



DO YOU WANT TO BUILD BETTER COMMUNITIES, WORKPLACES AND LIVES?

THEWELLBEINGLAB

A MICHELLEMCQUAID PROGRAM

WHAT WILL YOU LEARN?

The Certificate In Applied Positive Psychology (CAPP) program is an evidence-based learning program that provides measurable approaches for improving wellbeing across workplaces, schools and communities.

Based on Professor Martin Seligman's PERMAH theory of wellbeing, CAPP is designed to be a blended learning program for people who want an immersive, evidence-based systems-oriented approach to improving wellbeing and creating positive change across their company, campus, or entire community. With this certification, you will be recognized to help others thrive, even in times of struggle, and better equipped with collaborative solutions to some of our shared social challenges.

YOU'LL DISCOVER HOW TO:

- **Articulate a clear business case for wellbeing** by sharing the social and economic impact wellbeing behaviors have on your organization, campus, or community.
- **Make the science of wellbeing accessible and actionable** by helping people build evidence-based wellbeing behaviors using Professor Martin Seligman's PERMAH wellbeing framework.
- **Design psychologically safe spaces for teams, groups, and families** to playfully experiment with more effective and joyful ways to support each other's wellbeing, even in the midst of struggle.
- **Co-create thriving workplaces, schools, and communities** by taking a strengths-based approach to creating positive changes that fuel belonging, build trust, bolster resilience, and improve health and wellbeing outcomes.
- **Evaluate the collective impact of your efforts** at an individual, team, family, and organizational or community level.

YOU'LL GET:



Certification in Applied Positive Psychology.



Toolbox of evidence-based wellbeing practices.



Wellbeing library of videos, playbooks, cheat sheets, and podcasts.



Evidence-based tools to measure our collective impact.



Membership to wellbeing community.

CLIENT SUCCESS STORY: MIDLAND COUNTY, MI



CHALLENGE:

How can we all thrive even amidst the struggle? In 2018, the community leaders of Midland County, an area in the Great Lakes Bay region of Michigan, formed a Wellbeing Coalition and decided to work together and find out. Using The PERMAH Community Survey, we learned of a discrepancy between the amount of belonging people crave and the amount they experience – a loneliness epidemic of sorts.



SOLUTION:

The Coalition organized a diverse group of community leaders in shared learning and development to increase wellbeing literacy and apply it at scale. This cohort-based learning opportunity built and deepened relationships among key stakeholders around the region, allowing for collaborative solutions to the challenging problems their communities faced, like loneliness among residents.



RESULTS:

A number of projects were launched as a result of two cohorts of regional leaders attending CAPP, including a billboard campaign called “Lonely? Call 211,” neighboring events, and a new screening process at the hospital, which now assesses for key social determinant of health. When someone self-identifies as lonely on the form, automatic process is triggered through 2-1-1, which provides residents with wealth of community resources, like information and referrals to health, human, and social service organizations.



OUTCOME:

As a result, there have been over 100 Midland-county Wellbeing Coalition members trained and supported to apply what they learn in their unique contexts around the region bringing strengths-based interventions into workplaces, schools, and community groups simultaneously. The coalition is supported by a variety of funding sources, from private citizens to businesses and from the community foundation to local philanthropists and serves as the backbone for distributed leadership and collective impact in creating more wellbeing. It truly is a collective effort.



“The Wellbeing Lab helped us form our own Wellbeing Coalition to coordinate the impact projects from the class which gives us a sustainable, home-grown solution to how we do this work in our community.”

– MAYOR MAUREEN DONKER, MIDLAND CITY COUNCIL

WHAT DO OTHERS SAY ABOUT THE CAPP PROGRAM?

Highly sought-after for our ability to translate cutting-edge research in positive psychology and neuroscience into practical everyday actions, our global team at The Wellbeing Lab helps people and communities to thrive. But don't just take our word for it. Here is what past participants have told us:

“I gained a great deal of information to assist me individually and also to aid in my role as chair of the MidMichigan Health Provider Wellness Committee. I cannot say enough about my respect and admiration for their leadership, teaching skills, and coaching. Attendance through the course was very close to 100%, even through the pandemic, which is pretty clear evidence of tremendous value from taking this course.”

– DR. KATHLEEN M. REGAN, M.D., CHAIR, DEPT OF PSYCHIATRY, MIDMICHIGAN MEDICAL CENTER & MIDMICHIGAN HEALTH PROVIDER WELLNESS COUNCIL

“I started out thinking this course would help me in my work life, and quickly realized that the benefits to studying Positivity Psychology and Wellbeing extended far into all aspects of my personal and professional life. Not a day goes by that I do not practice a technique that I learned in this course.”

– MICHELLE BAHR, DIRECTOR OF SPECIAL EDUCATION AT MIDLAND COUNTY EDUCATIONAL SERVICE AGENCY

“The Certificate brings the concepts of Wellbeing into crystal clear focus through a style of facilitation that can best be described as empathetic, engaging, safe and impactful.”

– JIM NIGRO, VP SALES & MARKETING, MCKAY PRESS

“This class made Wellbeing cool! The teaching team is patient, used different teaching techniques, and really know their stuff, providing information in a way that makes a person want to learn and to use the tools to make a difference!”

– SARAH KILE, EXECUTIVE DIRECTOR OF 211 NORTHEAST MICHIGAN & COUNCIL PERSON CITY OF GLADWIN

HOW DOES THE CERTIFICATE WORK?

Delivered over six months with 150 hours of evidence-based learning, the Certificate can be delivered through face-to-face training classes and virtual coaching calls to give you all the resources, tools and support you need from our highly sought-after team of positive psychology and wellbeing researchers and practitioners.

Month 1:

THE SURPRISING TRUTHS ABOUT WELLBEING

- Unpack the business case for investing in wellbeing.
- Learn how to easily and reliably measure people's wellbeing.
- Improve people's confidence and motivation to care for their wellbeing, even when they are struggling.
- Bust the "I'm too busy" myth that undoes most people's wellbeing efforts.
- Learn how to help people create tiny health habits that maximize their energy.

Month 2:

BOOST RESILIENCE

- Uncover the power of positive emotions and the simple ways people can boost their positivity.
- Discover the three simple questions to help people turn feelings of stress and anxiety into opportunities for learning and growth.
- Learn how to debug the thinking traps that undermine healthy levels of optimism.
- Build emotional wisdom so people can navigate their feelings.
- See how you can harness emotional contagion to create more positive cultures.

Month 3:

DEVELOP PEOPLE'S STRENGTHS

- Discover people's neurological superpowers – the things they are good at and enjoy doing – using the VIA Survey.
- Learn how to develop people's strengths so they can avoid underplaying or overplaying them.
- Mindfully align people's strengths to create more moments of flow – that feeling when they are "in the zone."
- See how you can spot strengths in others and provide strengths-based feedback to supercharge relationships and navigate strengths collisions.

Month 4:

FUEL CONNECTIONS + PSYCHOLOGICAL SAFETY

- Discover how to connect with anyone in a micro-moment with kindness, gratitude, and appreciative questions.
- Unleash the power of asking for help.
- Learn how to set healthy boundaries while still being an effective giver.
- Challenge your relationship mindsets to let go of judgement, reduce incivility, supercharge compassion, and build psychologically safe spaces with others.
- See how to map your relationship “energizers” and their impact on wellbeing in your system.

Month 5:

BALANCE MEANING AND PURPOSE

- The power of storytelling and journaling can help us make meaning from our pasts.
- Learn how to help people identify and leverage their values to find meaning in any task, even the most mundane.
- Discover how to spark hope to create a future for people’s best possible self.
- How to avoid passion fatigue and burnout.
- Embracing complexity so we can make a meaningful collective impact in our communities.

Month 6:

ACCOMPLISH WHAT MATTERS MOST AND THE NEXT STEPS FOR OUR WORK

- Learn how to help people cultivate authentic grit, and avoid the pitfalls of stupid grit.
- Discover why reaching for self-compassion, rather than self-criticism, makes it easier to achieve our goals in every domain of life.
- Understand why accomplishing the things that matter most can be both messy and magical.
- Learn how appreciative coaching conversations can amplify the positive changes you’re helping people to create.
- Prototype your own impact project to apply your learning in your family, team, organization, or community.

If you’d like to check out the full course syllabus, [please click here](#).

WHAT SUPPORT WILL YOU GET?

To help you easily and joyfully navigate your learning experience you will receive:

- **FACE-TO-FACE CLASSES FOR 1.5 DAYS EACH MONTH**
This is your chance to dive deeper into the science and practice, build your skills as you experiment together, and design ways to immediately apply what you are learning to help others.
- **LIVE VIRTUAL TRAINING CLASSES**
To deepen your learning after you leave the classroom, you'll have virtual distance training workshops to explore how the science can be practically applied personally, in workplaces, and across communities.
- **VIRTUAL COACHING CALLS**
To sustain your momentum and tailor your approaches, you'll have optional live virtual coaching calls to keep unpacking what you've learned and practical ways to apply your new knowledge.
- **A LIBRARY OF PODCASTS AND VIDEOS THAT IS YOURS TO KEEP**
Breaking down the science of positive psychology into videos of each lesson that you can revisit, anywhere, at any time, as you need them.
- **A PERMAH MANUAL AND WELLBEING TOOLBOX YOU CAN USE IN YOUR OWN WORK**
Packed with all of the science we will be sharing, examples of potential applications, practical wellbeing challenges, calls-to-action, and your own reflections.
- **A FINAL IMPACT PROJECT**
An Impact Project of your choice that motivates and empowers you to create change in your sphere of influence.
- **MENTORS, MASTERMIND GROUPS, AND A LEARNING PORTAL**
Stay supported and accountable as you maximize the value of your investment of energy, time, and money.



Guiding you through each learning step will be our team of globally sought-after wellbeing researchers, practitioners, teachers and coaches including:

**Louis Alloro, Dr. Michelle McQuaid,
Danielle Jacobs, Kathy Snyder, Beverlee
Wenzel and Dr. Talma Schultz**

Between us we have trained more than 250,000 people to spark measurable changes in more than 4,800 workplaces, schools and communities from more than 75 countries around the world.

**If you'd like to learn more about our
team, please [click here](#).**

YOUR WELLBEING INVESTMENT

IS THE CERTIFICATE RIGHT FOR ME?

The Certificate In Applied Positive Psychology is designed to help people in workplaces, schools, and communities to gain confidence, motivation, and impact in their world.

THIS CERTIFICATE IS RIGHT FOR YOU IF YOU WANT TO:

- Want to improve the current level of discourse and engagement in your community or organization, or in your own conversations
- Understand how positive psychology or neuroscience can be applied practically when it comes to helping yourself and others around you to thrive more consistently.
- Help your family, colleagues, workplace, or community increase their resilience and quality of life – even when times are challenging.
- Be part of a like-minded community of change champions who are willing to support and empower each other.

Qualification

- You'll receive a Certificate In Applied Positive Psychology (CAPP)

Best suited for

- Workplaces, schools or communities looking to train up wellbeing & change leaders.
- People passionate about helping others to thrive.

Delivery options

- Onsite and live virtual distance learning

Cost

- \$5500USD per person
- Group Discounts Available

Want to know more? **Chat with our friendly team today** to register your interest for an upcoming program.