



FIRST FRIDAY ENCORE | 3 CE Credits

**November 8, 2024**  
9:00 a.m.-12:00 p.m.

## Psychologists and Coaching: The Who, What, Where, and Why

*Speakers: Jeffrey E. Auerbach, Ph.D., MCC, Bill Berman, Ph.D.,  
ABPP, Laurie B. Moret, Ph.D., Marnie Shanbhag, Ph.D.*

### *Virtual*

#### **This program qualifies for 3.0 continuing education credits**

Level: Intermediate: Assumes post-doctoral education status and general familiarity with topic.

Audience: Designed for psychologists and other mental health professionals.

Location: Registrants will receive a Zoom link to access the session online.

This session will be recorded for future use in our online MPA CE21 catalog.

#### **About the Program:**

Psychologists are increasingly providing coaching services to both individuals, corporations, and community organizations, but what exactly is coaching and how does it differ from other services that psychologists routinely provide? For example, how is coaching different from clinical work; what is executive coaching; does coaching differ from consultation? Led by three distinguished speakers, this three-hour webinar gives an overview of the common forms of coaching, explores some of the current legal and ethical aspects of providing coaching, and covers the business aspects of setting up a coaching practice. All four panelists have provided coaching services and will share their experiences both in transitioning from clinical work to coaching and in running successful coaching businesses. Participants will have the opportunity to ask questions and engage with the expert panelists during the program.

*This program qualifies for 3.0 continuing education credits. Attendees must attend the entire session to gain credit. Registration fee includes access to live webinar, program agenda, program PowerPoint, and continuing education certificate.*

*Speaker Jeffrey E. Auerbach, Ph.D., MCC indicated a conflict of interest as he is the owner of Executive Coaching and author of several books on coaching. All other speakers have indicated no conflicts of interest.*

#### **Participants will be able to:**

1. Explain the difference between coaching and psychotherapy.
2. Identify necessary education and training competencies prior to providing coaching services.
3. Name at least two aspects of setting up a coaching business.
4. Describe ethical and legal considerations when delivering coaching services.

### **About the Presenters:**

**Jeffrey E. Auerbach, Ph.D., MCC**, is the founder and President of College of Executive Coaching, the leader in coach training for professionals with graduate degrees. Dr. Auerbach has been training executive coaches since 1999. Auerbach is the author of *Personal and Executive Coaching: The Complete Guide for Mental Health Professionals*; and *Positive Psychology in Coaching*, co-authored with Sandra Foster, Ph.D. He is the past vice president of the global International Coach Federation and is also the past president of the Board of Directors of the Association of Coach Training Organizations. Dr. Auerbach is a California licensed psychologist who has a Ph.D. in Psychology from the Chicago School of Professional Psychology, with a post-graduate certification in Behavioral Medicine, and executive certifications from MIT and Stanford University in artificial intelligence.

**Bill Berman, Ph.D., ABPP** is the founder and CEO of Berman Leadership Development, a leadership development firm with offices across the United States and Europe. He is the author of more than 50 articles and chapters, and four books, including *Influence and Impact: Discover and Excel at What Your Organization Needs from You The Most* (Wiley, 2021). Prior to Berman Leadership Development, Bill founded and sold a software firm to an enterprise information system company, where grew their services revenues by more than 400%. Bill earned his B.A. from Harvard, Ph.D. in Clinical Psychology from Yale, and taught at Cornell Medical College and Fordham University, where he earned tenure in 1994. He is a fellow of the American Psychological Association, and Board Certified by the American Board of Professional Psychology.

**Laurie B. Moret, PhD.** is a consulting psychologist who has been working as a leadership and organizational development consultant and coach for the past 25 years. Prior to starting her own business in 2007, Dr. Moret was a senior client partner in Korn/Ferry International and a senior vice president of organizational consulting at Right Management as well as a member of that firm's Coaching and Leadership Development Centers of Excellence. Dr. Moret has authored research and opinion articles on a variety of topics, and most recently, she published a book on consulting in National Security settings. She earned her BA from Washington University in St. Louis, her MA from University of Georgia and her PhD in Psychology from Arizona State University. She is a fellow of the American Psychological Association and maintains licenses in Florida and Virginia.

**Marnie Shanbhag, Ph.D.** is APA's inaugural Senior Director for the Office of Independent Practice. In this role, she leads APA's efforts to promote independent practice and private practitioners as part of APA's goals to advance the profession. Dr. Shanbhag is a Florida licensed psychologist with seventeen years' experience in independent private practice. Her expertise spans both mental health practice and applied practice providing executive coaching. Prior to private practice, Dr. Shanbhag served as the Executive Director of a nonprofit agency, coordinating maternal and child health systems. Dr. Shanbhag graduated from the University of Pennsylvania and earned her doctorate in Counseling Psychology from the University of Florida. Her clinical psychology internship was at the South Texas Veteran's Health Care System in San Antonio, Texas, and she completed post-doctoral work at the University of Florida. Dr. Shanbhag is a member of the APA, APA Divisions 42 (Psychologists in Independent Practice) and 13 (Society of Consulting Psychology), as well as the Florida Psychological Association.

The Minnesota Psychological Association is approved by the American Psychological Association to sponsor continuing education for psychologists. The Minnesota Psychological Association maintains responsibility for this program and its content.

**Accessibility Accommodations:** If you need disability-related accommodations to make this event accessible, please contact the Metropolitan State University Center for Accessibility Resources, 651-793-1549, or [Accessibility.Resources@metrostate.edu](mailto:Accessibility.Resources@metrostate.edu).

**CONFIRMATION/CANCELLATION:** You will receive an email confirmation of your registration. You will be notified by mail, e-mail or telephone if your selection is full or cancelled.

**REFUND POLICY:** A 100% refund will be made if the event is cancelled. Refunds, less than a \$5 handling fee, will be given if a written cancellation is received at least two working days before the scheduled program begins. No refund or transfer is given the day of the program.

**Register online @ <https://www.mnpsych.org/calendar-of-events>** or complete the form below and fax or mail your registration to protect this information. Please do not email credit card information.

Name:

Degree:

Licensure:

Institution/Agency:

Address:

City/State/Zip:

Email:

Phone:

Registration is available until the event begins.

Fee: MPA member: \$60 Non-member: \$95 Student: \$15 Retired-member: \$30 (No CE Credit) *Retired members have the option to pay the regular member rate to receive CE credit or take advantage of the discounted price with no CE.*

Total Amount Enclosed: \$

Check (made payable to MPA) Visa MC American Express *All credit card fields are required*

Card Number:

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Credit card billing address: Same as above or write here:

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