



Title: The Power of ADD** Coaching in the family.

Brief description: Learn why the ADD coaching process is so powerful in improving the quality of lives for individuals with AD/HD and their family members.

During this presentation you will gain a greater understanding and awareness of how the ADD coaching process works and how a powerful coaching relationship can empower individuals with AD/HD and their family members to move forward. This presentation will:

- ✓ Introduce The “Machine, Mind and Mission coaching model” used to educate family members about ADD
- ✓ Illustrate a few coaching skills used to identify and incorporate talents and strengths as the foundation for successful systems.
- ✓ Present specific success stories that illustrate the importance of ADD coaching as an integral component for improving the quality of life for families affected by ADD.

If you are interested in becoming an ADD coach, have a relative or a close relationship with an AD/HD individual or simply want to learn more about the ADD coaching process than you won't want to miss this informative presentation.

**ADD refers to the official diagnosis of AD/HD

Bio:

David Giwerc, MCC, is a Master Certified Coach with the [International Coach Federation](#). He is the President of ADDA, [Attention Deficit Disorder Association](#), and “The World’s Leading Adult AD/HD organization.” As a key committee member involved in the development of ADDA’s current “[Guiding Principles for Coaching Individuals with AD/HD](#)” he authored and directed ADDA’s 2002, 2003, and 2004 strategic plans and was a catalyst for ADDA’s United States Senate resolution that was unanimously approved by the U.S. Senate on July 27, 2005. The resolution declared September 14, 2005, “National AD/HD Awareness Day.”

David is also the Founder and President of the [ADD Coach Academy](#), (www.ADDCA.com, founded 1998) a comprehensive, long-distance coach training program designed to teach the essential skills necessary to powerfully coach individuals with Attention Deficit Hyperactivity Disorder.

David has been an ADD coach for almost a decade and has a busy coaching practice dedicated to ADD entrepreneurs and the mentoring of ADD coaches.



David leads the [AD/HD SIG](#) (Special Interest Group) monthly teleclass, sponsored by the [International Coach Federation](#), which is designed to provide a platform for professional coaches to learn more about ADD coaching. He was the producer and co-director of the well-received AD/HD Coaching video, [“Me, My ADD Coach & I”](#) and is a contributor to the Entrepreneur & ADD sections of the [About.com website](#).

David is a graduate (1978), Cum Laude, of Syracuse University’s Newhouse School of Communications. He is also a graduate of both Coach University (1997) and the Optimal Functioning Institute (1996). David was a former President of the Optimal Functioning Institute and conducted tele classes at Coach University. He has been a featured speaker at ADDA, CHADD and International Coaching Federation conferences and has spoken at the Michael Gold conference on numerous occasions.

Resources: David Giwerc, MCC, (Master Certified Coach), President/Founder of the ADD Coach Academy, and President of ADDA (Attention Deficit Disorder Association, [www.ADD.org](#)).

Article: “Just What is ADD Coaching,” Joel Young, MD and David Giwerc, MCC, Founder/President, ADD Coach Academy. December 2003 issue of Attention Magazine.

Video: “Me, MY ADD Coach and I.” Produced and written by David Giwerc in cooperation with Videos for Change, ([www.ADDCA.com](#))

The Guiding Principles for ADD Coaching, ([www.add.org](#))

What is ADD Coaching? Radio interview with David Giwerc, audio file on [www.ADDCA.com](#) and “Coaching the Entrepreneur with ADD,” ADDA conference, [www.ADD.org](#))

Handout: The Machine, The Mind and The Mission Coaching Model, copyright, 2003 (Overview)

The ADD Coach Witnesses the client

- The Machine, The Mind, and The Mission coaching model is a simple way of remembering the importance of the relationship between the machine (brain) and the mind (beliefs) we create and focus on.
- We need to understand that without harmony between the two, developing and planning for the client's mission becomes an exercise in futility.

I. The Machine (Brain)

- The Machine: The Brain and motor of all humans. (Hardware)

II. The Mind (Beliefs)

- The Mind: The Beliefs and the programming vehicle that guides the machine. (Software)

III. The Machine and The Mind

- The Machine and The Mind must be compatible for progress to occur.

IV. Our Mind can create thoughts that:

- Carry neurological weight.
- Become our dominant thoughts we consistently pay attention to grow. The strongest electrical charge becomes an individual's internal radar and directs them down a specific path.
- ADD individuals can become hyper focused on. They can perceive negative situation or event. The client can start hyper-focusing on these negative thoughts. These thoughts can become exaggerated and ruminative spiraling into a negative hyper focus that can immobilize individuals with ADD.
- These types of ruminative episodes can mitigate the positive affects that the medication, coaching and exercise had previously provided.
- Most individuals with ADD pay attention to what they can't do at the expense of what they already can do. Coaches need to help the family understand the importance of focusing on talents and converting them into strengths.

V. The Mission (Being)

- The Meaningful, Motivational Message that Moves the client into the action necessary to Manifest what they truly want. (Output)
- The Mission represents **who** the client truly believes they are and who they sincerely want to become. It is not about doing **what** others think they should be doing. The mission represents the client's own internal "permission to proceed" and create a passionate path for manifesting their heartfelt desires.



- These types of ruminative episodes can mitigate the positive affects that the medication, coaching and exercise had previously provided.

VI. The ADD Coaching philosophy at ADDCA (ADD Coach Academy)

- The ADD coach pays attention to what the client is paying attention to because they often don't know what they are paying attention to.
- The ADD coach educates the client about their Machine and Mind by partnering with the client to share their own experience and how it has impacted their lives. The share stories the educate the client about how their machine works and the compatible belief systems the mind needs to create for harmony to exist.
- The ADD coach models their own strategies for overcoming the challenges of ADD. They focus on managing their challenges not placing all their energy and attention on trying to make their weaknesses stronger.
- The ADD coach partners with the client to support them in identifying their natural talents.
- The ADD coach partners with their client to utilize their unique strengths as a foundation for strategies, structures and systems that facilitate daily success.
- The ADD coach knows that it is in the client's unique ADD differences that they will discover their client's greatest strengths.

VII. ADD Coaching Partnership Focuses on:

- Identifying talents and developing a plan to convert them into strengths
- Individual learning styles and phases of attending
- Identifying the positive rituals that lead to creativity and positive action.

- Identifying the client's success and consistently reinforcing and reviewing them.
- Supporting the client in learning how to embrace the natural talents they possess
- Paying attention to what the client pays attention to and helping them identify the beliefs that serve them well.
- Compassionately challenging the client to take purposeful action that serves them well.
- Identifying and Incorporating individual character traits that represent the client's heartfelt values and guiding principles of integrity.

Identifying the Characteristics of a Strength

I. Passion/Desire

- A deep yearning and desire to spend more time using this skill and strength.
- The skill is the key that ignites internal passion and creates action.
- A consistent catalyst and motivating factor.
- There is never any problem paying attention to a task or assignment when using this skill.

II. Excellence

- A particular skill that stands out consistently and defines a characteristic that is unique to this individual.
- Does not fear the challenge of having to perform high realistic standards.
- Consistently achieves above average results.
- They give their best effort with this skill and do not let pressure get in the way of their creativity.

I. Experience, knowledge, and wisdom

Experience, knowledge, and wisdom are the elements of an individual's plan that need to be incorporated in order to take their natural talents to a consistently higher-level called strengths.

IV. Consistency

- Able to consistently and naturally use specific skill to achieve desired results.
- Performs consistent success in a variety of different situations when using a specific skill.

V. Satisfaction:

- Enjoy the accomplishments that accompany the frequent use of individual naturally talents.
- Simply thinking about a specific task or goal using specific skills and talents creates internal excitement and enthusiasm.
- Individual receives consistent enjoyment and pleasure from these natural talents.

VI. Super fast Learning

- Individual processes the information, task or goal quickly and easily.
- New task or learned skill becomes second nature.
- Learns a skill much quicker than most and becomes a master quicker with discipline and a plan.
- The skill becomes a platform for creative ways of accomplishing specific goals.
- The individual redefines and reinvents the skill to become more proficient.
- The skill becomes a springboard for creativity.

