

# PARENTING ON TRACK™

*YOUR FAMILY. YOUR SOLUTIONS!*

## PRESS KIT

### CONTENTS:

- Introduction
- Vicki Hoefle Bio
- A Letter from Vicki
- Adlerian Psychology
- Program Overview
- Parent Testimonials
- Pricing
- Tip Sheets
- Feature Articles

Thanks for your interest in Parenting On Track™. I hope that this press kit will provide you with useful background information about our company and the Parenting On Track™ program. Vicki is always available to talk about both perennial parenting topics—such as temper tantrums, whining, money management, and getting kids to help out with chores—as well as current parenting trends that are the buzz in parenting circles.

We are also happy to provide reporters, editors, writers, bloggers, and other members of the press with Parenting On Track™ program materials for review. Please feel free to contact us with any questions at 888-666-7668 or [info@parentingontrack.com](mailto:info@parentingontrack.com).

## **Vicki Hoefle** **Director and Creator / Parenting On Track™**

Vicki Hoefle began teaching more than 20 years ago while running a daycare center in Seattle, WA. While parents praised her approach with their children, they did not have the tools or understanding they needed to be consistent with them at home, and so began a six-week parenting class. Two decades later, Vicki is still sharing her tips and techniques with parents across the country. She combines expertise in Adlerian Psychology with a concrete suite of tools, and a presentation style that's informative, entertaining and engaging.



Vicki is a mother of 5 living in Middlebury, Vermont. She is the founder and director of Parenting On Track™.

### **A Letter from Vicki**

At 32 I found myself married, living in Seattle, and pregnant. Like most pregnant women, I wanted to be a really fabulous mother. During the first few weeks of my pregnancy, I basked in the wonder of this miracle. I daydreamed about what life would be like with my child.

In this daydream I played the part of Mary Poppins, or one of those perfect moms you see on TV — need I say more?

And then one night, I had a moment of clarity—I looked at myself in the mirror and thought, “You are a stubborn, opinionated, bossy, short-tempered, independent woman of thirty-two, and there is EVERY reason to believe that you will be that person whether you have children or not.” I wasn’t about to panic or give up, so the question was...

*WHAT AM I GOING TO DO ABOUT THIS?*

I decided that I would invest whatever it took — time, energy, education, or money — into my parenting and treat it as my number one priority. You may be thinking that this approach isn’t very romantic. In fact, our culture suggests to us that we SHOULD know how to parent, with little or no training. Maybe some mothers and fathers know what to do — I did not.

I believed I had a better chance of experiencing the “honeymoon” period with my children if I was prepared for the “lifetime commitment.” Armed with determination, I went to the bookstore. I didn’t find a perfect book, but I found the next best thing, *Systematic Training for Effective Parenting* by Don Dinkmeyer, Sr., PhD, Gary McKay, PhD, and Don Dinkmeyer, Jr., PhD based on the concepts of Dr. Alfred Adler. I still remember the feeling of relief when I realized that there was a philosophy for child-rearing that made sense to me, and knew

in my heart would be the key to raising my children in an atmosphere of love, compassion, trust, and mutual respect. That was my introduction to Adlerian Psychology, which would become the basis for the Parenting On Track™ program.

I read that book and went on to learn as much as I could about Adlerian Psychology, child development, and family dynamics. I began teaching parent education classes, in addition to operating a child care center and raising my three children. After a number of extremely busy years, I decided to retire and moved to New England. I would live a quiet, relaxed life in a small town — or so I thought.

I was in the grocery store one day when several women approached me.

“Um, hi—we’ve been watching you.”

“Who is ‘we’?” I said.

“Us, the mothers in town, and we’ve noticed two things. The first thing is that you really seem to enjoy your kids, which we understand, because we enjoy ours while they are sleeping, too.” We all shared a laugh, and they continued.

“What has really made us curious is this — your kids seem to really like you, and we want to know why.”

“Well, I read this book...” I began, but before I could tell them the name of the book, they all chimed in.

“No, we’ve read all the books, we don’t want another book. Either the books are wrong, or we don’t get it. We want you to teach us what you are doing, so our children will talk to us the way your children talk to you.”

Alas, I was out of retirement. That first group of six moms turned to twenty, which then turned to forty. Schools and PTOs were soon calling asking me to come teach, and within the year I was back to teaching full time. Today, our class sizes can reach one hundred.

And so the Parenting On Track™ program was born.

#### *HERE IS WHAT I KNOW:*

Parents feel isolated and afraid to admit that they need help. We start making assumptions about what is happening in other people’s houses. And you know what — we tend to think that everyone else is doing a great job and we are doing an awful job. We begin to put our energy into “getting” our children to look and behave in certain ways because we have the idea that other people are watching and judging us. Instead of parenting from our best, we start parenting from

our fear. We quickly begin to feel the downward spiral of these assumptions. Parenting is tough enough — we don't need to make it worse by thinking that the world is judging us based on the actions of our 4-year-old.

Teaching parent education is my passion. I can't think of anything I would rather do. I have watched as family after family experience significant and lasting change as a result of this program. As the mother of five teenagers who has been in the trenches, I can say with certainty that the Parenting On Track™ program delivers what parents are looking for.

My life does not get any better than this!

Vicki

# Who was Alfred Adler and What is Adlerian Psychology?

*“To see with the eyes of another, to hear with the ears of another, to feel with the heart of another. For the time being, this seems to me an admissible definition of what we call social feeling.”— Alfred Adler*

The father of Adlerian Psychology, Alfred Adler, M.D., stressed the need to understand individuals within their social context. In the early 1900's Adler began addressing such crucial and contemporary issues as equality, parent education, the influence of birth order, life style, and the holism of individuals. His, then, revolutionary observations triggered a life of research dedicated to understanding people that he called **Individual Psychology**.

Adler's comprehensive theory of human behavior has resulted in models of practice that have had broad impact on the fields of education, social sciences, **family life**, psychology, and psychotherapy.

He pioneered ideas and techniques that have become the basis for most contemporary work including:

- Cognitive Behavior Therapy
- Reality Therapy
- Solution-Focused Therapy
- Rational Emotive Behavior Therapy
- Existential Therapy
- Holistic Psychology
- Family Therapy

Theorists as diverse as Karen Horney, Erich Fromm, Viktor Frankl, Abraham Maslow, Albert Ellis, and Aaron T. Beck credit Adler's work as an important basis for their own contributions.

Adler was one of the earliest theorists to utilize a **short-term**, active, focused, and **solution-oriented** approach to psychotherapy. Adler's work is fundamental to the professions and practices of school psychology, school counseling, the community mental health movement, and **parent education**. As a dynamic and vital view of human development, Individual Psychology continues to grow and thrive in a changing world.

## SOME TENETS OF ADLER'S THEORY

- **Focus on strengths**
- Holistic view of the individual
- Democratic principals
- Sense of community
- **Personal freedom and responsibility**

- Social context of behavior
- Goal oriented movement
- **Purpose and meaning of behavior**
- Individual view of life
- Encouragement
- **Mutual respect**

Importance of Contribution

# Online Coaching & Multi-Media Parenting On Track™ Program

## Parental Support Overview

**Members Only Online Coaching Forum:** One year membership with annual renewal option. That's access to program creator, Vicki Hoelfe, 24 hours a day, for 365 days through our members only online coaching forum. As a mom, Vicki knows how important it is to be able to ask a question and get an answer from a real person. A person, who in this case, is an expert in the field of parent/child relationships. A person who will respond to you, personally about the most important thing in your life – your kids.

Think of it like this – anytime, day or night, that you are struggling with a challenge, need a little encouragement, a pep-talk or even a reality check, all you have to do is login, share your thoughts or vent a little, if that's what you need ,and Vicki will respond within 24 hours.

**Live Web Events:** 6-live web events throughout the membership term on specific parenting topics of interest from Sibling Rivalry, Kids & Money, Family Meetings, Kids & Contributions, Back to School Strategies, Communication and even – How to Maintain a healthy marriage while raising kids in the 21st century.

These live web events are recorded so whether you are in a different time zone or you just can make it to the phone or your computer at the scheduled time, you can participate. We offer you a question submission form in the weeks prior to the web event, so you can submit questions as they arise for you and when its all done, we send you a link to download the recording, so you can access this information whenever it is most convenient for you.

## Multi-Media Materials Overview

The Parenting On Track™ Home Program Materials consist of a 4-DVD set, a 4-CD set & a 100 page Study Guide. The twelve-chapter curriculum is divided into three key sections: Discovery, Invest in the Best, and Tools of Necessity.

### Part I: Discovery (Chapters 1-4)

Part I of the Parenting On Track™ program is all about discovering where you are as a parent and as a family right now and where it is you want to go. The premise of this section is that every behavior is motivated by a belief —whether it's your belief (“A child who lies will grow up to be a liar”) or your child's belief (“I only belong if I have all of your attention all of the time”).

**Chapter 1:** Everything you do is either interfering with or enhancing the relationship you have with your children and their developing independence. During the first week of the program, you'll have the opportunity to step back and

find out what this means for you and your family. Stop, listen, and learn.

**Chapter 2:** Your beliefs influence your attitudes, decisions, and the discipline strategies you use with your kids. This week, you'll take a look at your beliefs and how they lead you to respond to certain behaviors and situations.

**Chapter 3:** We've got 18 years (at best) to teach our children the skills they'll need to walk into their adult lives with confidence and enthusiasm. We'll step you through the process of creating your own Timeline for Training — a tool for tracking what your kids know now and what they need to learn in order to take care of themselves and participate in the family in a positive way.

**Chapter 4:** This week, we'll talk about the Four Mistaken Goals of Behavior. Our children's problematic behaviors are simply symptoms of their belief about the role they play in your family. By understanding the mistaken goals and how they apply to your youngsters, you'll be able to develop new parenting strategies that will help your kids shift from "useless" to "useful" behavior.

## **Part II: Invest in the Best (Chapters 5-9)**

Part II of the program teaches you how to take the insights you gained during the Discovery section and apply them to a new vision for your family life. You'll walk away from this section with an arsenal of techniques, focal points, and strategies to keep your family moving forward, no matter what age or stage your children are in.

**Chapter 5:** Parenting is a journey, and every smart traveler carries a roadmap. In the 5<sup>th</sup> week of the program, we'll teach you how to use the information gathered in the Discovery process to create your own Personal Parenting Roadmap. You'll identify where you are today, where you want to be in 6 months or 18 years, and come up with a plan for navigating the distance in between.

**Chapter 6:** This week, we'll outline the Crucial Cs — one of the easiest, most effective tools you'll use to build a healthier relationship with your kids. When you use the Crucial Cs on a daily basis, you'll notice your children becoming more cooperative, self-reliant, and confident.

**Chapter 7:** Have you ever thought about the difference between praise and encouragement? It's time to break your family's addiction to praise. During the 7<sup>th</sup> week, we'll talk about how you can use encouragement to help your kids build their sense of self — by knowing that they belong and that they're capable of contributing to the world around them.

**Chapter 8:** As parents, we tend to hand out privileges long before our kids have proved that they're ready for them. This week, we'll discuss specific privileges that your children enjoy now and the responsibilities that should come along with them. The Privileges and Responsibilities strategy will help eliminate power



struggles in your home and grow kids who feel empowered, instead of entitled.

**Chapter 9:** The Family Meeting will help your family stay on track. By following the family-meeting agenda and guidelines outlined in week 9, you'll create a safe environment for family members to share their thoughts and feelings for years to come. Kids will learn how to show appreciation to their parents and siblings, contribute to the running of the household, identify and solve problems, and even manage money.

### **Part III: Tools of Necessity (Chapters 10-12)**

It's important to remember that this is a program of progress, not perfection. Part III of the Parenting On Track™ program supports you every step of the way by providing highly specific, effective, and easy-to-remember tools for the momentary setbacks that we all encounter. In other words, we're not going to leave you hanging.

**Chapter 10:** This week, we'll talk about strategies you can use when you find yourself in a lose-lose situation with your kids, when everyone's yelling and crying, and no one's giving an inch. We like to call it, "being at the bottom of the Rabbit Hole." There are ways to get out, and we'll help you identify them.

**Chapter 11:** The Slippery Slope is your opportunity to stop, think, and choose. It's what you do or don't do *before* you find yourself at the bottom of the Rabbit Hole. In week 11, you'll replace your old, abandoned parenting strategies (the ones that put you in the Rabbit Hole) with tools that will support a healthy relationship with your children.

**Chapter 12:** It's time to celebrate — both the distance you've come as a parent and as a family in such a short time and the continued growth and positive changes that await you in the months and years to come. During the final week of the program, we'll discuss tactics for staying on track ... by practicing your new parenting strategies and believing in yourself and your kids.

## Parent Testimonials

I've been using Vicki's parenting techniques (or my own version of it) for all three of my kids (ages 5, 2, and 9 mo) and I think it's incredibly empowering for both kids and parents. If you haven't checked her out, do it now. Parenting classes may seem cliché and for the weak, but I'll tell you - this parenting style is enjoyable, stimulating and a great challenge as a parent. My 5 year old is independent, strong and a real contributor to my family. Using this style has made my life as a mom more rewarding than I could have imagined.

— Olga M., 3 children 5, 2, and 9 mo.

Parenting On Track™ has had an enormous effect on our family and the way we interact, for the better. We have gained respect and increased independence, patience, and organization. Our quality of life as a family has improved dramatically. — Jen A., music teacher, 3 children 13, 10, and 8



The two biggest fights in our house were getting homework done and leaving the house in the morning. We no longer fight about either. Attending class showed me how to encourage independence and responsibility in my children. — administrative assistant, single mother, 1 son, age 12

It is a course no parent should miss, taught by an inspirational instructor who is witty, animated, and cuts right to the chase. — Rosario A., software engineer, 2 children, ages 12 and 7



Parenting On Track™ has helped set a really positive tone in our family. It's all about giving us tools for our toolkits. It's not a magic bullet, but I can't imagine parenting without knowing the strategies I have learned in the program. — Jane B., CPA, married, three children, ages 10, 8, and 7

Parenting On Track™ is by far the best information I have come across as a parent and a teacher. It has transformed my relationships with my own children as well as my students. Thank you so much!!! — Amy A., preschool teacher, married, two children, ages 5 and 7



We began to see where our strengths were and where we could potentially get tripped up, and we were able to create resources to support us through some of the challenges we were bound to face. A completely enjoyable experience. — small business owner and dental hygienist, 5 children, ages 15, 13, 12, 6 and 4

Great down-to-earth advice that is easy to implement and works! A common sense strategy that should be, but isn't always, obvious. Excellent! I have never had an experience that was as helpful as this one. — Holly C., resort owner, 3 children, ages 16, 11, and 7



One of the things I took away from Vicki's class was that we didn't have to do it all at once. Slowly, over the last six months, my husband and I have been revisiting and integrating different concepts that Vicki presented. We've tried some things that I was doubtful about (especially problem solving at family meetings) and have been amazed by how our kids expand fully when we remember to give them the space!  
— Kristin D., mother, 3 children, ages 8, 6, and 3

Because the family ethos is one of mutual respect, we feel like a team, like 4 people who can depend upon each other who can call each other out with honesty, in a supportive way, when we are falling down on the job of contributing to the family. That is, in my mind the most important result that we have achieved as a result of Vicki's class." — Katy A., college associate dean, 2 children, ages 8 and 10



Vicki talks about creating new awareness, and with new awareness comes choice. I had no idea what she meant until I experienced it firsthand. It was a tiny shift, but what happened as a result of that shift changed the direction of my life.  
— customer service representative, 2 children, ages 14 and 8

There was a disconnect between the love and respect I wanted to give my daughter and what I thought mothers should do for their children. I thought I was being loving when in fact I was disempowering her. When I became aware of and owned my own agenda and actions in our relationship, we both dropped our mistaken behavior.

— Sally and Jeremy G., massage therapist and baker, married, 1 daughter, age 5

Parenting On Track™ has meant so much to us. As a couple, we are now unified on parenting issues. Parenting is no longer just a mother's job in our home. We also understand why we act like we do as parents, and why our children act like they do.

— Rob and Jen C. painter and architect, 2 children, ages 3 and 6

There is nothing worse than feeling stuck in your own life. My solution was to ask everyone else what they thought I should do. I was hoping, on some level, that Vicki would do the same. Instead, I got a compassionate taskmaster who had faith in me before I had faith in myself. Vicki waited until I was ready to step into my own strengths. When I finally did, I moved with clarity and conviction towards my dream. What a ride.

— stay-at-home mom, 2 sons, ages 5 and 7

This is one of the most powerful ways to impact the next generation.

— Debbie R., CPA, 3 daughters

## Parenting On Track™ Home Program Pricing

\$349.00

Online Parental Support:

- One-year membership to Online Coaching Forum
- 6-live Web Events throughout the membership year

The Home Program Multi-Media Materials:

- 4-DVD Video Set
- 4-CD Audio Set
- 100 page Personal Study Guide

\$179.00

Annual Online Support Renewal

- Continued access to Online Coaching Forum and Web Events

Parenting On Track™ offers a 100% customer satisfaction guarantee.

# PARENTING ON TRACK™

*YOUR FAMILY. YOUR SOLUTIONS!*

## C-h-o-i-c-e-s

### **The Purpose:**

To allow our children to make as many choices as possible throughout their day so they become confident and comfortable making choices as young adults. After all, isn't that what we, as adults, do all day, every day?

### **Examples:**

- Would you like to wear the boots or carry the boots?
- Would you like to hop up the stairs or crawl up the stairs?
- Would you like to stay in your bed and leave the door open or shall I close it now?
- Would you like to pack your lunch or buy lunch?
- Would you like to do your homework before basketball or after?
- Would you like to resolve this now or wait until morning?

There are no good or bad choices; only choices that move us either closer to our goals or further away from them.

**The Barriers:** Parents who are overly concerned about good or bad choices will hinder their child's learning process. Their children will lack the confidence to make choices, learn from them, experience both satisfying and unsatisfying results and make the necessary changes to ensure a better outcome the next time they are asked to choose.

**The Benefits:** Here's how to get the full benefit of Choices:

1. Set choices so that they are "win-win"—a win for you and a win for your child.
2. Only offer choices that you can support.
3. Remain firm and kind.
4. Stay friendly.
5. If a choice is not the best option, use one of the other strategies.

**What will it take for my child to make responsible decisions?**



For more information, see Chapter 11 of the Parenting On Track Program at [www.parentingontrack.com](http://www.parentingontrack.com)



# PARENTING ON TRACK™

*YOUR FAMILY. YOUR SOLUTIONS!*

## Contributions Can Be Simple AND Effective!

**The Point:** To give up being “the maid,” so you are more emotionally available to your children, AND to help your children recognize the unique contribution they make to the health of the family by helping out on a regular basis.

1. Pick a job in your house that you would like your children to learn (for example, “The Kitchen”).
2. Then use the following chart to break that job down into as many small steps as it takes to facilitate training your child to do that job in its entirety. Remember to start with Self Skills and then add Life Skills.

Time	Life Skill: “The Kitchen”	Self Skill: “Getting Up and Getting Dressed”
Month One	Take own dishes to the counter.	Set alarm clock; get up 50% of the time without assistance and pick out own clothes.
Month Two	Discard scraps and take own dishes to the counter.	Get up with alarm clock 75% of the time; get dressed on own 50% of the time.
Month Three	Discard scraps and take all dishes to the counter.	Get up on a regular basis with alarm clock; get dressed on own 75% of the time.
Month Four	Add: Load the dishwasher.	Get up and get dressed on own 90% of the time.
Month Five	Add: Wash out pots and pans.	Add: making own breakfast, in small steps.
Month Six	Add: Put any food items in refrigerator; wipe down the table and counter.	Add: Packing own Back Pack, in small steps.

**The Barriers:** Training doesn’t happen overnight. It takes time and has to be done slowly, by building one skill at a time.

**The Benefits:** Within SIX months you can eliminate one BIG item off YOUR To-Do list, your children will feel empowered and know that they are an important part of the family, and you can feel confident that you are supporting the development of independence and competency in your kids.

For more information, see Chapter 9 of the Parenting On Track™ Program at [www.parentingontrack.com](http://www.parentingontrack.com)



# PARENTING ON TRACK™

*YOUR FAMILY. YOUR SOLUTIONS!*

## *Using Natural Consequences to Teach Life Lessons*

**Definition:** The natural response to a child's choice with **NO** parental involvement.

**The Point:** To encourage your children to practice and become efficient at assessing situations, making choices/decision (responsible or not), learning through the Natural Consequence, gain new information that will help them make choices in the future that move them closer to their goals in life

**What are some examples?**

CHOICE	NATURAL CONSEQUENCE
Go outside without your winter boots on	Your feet get cold and wet
Don't eat breakfast before school	You go to school hungry
Don't brush your teeth	People don't sit next to you or kiss you
Forget your backpack	No homework means you work it out with the teacher
Don't get up with the alarm clock	You are late for school

**The Barriers:** Barriers include: A parent who is unwilling to allow their children to experience the natural consequences of their choices because

1. You are worried what other people will think of you;
2. You do not want your children to "feel bad," or "be disappointed"
3. You believe that it is YOUR job to make sure that your children are properly clothed, fed, prepared for school or sports or sleepovers or tests and organized so they never forget anything.

I challenge you to evaluate your faulty belief systems and recognize the impact they have on your child's self esteem. A motto to keep in mind: **Believe in your children before they believe in themselves.**

**The Benefits:**

- Long-term learning that leaves the child with a sense of fairness
- There is no reason for fighting
- A growing sense of confidence and self-assurance in your child

For more information, see Chapter 11 of the Parenting On Track Program at [www.parentingontrack.com](http://www.parentingontrack.com)

# PARENTING ON TRACK™

*YOUR FAMILY. YOUR SOLUTIONS!*

## Money Management 101



**The Solution:** To allow your children, at the earliest possible age, to make choices about and form a relationship with money. Begin giving your children money as soon as you are certain they won't put it into their mouths. Money is given each week so that it becomes a part of their lives and they grow ever more confident about all aspects of money.

**The Point:** To teach them how to—Save It, Spend It, and Give It Away. Allow your children to forget their money, lose their money, give the money to their siblings, or do anything else they want to do with it. Once it crosses from your hands to theirs, it is no longer your concern.

**The Barriers:** When parents get involved, they disrupt the learning process. In order to support your child's growing independence, remember the following three things:

- (1) DO NOT remind them to bring their money
- (2) DO NOT loan them any money, and
- (3) DO NOT lecture them on their purchases

**The Benefits:** Imagine, for a moment, that you have been giving your children money each week from the time they were four years old, and each week they were encouraged to make decisions about the money. As they got older, they began to understand the following:

- The true value of money;
- What money can and cannot do;
- How hard it is to make money and how easy it is to spend money; and
- How to assess what purchases are really important to them and which they can do without.

And finally, as a result of their experience with money, they developed a strong work ethic and an appreciation for everything you provide.

For more information, see Chapter 9 of the Parenting On Track™ Program at [www.parentingontrack.com](http://www.parentingontrack.com)