



**CAPP CASE STUDY**



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## What is IFAHP?

The Institute for Advanced Human Performance is a collaborative adult learning venture that was established to foster the growth and development/personal effectiveness of individuals regardless of their occupation, education level or economic status. Currently the Institute offers;

### **1. *Life Success: Happiness Advantage Level 1***

This program is comprised of four segments and incorporates both synchronous and asynchronous learning;

- A. Online learning
- B. Immersion/workshop learning
- C. Peer Learning; led by a learning assistant
- D. Proprietary IFAHP process to enhance learning transfer

### **2. *Certificate in Positive Psychology Coaching (Winter 2013)***

### **3. *Neurolinguistic Practitioner Training (2014)***

All programs are designed using a learning integration process that drives participants to action while incorporating practices from the fields of:

- Action-Focused Learning
- Personal Effectiveness
- The Coaching Industry
- Applied Positive Psychology (The Science of Happiness)
- Neurolinguistics & Habit Formation

## What we noticed:

As a result of our hands-on experience as coaches, facilitators and curriculum developers we noticed that there were two predominant approaches being applied within structured adult learning environments.

### **1. *The Self-Improvement Industry: behavioral change is often the desired outcome. The industry is characterized by a motivational, inspiring, action-learning methodology...***

#### **Consumers Consume the Self-Improvement Industry – We Apparently Love this Stuff!**

- 14,000 + coaches in the U.S.
- 10 Billion dollar industry
- Thousands of seminars and workshops
- Millions of books sold
- Facilitators with good intentions
- We know that many people benefit from the so called self-improvement industry
- What is it lacking?...Scientific rigor and research validated interventions/practices

## 2. Academic Industry: Knowledge is often the intended outcome. The academic approach is characterized by a lecture-based, *Push* methodology...

- Taught by people with extensive knowledge in their specific topic
- Note taking
- College
- Knowledgeable teachers with good intentions
- What are the challenges to this approach?...knowledge is not necessarily connected to behavioral change

### Our solution:

We created dynamic and energizing learning environments where participants are completely engaged, while also rooting our work in current research.

- We are research buffs
- We incorporate the expertise of quite a few scholars/SME's by bringing them onboard as consultants or faculty
- Developed relationships with recognizable figures in positive psychology

We utilize highly interactive facilitation techniques that are designed to foster a growth mindset. Our training environments begin from the premise that people want to be inspired, motivated and moved to action (i.e. all that juicy stuff found within the self-improvement industry)! Our programs are then tethered to research validated exercises/interventions in order to enhance growth and learning transfer.

### Result?

**Outcome-based, dynamic learning...that is intimately informed by research.**

### Ideas on marketing:

Decide what type of environment is a suitable place to host your program. Remember the power of context - people are strongly influenced by their environment.

- Retreat center
- Conference hall
- Hotel
- Office space

Utilize marketing leverage by identifying your;

- **Connectors** = People you can rely on to give you access to opportunities and worlds to which you don't belong
- **Mavens** = Experts in a particular field, who seeks to pass knowledge on to others. Mavens are essentially information brokers, sharing what they know

### Assumptions:

"Timing, perseverance and ten years of trying will eventually make you look like an overnight success" Bill Stone, co- founder of Twitter