

PERSONAL REFLECTION QUESTION

In the past, what has prevented you from focusing on yourself? Fear of being self-centered? Fear of finding out things you didn’t want to know about yourself?

2

GROUP QUESTION

What type of situations with your child seem to make you the most reactive?

PERSONAL REFLECTION QUESTION

Recall a time when you were proud of the fact that you remained calm during a heated situation. How did your calm presence affect the outcome?

3

GROUP QUESTION

We’ve all repeated the mantra: “You’ve got to pick your battles.” We do this because so often it feels like we’re in a war, trying to get our kids to do what we want them to do. What’s a more productive, more principled way to think about it?

PERSONAL REFLECTION QUESTION

What does it look like when your kids test you? How reactive do you typically become?

4

GROUP QUESTION

What’s the part of parenting that you find the most challenging? How is your view of parenting different now than it was before you had children?

PERSONAL REFLECTION QUESTION

How much do you consider yourself a grown-up? How has becoming a parent asked you to keep growing? What benefit might it have for your child to see you still seeking your own growth?

5

GROUP QUESTION

What is your initial gut-level response to the idea of taking care of yourself for the benefit of others? What is the hardest part about taking care of yourself? What do you struggle with the most?

PERSONAL REFLECTION QUESTION

Think about the self-care habits you would need to develop in order to be at your best for others and yourself. Are you willing to make that commitment to yourself today?

6

GROUP QUESTION

What do you think of when you hear the word “revolutionary”?

PERSONAL REFLECTION QUESTION

What type of relationship environment do you want to create in your home? Think about each relationship and what patterns you would like to change in order to revolutionize it.

What is one thing you could do differently – even without the cooperation or support of anyone else – that would change the pattern today?

Download additional discussion questions at www.screamfree.com.

ARE YOU READY FOR THE TRAINING THAT CAN CHANGE LIVES FOREVER?

ScreamFree Leaders Training

July 23 - 25, 2009, Duluth, GA
August 27 - 29, 2009, Chicago, IL
October 1-3, 2009, Dallas, TX

Now just
\$449 to attend
this life and career
changing 3-Day
experience.

(Includes meals and
14 CEUs)

Are you interested in growing your reach as an agency and be more effective with those you serve? Are you searching for something new to bring to those you lead? You are not alone. Hundreds of therapists, coaches, counselors, and other professionals like you believe they've found the answer.

The ScreamFree Approach, which has been featured seven times on NBC's *The Today Show*, is grounded in Systems Theory and presented in everyday language. It is ideal for today's stress-filled world because it provides a simple and direct path to lasting changes in families, couples and organizations. If you are ready to add this dimension to your practice and see amazing results, join best-selling author and founder of The ScreamFree Institute, Hal Runkel, LMFT, in a 3-day experience that will change your life and the lives of those you lead.

Hal and his team will guide you through your own personal ScreamFree journey and equip you to train others in the revolutionary ScreamFree approach. This lively and interactive training will open your eyes to a whole new way of thinking...and living.

Join the revolution and become a part of our growing network of professionals. Don't miss this unique opportunity to start your journey toward becoming the calm and connected spouse, parent, professional and person you've always wanted to be.

To register, visit www.screamfree.org or call 1-800-860-0771.

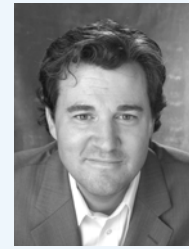
**CEUs are provided for qualified professionals who attend.*

"An amazing opportunity for self-reflection, reinforcing what I've been trying to convey to others." — Stephanie Galloway-Maslanik, LCSW

"My mind is full of ideas for improving my practice and all of my relationships." — Joyce Tomblin, LPC

"Based on a solid therapeutic foundation, ScreamFree delivered much more than I had anticipated." — Lois Evans, Psychotherapist

Hal Runkel, LMFT



Hal Runkel has been inspiring revolutionary change in thousands of families everywhere through his vision

to calm the world, one relationship at a time. He is a Licensed Marriage and Family Therapist, relationship coach, seminar leader, author of the National Bestseller *ScreamFree Parenting* and founder of The ScreamFree Institute. Hal has appeared regularly on nationally syndicated television shows like *The Today Show*, *iVillage Live* and *The Daily Buzz*, and has been a return guest on *The 700 Club*. Hal and his wife, Jenny, have been married for 15 years. They have two children, Hannah and Brandon and live just outside Atlanta, Georgia.

ScreamFree Facilitator's Kit



Do you want to start leading parenting classes today? The ScreamFree Teach out of the Box ("TOOB") Kit gives you what you need (for sale separately). (Save \$200 when you attend the training.)

screamfree
The ScreamFree Institute

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a Georgia 501c3 Public Charity



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