

Learn how to teach America's simplest parenting program ...

1-2-3 Magic

Train-the-Trainer

One-Day Workshop Presented by

Thomas W. Phelan, Ph.D.

Clinical Psychologist and Author

WHO SHOULD ATTEND:

- Psychologists
- Marriage and Family Therapists
- Social Workers
- Nurses
- Counselors
- Social service agencies

Learn how to teach America's simplest parenting program, **1-2-3 Magic: Effective Discipline for Children 2-12**. If you are a private mental health practitioner, use the evidence-based* 1-2-3 Magic to do one-on-one clinical training with families in your practice as well as generate new referrals. If you are a social service organization or community mental health center, 1-2-3 Magic can increase the effectiveness of your parenting outreach, simplify service delivery, and assist with differential diagnosis. The formula for this success is straightforward: **The plan is simple, it's easy to learn, and it works.**

WHAT YOU WILL LEARN:

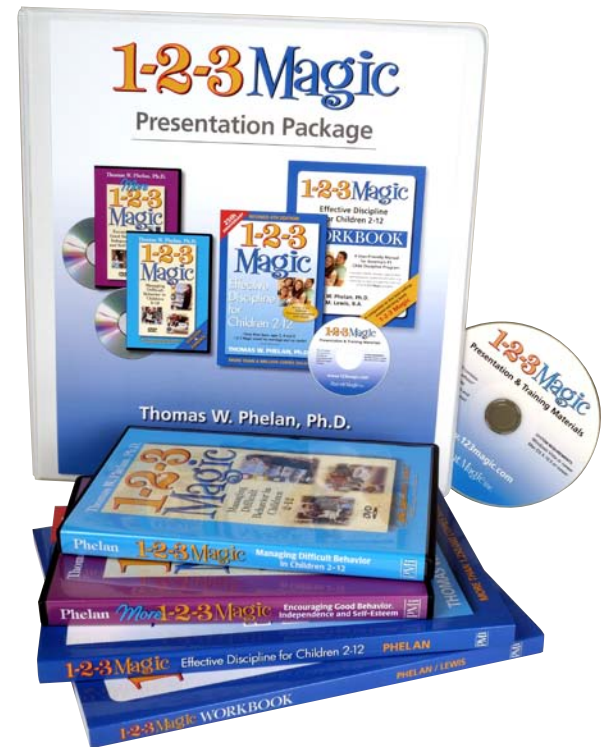
- Who are the most incredibly motivated clients in the world
- How to teach the 1-2-3 Magic course in one session or multiple sessions
- How to get dads to attend parenting workshops
- How to run the program in large groups, small groups or one-on-one clinical consultations

WHAT YOU WILL RECEIVE:

The **1-2-3 Magic Train-the-Trainer Workshop** is designed to provide you with initial instruction, seminar and marketing materials required to ensure your success using the program. Specifically, you will receive the following:

- **Six hours of training** with the creator of **1-2-3 Magic**, Dr. Thomas W. Phelan
- The **1-2-3 Magic Presentation Package**, which includes:
 - The 1-2-3 Magic Leader Guide
 - Participant Booklet and Handouts
 - PowerPoint® and Keynote presentations (on disc)
 - Research and Training Guidelines
 - Advertising and press release materials
 - Disc containing training materials in reproducible format
 - The 1-2-3 Magic Book
 - The 1-2-3 Magic Workbook
 - The two 1-2-3 Magic DVDs

* Bradley, SJ, Jadda, DA, Brody, J et al. (2003). Brief Psychoeducational Parenting Program: An Evaluation and 1-Year Follow-up. *J Am Acad Child Adolesc Psychiatry* 42:1171-1178



WHEN / WHERE:

CHICAGO, IL

Saturday, April 13, 2013
8:30 a.m. – 4:00 p.m.

Saturday, August 17, 2013
8:30 a.m. – 4:00 p.m.

Hilton Garden Inn Chicago O'Hare Airport
2930 S. River Rd.
Des Plaines, IL 60018

COST:

\$445 per person (includes the 1-2-3 Magic Presentation Package, a \$295 value.)

Earlybird registration: \$375
If you register before April 5 or August 9, respectively.

REGISTRATION:

Register online or call **(630) 790-9600**.

www.123Magic.com

See page 2 for more information and Workshop Outline.

From the book that has sold more than a million copies

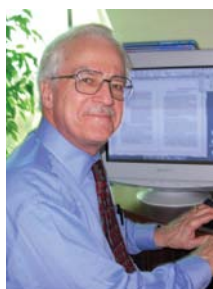
It's not easy being a parent. You want kids who listen and children you can enjoy. You want to raise happy and competent youngsters, but you don't have a lot of free time to read discipline and parenting books. You also don't need advice that requires you to be a saint, genius or professional psychotherapist.

The 4th edition of the extremely popular 1-2-3 Magic program addresses the difficult task of child discipline with humor, keen insight and proven experience. Dr. Phelan simplifies the job of parenting in three straightforward steps:

Step 1: Controlling Obnoxious Behavior: Learn an amazingly simple technique to get the kids to STOP doing what you don't want them to do (whining, arguing, tantrums, sibling rivalry, etc.).

Step 2: Encouraging Good Behavior: Learn several effective methods to get your kids to START doing what you do want them to do (cleaning rooms, picking up, going to bed, homework, etc.).

Step 3: Strengthening Your Relationship: Learn four powerful techniques that reinforce the bond between you and your children. In 1-2-3 Magic you will also learn how to manage the Six Kinds of Testing and Manipulation, how to handle misbehavior in public and how to avoid the Talk-Persuade-Argue-Yell-Hit Syndrome. You'll also discover how your silence can speak louder than your words.



About the Presenter

Thomas W. Phelan, Ph.D., creator of 1-2-3 Magic, is a registered clinical psychologist in the Chicago suburban area. Dr. Phelan has

worked with children, adults and families for over 35 years. He is a member of the American Psychological Association and the Illinois Psychological Association.

Dr. Phelan is the author of a number of books, DVDs and audios which include: 1-2-3 Magic: Effective Discipline for Children 2-12, 1-2-3 Magic for Teachers: Effective Classroom Discipline Pre-K through Grade 8, "I Never Get ANYTHING!" How to Keep Your Kids from Running Your Life, Surviving Your Adolescents: How to Manage—and Let Go Of—Your 13-18 Year Olds, and All About Attention Deficit Disorder: Symptoms, Diagnosis and Treatment. In addition to writing and producing, Dr. Phelan maintains an active schedule of international lectures and he is a frequent guest on radio and television. His articles have appeared in numerous regional and national publications.

Dr. Phelan received his Doctorate from Loyola University Chicago in 1970 after completing his internship at the Loyola Child Guidance Center. He worked at the DuPage County Mental Health Center until 1972 and then entered private practice. Dr. Phelan has also served on the board of directors for both ADDA and CHADD, two national organizations for the parents of children with ADD. He was inducted into the CHADD Hall of Fame in 1997.

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www.123Magic.com

Workshop Outline

8:00 – 8:30

Registration

8:30 – 8:45

Introduction to the Day

- The most motivated clients in the world
- Excellent preventive mental health
- Fun, referrals and revenue

8:45 – 10:15

Parenting Job# 1: Controlling Obnoxious Behavior

- Benefits of counting
- Variations
- The Kickoff Conversation
- FAQs
- Testing and manipulation

10:15 Break (refreshments)

10:30 – 10:50

Presentation Style

- Simplicity, down-to-earth language, humor
- Personal experience (failure and success)
- Organization/Control of the seminar
- Openness and optimism

10:50 – 11:30

1-2-3 Magic:

The Theory Behind the Success

- Easy to learn
- Rapid, substantial results
- Success reinforces compliance
- 3 parenting steps mutually supportive
- Resonates with parental experience and frustration
- Cognitive restructuring
- Unique behavior management technology
- Simple family systems application
- Anxiety reduction reinforcement (counting)

11:30 – 12:00

Single and Multiple Session Models

- How to get familiar with the material
- PowerPoint (or Keynote)
- The 1-2-3 Magic book
- The 1-2-3 Magic and More 1-2-3 Magic DVDs

- The 1-2-3 Magic CD

- One session: The 3 parenting steps in 2-3 hours
- Two to three session models
- Session frequency vs. attendance
- Large group, small group, clinical consultation applications
- Back-of-the-room sales

12:00 Lunch (provided)

1:00 – 1:30

Training Issues

- The No-Talking, No-Emotion rules and slipping
- Dads, other caretakers
- Pre- and post-testing
- Counting Start behavior
- Overfocus on counting
- Omitting relationship strengthening
- Differential diagnosis and special needs kids

1:30 – 2:30

Parenting Job# 2: Encouraging Good Behavior

- Establishing Positive Routines
- Up and Out in the Morning
- Cleaning Up and Chores
- Suppertime
- Homework
- Going to Bed – And Staying There!

2:30 Break (refreshments)

2:45 – 4:00

Parenting Job #3: Strengthening Your Relationships with Your Children

- Sympathetic Listening
- Real Magic: One-on-One Fun
- When Can You Talk?
- Solving Problems Together
- Kids, Tweens and Tech

4:00 – 5:00

Optional Question and Answer