



SPECIAL RESEARCH REPORT:

An evidence informed
approach to coaching
children through play

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ABOUT THE AUTHOR



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"Zelna Lauwrens is a remarkable global leader. She is deeply committed to the plight of children and young people living with multiple adversity and disadvantages. Courageous, driven and considered and scholarly in all her interactions, she is tackling stigma and structural violence – creating a global community of youth coaches to empower young people and promote their resilience and agency. I hope we continue to work together for many years to come."

Professor Kamaldeep Bhui, University of Oxford Psychiatry Department



Founder of The Kids Life Coach Academy and The Kids Life Studio®, Zelna Lauwrens has supported children's wellbeing as an early career teacher, school counsellor, behavioural consultant, university lecturer, psychologist and kids life coach for over two decades.

Zelna is the leading expert in life coaching for children and has led the field through the development of her tried and tested Play Based Coaching System® that has been used in multiple countries in multiple translations since 2003. Her teaching style is practical and experiential and her background as a teacher and university lecturer allows her to not only transfer essential theoretical aspects, but also the hands on experience she has gained throughout her career. As a fellow of the Higher Education Academy which sets the standards for teaching and support in learning in higher education, Zelna has been stringently assessed and peer reviewed with regards to her commitment to teaching, learning and the student experience. She is currently completing her DPhil in Psychiatry at Oxford University and is involved in ongoing research in the area of Adverse Childhood Experiences (ACE's).

As an advocate for children's mental wellbeing, Zelna has spoken in Parliament in England and at worldwide conferences and is a voting member of the World Federation for Mental Health. She was also invited to be an Honorary Fellow of the Queen Mary University Global Policy Institute in London and has participated in their Resilient Futures Initiative with a core focus on building family resilience. Her ongoing passion for Rebranding Childhood® through play has led to her coaching programmes being accredited as recognised Diploma courses. She sits on the Members board of the Global Accreditation Council and has a particular emphasis on supporting the World Health Organisation (WHO) sustainable development goals and UNICEF projects worldwide (United Nations International Children's Emergency Fund). She is also the co-founder of The Secret Parent Foundation which is focused on offering social support to families faced with trauma.

To join the The Kids Life Studio® Global Coach Network Movement or for further information:

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[Kids Life Coaching Support Network](#)

[Kids Life Coach Academy](#)

Kids Life Studio® Global Coach Network is located in England, United Kingdom with a global footprint of alumni.

TABLE OF CONTENTS



		pages
01	Introduction Our Future Generation	1-6
02	WHAT is Life Coaching for children?	7-10
03	WHY do children need Life Coaching?	11-13
04	HOW does Life Coaching for children help?	14-16
05	WHEN is the right time to offer support?	17-19
06	WHERE can children get support?	20-23
07	Conclusion Making it count	24-30

It is **our mission** at
The Kids Life Studio®, to
educate, motivate and inspire
children to be the leaders of
their own life so that their
choices are made easy.

INTRODUCTION

OUR FUTURE GENERATION





Foreword

THANK YOU FOR BEING A WORLD CHANGER

There is a simple idea at the heart of this report, the same idea that lies at the heart of the The Kids Life Studio® children's mental health movement – Life Coaching specifically aimed at children can make a great difference.



Right now, you are no doubt reading this because you have a heart for supporting children. We want to welcome you and say thank you for caring enough about the well-being of children to be giving of your valuable time to expand your knowledge.

The World Health Organisation predicted that by 2020, mental health problems in children would increase by 50%. At The Kids Life Studio® we have made it our mission to actively work towards being part of the solution as we see children continuing to struggle around the world.

The Kids Life Studio®, has been coaching children to become the leaders of their own life since 2003. We are fortunate to have a dynamic team of Kids Life Coaches around the world helping us to do this. Together, we are taking steps towards reaching our collective mission of building nurturing and empowering relationships to enable children to flourish.

As a family of passionate "world-changers", our purpose is to give children the tools to create their own legacy no matter what the circumstances are. Changing our world doesn't mean we have to all be doing big things. Changing our world means doing small things consistently.

Changing our world starts with one child at a time because that child could be our next:

Mother Theresa, Martin Luther King, Nelson Mandela, Winston Churchill, William Shakespeare, Florence Nightingale, Albert Einstein, Elvis Presley or Oprah Winfrey.

You see, we don't yet know the extent and reach of our influence, so every child no matter their circumstances, deserves to be uplifted in the same way. They need mentorship, guidance, unconditional love and acceptance to become the leaders of their own life. They need you!

We hope that this Special Report, on why Life Coaching for children is viable, will pave the way for directing your energy and enthusiasm towards motivating and inspiring children! If we all hold hands together, we can make a difference in children's lives globally!

Why you should be reading this!



This special report is for you if...

- You want to understand what Kids Life Coaching is all about
- You need insight into why Kids Life Coaching works
- You want to know more about a proven way to support children
- You believe you could benefit from learning coaching skills
- You want a behind the scenes look at Kids Life Coaching
- You want to hear about a proven system for supporting children that is based on evidence





Who should be reading this!

THIS SPECIAL REPORT IS FOR ANYBODY WHO CARES ABOUT CHILDREN...



- **Parent or family member** intent on raising children positively.
- **Teacher** in the classroom interested in more than just academics.
- **Psychologist, Therapist or Counsellor** offering emotional support.
- **Doctor** interested in preventing ill health and associated symptoms.
- **Social worker** offering coping skills to families.
- **Healer** providing inner and outer body, heart & mind work.
- **Life Skills Trainer** interested in well researched toolbox resources.
- **Au Pair, Nanny or Care-giver** wanting to add more sustainable value.
- **Adult Life Coach** passionate about developmentally appropriate coaching.
- **Researcher** looking for a viable alternative to mental health issues.
- **Kids Life Coach** already coaching children and making a difference.

WE ARE THE FUTURE GENERATION



“ We live in a world filled with media and glamour that distorts our self-worth and breaks down our identity...

We live in a world filled with violence, murder, rape and destruction that causes us self-doubt, stress and worry...

We live in a world where life seems to have no value, which makes us fearful and insecure...

We live in a world where drugs are rife and alcohol is the order of the day causing dependency and altered moods and minds...

We live in a world where gadgets and clothing make you 'cool' and where morals, values and integrity make you 'uncool'...

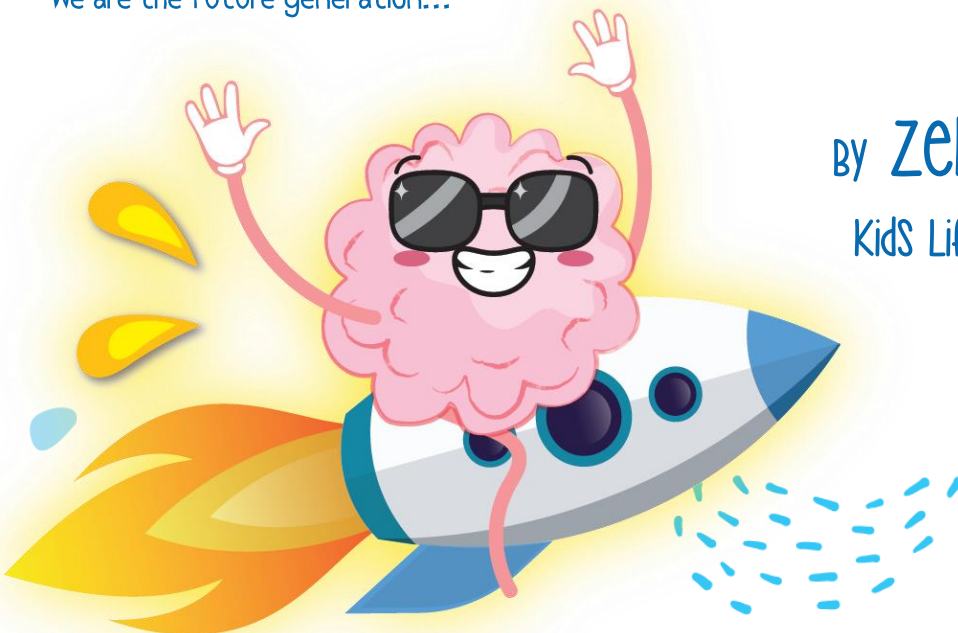
We live in a world where suicide seems like the easy way out only because nobody seems to care...

We live in a world where manners and respect take the back seat whilst swearing and disregard for each other takes preference...

We live in a world where phones are our primary form of communication leading to an upswing in conflict and confrontation...

We live in a world filled with endless changes making us feel like a hamster on a wheel...

We are the future generation...”



BY ZELNA LAUWRENS,
KIDS LIFE STUDIO® FOUNDER

What is LIFE COACHING FOR CHILDREN?



Dealing With Toxic Stress



SUPPORTIVE ADULT RELATIONSHIPS AS A BUFFER

All children are exposed to toxic environmental influences in varying degrees, which impact on their mental, emotional, social and physical well-being. Although some children are born genetically with a higher stress tolerance, all children are the same when it comes to overcoming stress. They all need a support system in place that reassures them consistently that stress is an important tool that helps them grow and learn and ultimately gives them the power to deal with whatever life throws their way.

According to the Harvard University's Centre for the Developing Child, learning how to cope with adversity is an important part of healthy child development. When we are threatened, our bodies prepare us to respond by increasing our heart rate, blood pressure, and stress hormones, such as cortisol. Severe stress can produce detrimental effects on the developing brain as well as on the chemical and physiological systems that help a child adapt to stressful situations. Coaching children to rethink stress by choosing what they can do about it, can massively affect whether a stressful event has a positive or negative impact.

Positive and productive relationships are also crucial for the development of a child's brain architecture, which lays the foundation for later outcomes such as academic performance, mental health, and interpersonal skills. When a young child's stress response systems are activated within an environment of supportive adult relationships, these physiological effects are buffered and brought back down to baseline. The result is the development of healthy stress response systems. There is a growing strong body of research which unsurprisingly suggests that chronic stress, and exposure to stressors, can have a negative impact on mental health. The experience of stressful life events has been found to be associated with depressive symptoms and the onset of major depression, as well as suicide, suicidal thoughts and self-harm. ³ If a child doesn't have access to buffering relationships to support them through extreme stress that is long-lasting, the result can be damaged, weakened brain architecture, with lifelong repercussions.

At The Kids Life Studio® we believe that some types of "positive stress" in a child's life can be beneficial, like overcoming the challenge of learning a new skill, which is what our Play Based Coaching System® is all about. It is about equipping children with a toolkit for navigating life and we have seen this work even when a child is faced with severe, uncontrollable, chronic adversity. It is the quality and consistency of the adult relationships that determine whether the outcome is positive or negative.



PSYCHOLOGY VERSUS LIFE COACHING



HOW COACHING AND THERAPY GO HAND IN HAND

Child Psychology is the Scientific Study of children's behaviour and development. Their therapy goes hand in hand with our life coaching to improve parenting, education, communication and other areas focused on benefiting children.

Child Psychology gives us a very solid understanding of how children grow, think and behave. Kids Life Coaching allows us to shift our perspective to a strengths based approach focused on proactive skills transfer.

There is a time and place for the intervention of a Child Psychologist and a Kids Life Coach may often work alongside them in various scenarios particularly when a child has undergone severe trauma. Most Child Psychologists work with individual children to diagnose conditions and provide counselling and therapy to overcome barriers to fulfilment. They may evaluate children for a variety of disorders or developmental delays and they help children overcome abuse, trauma and other experiences that have impacted negatively on their mental and emotional health.

A Kids Life Coach offers more practical and measurable short-term support to everyday children with everyday challenges. Through providing children with a tangible toolkit, they offer hands on solutions to challenges children may be facing before they spiral out of control. A Kids Life Coach focuses on the present moment, without deconstructing the causes behind the current situation.

A Child Psychologist and a Kids Life Coach both have the united goal for the child to become a fully functioning adult, it is just the type of support that varies. A well-trained Kids Life Coach, will understand the importance of supporting a child in collaboration with other therapeutic professionals when needed. It is not within their remit to consider replacing a Child Psychologist, but rather, their role is to act as a "personal growth" incubator for a child who may not yet need therapy or who may be on a waiting list to see a therapist.

In essence, Kids Life Coaching, equips a child by supporting them to solve problems by giving them the skills to move forward in life despite the challenges they are facing. This preventative approach enables children to flourish and grow within a safe adult environment of unconditional support.



Adult versus child Life coaching



WHY ADULT COACHING MODELS ARE NOT APPLICABLE TO CHILDREN

There is a common misperception that adult life coaching which involves helping the coachee to focus on and achieve their clearly defined goals, is applicable to children. Nothing could be further from the truth which is why The Kids Life Studio® has developed a unique child-friendly Play Based Coaching System® that is directly related to the needs of the developing brain.

Life coaching for children is about creating new habits related to making healthy lifestyle choices, that not only build a sense of self worth, but improve the overall quality of life. Life Coaching for Children is fundamentally about equipping children with a toolkit for navigating their daily choices. These small incremental choices they make, will have a visible impact on their overall performance and ability.

Success breeds success and when children become active participators in making their own everyday choices, they feel empowered to excel. This not only gives them a sense of responsibility, but it also alleviates the anxiety that they are at the whim of a world that can sometimes be a scary and stressful place. When children feel the benefits of working with a Kids Life Coach, it becomes a powerful motivator for maintaining daily habits and routines that impact positively on their mental well-being.

Our Play Based Coaching System® for Children gives them the skills to:

1. Have a flexible attitude
2. Make constructive plans
3. Communicate well
4. Manage strong feelings
5. Be confident
6. See the bigger picture
7. Take care of themselves
8. Be connected to others
9. Have empathy
10. Take responsibility
11. Take action on their dreams
12. To think both in and out of the box



WHY DO CHILDREN NEED LIFE COACHING?



Leaders of their own Life

LIFE COACHING MAXIMISES CHILDREN'S STRENGTHS

Imagine a world where wheelchairs were seen simply as a mode of transport and blind people's dark glasses, guide dogs or white sticks were classified as tools and where being deaf meant that you were just speaking another language like any English foreign tourist visiting a non-English Speaking Country. What if we had a world where having Downs Syndrome was seen as a person giving the world a gift of "Unconditional smiles, hugs, affection and never ever judging anybody" How amazing would it be if the children who are in "Special Needs" Schools were actually seen for how special they really are on the inside and not the outside.



At the Kids Life Studio®, we see an important part of what we do as taking the "DIS" out of the words "Disability, Disapprove and Disempowered" It is our belief that every child can be coached to be the leader of their own life. We have a proven coaching model for working with every child's strengths, rather than trying to fix their perceived "weaknesses".

A toolbox for coping with the daily stress of life, shouldn't only be to build resilience, but rather to encourage a love for lifelong learning. Instilling the notion in children that as much as adults would love to, we can't wrap them up in cotton wool to prevent the world from hurting them. They have to deal with the fact that the world is constantly changing and that it can be a scary place. They need to learn that other children may always seem to be more "normal" than they are when they compare themselves. What every child needs is a Kids Life Coach who gives them the skills to have the inherent ability to coach themselves to make good choices, to embrace their differences, learn from inevitable mistakes, turn challenges into opportunities and most of all to keep their head held up high no matter how hard this may sometimes be.

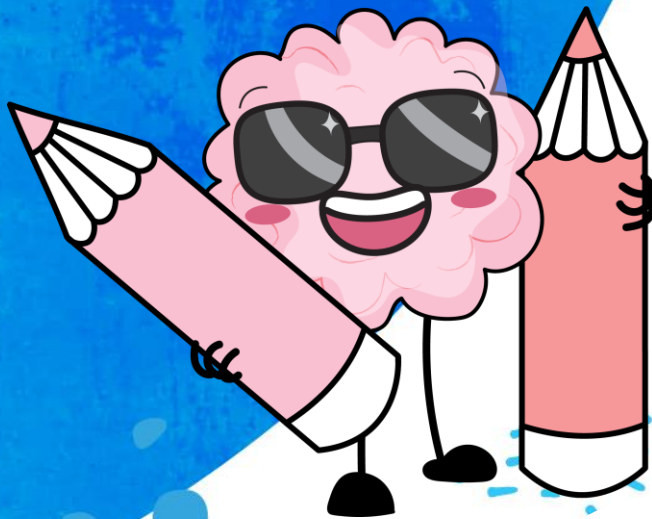
Coaching children is about getting them to step out of the fictional power that they have associated with their inadequacies and differences and rewriting their story to create an inspired life. This is not limited to age, race, gender, culture, language or demographic or anything else, but rather this is about being united in the core concept that adversity is part of who we are and it is what makes us become better at who we are. The duration, the context, the severity of adversity may differ from child to child, but if we coach them in those times through giving them unconditional support, the leaning curve will be that much more effective. If we can leave children equipped to love and be kind to themselves no matter what, they will shift from being victims to being the leaders of their own life.

EXPLORING CHILDHOOD CHALLENGES

AN ALPHABET SOUP OF PROBLEMS.

Evidence that childhood is in crisis appears to be everywhere. The assumption is that childhood is not what it used to be and that this signals catastrophe which appears to be saturating our social worlds. ⁵ There also seems to be a consistent trend being perpetuated that involves the need to attach a label to children to describe the “problems” they face. Whilst these can be beneficial to better understand the child’s circumstances, this needs to be coupled with coaching so that children are given the ability to manage their “challenges” with a set of coping skills.

We need to consider the following side effects of our modern lifestyles and know that through coaching every single one of these can be addressed. The aim is to intervene before things go wrong!



Whilst we need to be aware of this multitude of influences, we also need to be mindful that too much focus on the problems and trying to “fix” them is counterproductive to preventing them from happening in the first place. This is why life coaching for children is essential, since it provides much needed guidance through the pitfalls and toxic influences of childhood to ensure positive outcomes



THE ELECTRONIC VILLAGE

- Living in a highly competitive world
- Television programmes on offer are largely inappropriate for children
- Access to technology that hinders face to face communication
- Access to the Media that provides live-time coverage 24 hours a day
- A Consumer culture that measures self-worth according to possessions
- Instant gratification at the click of a button



BLURRED BOUNDARIES BETWEEN CHILDHOOD & ADULTHOOD

- Level of first-hand experiences cannot be assimilated by the young mind
- Sexualised dress codes
- A shortage of good role models
- Music with inappropriate language & sexual innuendos
- Overloading of activities and lack of relaxation time
- Age restrictions on entertainment slackening
- Technology addiction caused by social media causing a decline in play and communication



HEALTH

- Childhood stress on the increase
- Greater childhood mental illnesses
- Increased youth suicide rates
- Anxieties, fears & phobias
- Smoking, drinking & drugs
- Under-age sex with risk of STD's and teen pregnancy
- Physical, emotional and sexual abuse
- Self inflicting pain through self harm or dangerous games
- Increased anger & conflict
- Limited outdoor play



FAMILY

- A conflict between modern and traditional values
- Divorced/Single parent families
- Working parents
- Discipline problems in the home
- Unrealistic expectations with regards to academic achievement
- Inconsistency of childcare
- The level of emotional security and stability dwindling due to parental stress
- Confusion in parenting styles



EATING

- Amount & quality of food consumed
- Fast food epidemic
- Childhood obesity on the upswing due to 'couch potato effect'
- Anorexia/bulimia & other eating disorders
- Food allergies on the increase which impact on behaviour and concentration
- Preservatives, colourants and food additives which cause hyperactivity



EDUCATION

- Special Needs Explosion & labelling of children
- Behaviour deterioration in classrooms
- More academic pressure
- Subject choices demanding and overwhelming
- Developmental delays
- Sensory processing difficulties due to bombarding of the senses
- Changing needs of children hinders effective learning
- An increase in alphabet disorders e.g. ADD/ADHD/ Autism

HOW DOES LIFE COACHING FOR CHILDREN HELP?





A robust system for prevention

PREVENTING MENTAL HEALTH CHALLENGES IN CHILDHOOD

Mental illness is the largest single source of burden of disease globally. No other health condition matches mental illness in the combined extent of prevalence, persistence and breadth of impact. ⁶ Mental illness is consistently associated with deprivation, low income, unemployment, poor education, poorer physical health and increased health-risk behaviour.

Despite the impact of mental illness across a broad range of functional, economic and social outcomes, and despite ample evidence that good mental health underlies all health, mental health is not prominent across public health actions and policy.

According to the Royal College of Psychiatrists, public health strategies tend to concentrate on physical health and overlook the importance of both mental illness and mental well-being. They advocate that since the majority of lifetime mental illnesses develop in childhood, prevention can generate greater personal, social and economic benefits than intervention at any other time in the life course.⁷

Since it has been undisputedly proven in multiple research studies, that 50% of mental illness begins before the age of 14 there is therefore a strong case for promoting life coaching for children to generate greater social, emotional, physical and intellectual outcomes through a preventative approach.

Our proprietary Play Based Coaching System® (PBC) that was developed in 2003, is based on the below 6 well researched theories. Despite being scientifically robust, it is simplistic enough for children to easily understand and apply so that they are able to make healthy lifestyle choices that build their confidence and impact positively on relationships. This is based on building their resilience to enable a life that is happy, motivated and inspired despite negative challenges they may be facing.



Overcoming Obstacles



RISK FACTORS FOR MENTAL ILLNESS IN CHILDREN

The risk factors for mental illness in childhood can be grouped according to problems associated with the child, parental influences and external factors impacting on the household. In line with the impact of parental influences, it has been shown that alcohol, tobacco and drug use increase the chances of a wide range of poor outcomes that include long-term neurological and cognitive—emotional development problems.

OVER 50%

Amount of adults that were diagnosed with mental health problems in childhood.
(mentalhealth.org)

Since 2014, we have been asking professionals around the world their opinion on the main reasons for children's problems. According to the survey opinions, these were the main contributors:

- Technology & media influences
- Lack of good role models
- Unequipped parents
- Poor nutrition
- Sedentary lifestyles
- Lack of resources
- School climate unhealthy
- Peer Pressure
- Trauma, neglect & abuse
- Absence of values

Maternal stress during pregnancy is also associated with increased risk of child behavioural problems, poor parental mental health has shown a four- to five-fold increased risk of emotional and/or conduct disorder. Child abuse and adverse childhood experiences result in several-fold increased risk of mental illness and substance misuse/dependence later in life. Following any trauma, abuse or disaster, children are considered among the highest risk groups in have emotional reactions and difficulties over their life term.

Kids Life Coaching, provides the skills to improve coping and resilience in children no matter their stressors. When a child is supported through their challenges they are able to overcome obstacles.

WHEN is the right

TIME TO OFFER SUPPORT?





Children are dying

A CASE FOR PREVENTING SELF HARM AND SUICIDE

Since suicide is often one of the most well-known potential consequences of poor mental health,¹² it is surprising that the evidence base on interventions to prevent suicide and self-harm is so limited. Self harm is often the gateway for future suicide and it can have long lasting damage for young people.¹³



There is one suicide attempt every 20 minutes by 10-19 year olds (Samaritans report on young people and suicide)



It is predicted that 100 000 children could be hospitalised each year because of self-harm. (Young Minds)

Whilst The Kids Life Studio® takes a strengths based approach, it nonetheless provides an industrious and innovative solution through Kids Life Coaching that empowers children to make better lifestyle choices. Through our Kids Life Studio® Coach Academy, we provide online training to health and social care professionals, teachers, social workers, adult life coaches and parents using a task shifting model. This is based on the premise that everyone has a responsibility to be engaged in protecting and promoting the mental health of young people as their Secret Parent.¹⁴

Children as young as age ten,⁵
self harm for three
reasons:

1. FOR EMOTIONAL REGULATION
2. TO ASSIST IN PROCESSING OF THEIR PAIN
3. TO MEET SOCIAL DEMANDS

Since self harm is mostly about tension release or to reduce unpleasant feelings and feeling accepted, Kids Life Coaching can offer alternative solution-focused approaches to stimulating the relaxation response. With immense external pressures rising that are out of many children's control, it is essential that we equip them with the life skills for dealing with their stress in a healthy and positive way that becomes part of their daily routine. This should not be left to chance and learning the skills for dealing with emotions and processing pain should be addressed before age 12.

One such skill that we coach children to use at The Kids Life Studio®, is through vagus nerve stimulation which has shown an improvement in symptoms for anxiety disorders, obsessive compulsive disorder, panic disorder and post-traumatic stress disorder.¹⁶ This plays a vital role in sustaining overall wellness because it is an essential part of the parasympathetic nervous system, which is responsible for calming organs after the stressed "fight-or-flight" adrenaline response.¹⁷

A task shifting model



WHY EVERY CHILD NEEDS LIFE SKILLS

The World Health Organisation defines life skills as the "abilities for adaptive and positive behaviour that enable individuals to deal effectively with the demands and challenges of everyday life.

SOCIAL SKILLS

- Empathy
- Self-awareness
- Communication
- Improved behaviour
- Positive peer pressure
- Family
- Relationships
- Collaboration

EMOTIONAL SKILLS

- Dealing with feelings
- Self esteem
- Conflict resolution
- Coping with stress
- Self control
- Resilience
- Courage

INTELLECTUAL SKILLS

- Problem solving
- Decision making
- Critical thinking
- Creative thinking
- Higher achievement
- Goal setting
- Focus
- Engaged learning
- Time management

PHYSICAL SKILLS

- Lifestyle choices
- Self discipline
- Fitness levels
- Sleeping habits
- Good eating habits
- Coping with illness
- Routine
- Consistency
- Commitment
- Team sports

MORAL SKILLS

- Self acceptance
- Motivation
- Optimism
- Leisure time
- Compassion
- Gratitude
- Courteousness
- Manners
- Contribution
- Connection

Table of Life Skills transferred through our Play Based Coaching System®.

The aim of laying a foundation for positive mental well-being is about promoting children's mental, emotional, social, physical and spiritual health. This is especially effective when the skills are internalised below the age of 12, especially those in precarious and multiple disadvantaged contexts, and within a global context. A task shifting model is necessary in the context of supporting children to not only incorporate the above life skills, but to navigate their daily life challenges. The enormity of the mental health gap has necessitated introduction of innovative methods of care delivery and this is the motivating factor behind training properly qualified Kids Life Coaches to fill the enormous gap in health care provision. The value of lay provider programmes such as Kids Life Coaching, in strengthening systems towards universal mental health coverage, has been recognised globally and is proving a viable solution to the extensive demand for support.

WHERE CAN CHILDREN GET SUPPORT?



The power to retell their story



CHILDREN NEED ROLE MODELS

It happens everyday inside and outside the classroom, where children label themselves as: not fitting in, feeling a failure, being stupid, being different, worthless. These children didn't get to this thought space on their own. Somebody or something has reinforced their perceptions of their inabilities rather than their abilities. They have come to believe this as their truth and this leaves them vulnerable to life's natural ebb and flow of stress that is part of life.



Some children naturally feel accepted, likeable, confident. They can solve problems and overcome challenges. They are the ones who are optimistic and put a smile on their face even when they have the right to cry. What is it that makes these children able to deal with life positively and evade the feelings of worthlessness that have come to surround other children who have faced challenges and have been unable to surmount them?

Many would sum this up by saying that these children have learnt to thrive because they have the skills for being resilient. So where did these skills come from? Did these children experience adversity first to build their resilience, or did they have the resilience to deal with adversity.

The real answer actually lies in the quality of their relationships. Relationships engage children in the human community in ways that help them define who they are, what they can become, and how and why they are important to other people. Children experience their world as an environment of relationships, and these affect virtually all aspects of their development – intellectual, social, emotional, physical, behavioural, and moral. The quality and stability of a child's human relationships and social support in the early years lay the foundation for a wide range of later developmental outcomes. These include self-confidence and motivation to learn, achievement in school and success later in life, the ability to control aggressive impulses and resolve conflicts in non-violent ways, knowing the difference between right and wrong, having the capacity to develop and sustain casual friendships and intimate relationships, and ultimately to be a successful parent.²⁰

Stated simply, relationships are the “active ingredients” of the environment's influence on healthy human development. They incorporate the qualities that best promote nurturing, and if a child is fortunate to have a stable relationship with a Kids Life Coach who acts as their unconditional mentor and support system, they will be more inclined to thrive. What all children need is a Kids Life Coach that anticipates environmental risk factors that are common to all children but curbs them from happening.

Looking beyond the problems

ALL BAD BEHAVIOUR IS A SIGN OF AN UNMET NEED

At The Kids Life Studio®, we understand that all negative side effects in a child's life is a sign of an unmet need. Our slogan is:

"Where choices are made easy."

We empower children to become the leaders of their own lives by offering them access to a toolkit which is easy to understand and use.

Did you know that by doing our online assessment, you contribute financially towards The Secret Parent Foundation, that supports child leadership development.

[CLICK HERE TO DO A LIFESTYLE ASSESSMENT](#)



At Kids Life Studio®, our global network of play based coaches tailor-make each individual child's coaching programme. This helps to understand the child's unique challenges and how they impact on their potential. By using the Kids Life Studio® Lifestyle Assessment, our certified coaches are able to track and measure a child's personal growth and offer meaningful feedback and support.

Our uniquely formulated assessment tool covers 10 Areas:



FAMILY DYNAMICS



SLEEPING PATTERNS



PHYSICAL WELL-BEING



TOXIC INFLUENCES



PERSONALITY



CONFIDENCE



SCHOOL ENVIRONMENT



SOCIAL SKILLS



STRESS RELATING TO LIFE



EATING PATTERNS

Even if you are not a certified Kids Life Coach, you can use the results of this Lifestyle Assessment as a Parent, Psychologist, Therapist, Teacher or Social Worker. This assessment will help you to understand the child's behaviour in the context of their environmental influences. Our graphical representation acts as a blueprint for creating a plan of action for the child. Our unique and easy to implement a proprietary Play Based Coaching System® has proven results because our Kids Life Studio® Lifestyle Assessment shows pre and post coaching improvements. Ongoing research on this evidence informed PBC model is taking place with multiple studies on family resilience, technology addiction, BAME populations, complex PTSD, self harm and psychiatric disorders.²¹ The response by Psychiatrists, Doctors and Psychologists is that our proprietary Play Based Coaching System® and assessment is practical and easy to implement and that it is providing a solution to the current problem of shortage of therapists and mental health care workers in the field globally.

The power is in our hands

COACHING CHILDREN TO BE THE CHANGE IN THE WORLD

The power is in our hands and to make a positive impact on a child's life...We can coach them to love life irrespective of circumstances and equip them with a toolkit to be happy. Being happy is the key ingredient for life, yet it has so many different meanings. What makes one person happy, might not be true for another.



To support children means supporting ourselves first because an adult who walks the walk and talks the talk will make a greater positive impact on a child than an adult who is sad, lonely and depressed. Living by example is about getting our own life in balance so that we can earn the right to be called a great role model. Sharing our unconditional love is easier when we have that for ourselves first and this will impact positively on children no matter what they are going through.



Children need the skills for being happy based on creating their future selves in alignment with the values of integrity, love and acceptance.

This Indian proverb illustrates this...

One evening an old Cherokee told his grandson about a battle that goes on inside people. He said, "My son, the battle is between 2 'wolves' inside us all. One is Evil. It is anger, envy, jealousy, sorrow, regret, greed, arrogance, self-pity, guilt, resentment, inferiority, lies, false pride, superiority, and ego. The other is Good. It is joy, peace, love, hope, serenity, humility, kindness, benevolence, empathy, generosity, truth, compassion, and faith." The grandson thought about it for a minute and then asked his grandfather: "Which wolf wins?" The old Cherokee simply replied, "The one you feed."

Children are clever, resourceful, resilient, kind, unconditional and fun when we equip them to be. At The Kids Life Studio®, we want to see a world, where action takers and children's change makers, "Coach children to live an inspired life". Where we treat all children as leaders, irrespective of race, culture, religion, background, behaviour, demographic, disability or circumstances. A world where we "feed" children to see their own potential and they know how to use that potential for the greater good of mankind. Leaving a legacy is not just the job of adults, it is also possible for children to begin creating their own legacy no matter how young they are.

Albert Einstein said:

"The world as we have created it is a process of our thinking. It cannot be changed without changing our thinking"

Right now, the power is in our hands... together, we have the ability to instill critical skills for life in children.

CONCLUSION

MAKING IT COUNT



Children Love to be Loved

COACHING CHILDREN TO LIVE AN INSPIRED LIFE

Children are inherently amazing! They love playing, they love hugging, they love smiling, they love having fun... they really do know how to love!

“For success, attitude is equally as important as ability.”

- Francis Bacon



It is also their intrinsic basic human need to want a sense of belonging and a place of acceptance. A child with low self esteem struggles to love themselves which in turn can cause all sorts of other problems for them. They may lack the ability to make friends or succeed at school and their life becomes an endless yearning for love. When they don't find it, they may look in all the wrong places and turn to drugs, alcohol, meaningless sexual relationships, self-harm and risk-taking behaviour. Their negative mindset becomes a negative life. This could eventually lead to the “secret whispered out loud” that they would rather take their own life than be an active participant in the world.

So what can we do to enable the label of the child that feels unloved and unworthy? Coach them to love themselves first. At The Kids Life Studio®, we give children a place to just be themselves. They love being coached, because they are never judged, there is no stigma attached and most importantly everything we do is unconditional. Through our coaching, they learn that they are deserving of love but this begins with their own inner belief system and mindset.

Our global team of certified Kids Life Coaches have been trained to steer clear of “fixing” what is wrong, but rather to embrace every child’s uniqueness and show them that they have the power to control what they think and feel and through doing that, they can live an inspired life.

Every adult is a natural Kids Life Coach inside them and although we may not always know the answers, the aim of guiding a child is to lead by example. To show them that love is not a feeling, but an action and the more we share it with ourselves and the world, the more the world wants to share it with us. Offering coaching and support is about being steadfast in your own values so that you can be a role model to children.

DO YOU WANT TO BE A PART OF THE SOLUTION?

FIND OUT MORE ABOUT OUR DIPLOMA IN KIDS LIFE COACHING

The secret ingredient to putting the child back into childhood and preventing suicide and self harm through Kids Life Coaching is all about one very important thing. It all starts with you making a decision to be part of the solution. Being a passive bystander and not contributing to supporting children in a proactive way, means that children will continue to be at risk.

**THANK YOU FOR BEING
PART OF THE SOLUTION
AND CHOOSING TO BE AN
ACTION TAKER AND
CHANGE MAKER FOR
CHILDREN!**

**CLICK HERE TO ENROL IN
A FREE INTRODUCTION TO
KIDS LIFE COACHING**



Play Based Coaching® is a method used by a global network of trained Kids Life Coaches to support children to overcome the ups and downs of life. Unlike traditional adult coaching, this developmentally appropriate approach harnesses the natural language of childhood which is play.

By enrolling in this fun and interactive Introduction to “Coaching Children Through Play” online training, you will be provided with an understanding of a unique system that can be used as the foundation for making good lifestyle choices. Useful for teachers, social workers, parents, sports coaches or adult life coaches this approach is fully adaptable and intuitive.

At the end of the training, you will have an understanding of our Play Based Coaching System® and you will know how life coaching for children works. Designed to give you insight into our unique coaching model, this free training will provide you with the information you need you to pursue your Level 2 Certificate in the Theory of Kids Life Coaching which is a pre-requisite for obtaining your Level 3 Kids Life Coaching Diploma.

Although this training doesn't provide an official certificate, you will be engaged in a learning opportunity that mobilises you to be an active children's change maker in your community. With the rates of suicide, self harm, anxiety and depression on the increase, the aim is for you to mobilise your inner child and decide how to be part of the solution.

What our Diploma training covers



You will participate in practical application under the supervision of our mentors and you will be given the guidance to setup your private coaching practice or you can incorporate the techniques in your current career role.



Offer adult professional development training to educate parents & professionals on the benefit & approach of Play Based Coaching® to build leadership skills in children.

LEVEL 5 MASTER KIDS LIFE COACHING DIPLOMA

This allows you to facilitate group coaching experiences for families through a fun, interactive and unique approach aimed at engaging parents and children to build resilience through Play Based Coaching® methods.

LEVEL 4: ADVANCED KIDS LIFE COACHING DIPLOMA

Learn how to use our kids life coaching model to support young people and their parents. Through the use of our Play Based Coaching® system, you can learn how to effectively offer support to overcome challenges through creative arts, movement, drama, story-telling, sport, nature, dance, hobbies, gaming and technology. The aim is for you to design your own coaching programmes according to your interests and the needs of the children that you support.

LEVEL 3: KIDS LIFE COACHING DIPLOMA

Be introduced to the theory of Play Based Coaching® which is underpinned by neuroscience and developmental Psychology. The theory certificate is compulsory to enter into the Diploma training and it can be used for professional development purposes.

LEVEL 1 & 2: KIDS LIFE COACHING FUNDAMENTALS CERTIFICATES

Our diploma has been designed to take you through staged levels of training that give you the opportunity to put the puzzle pieces of your previous learning, experience and background together. The aim of our scaffolded accredited Diploma training, is to equip you to serve the families in your community and at the same time, earn a well-deserved income doing what you love.

Your diploma will allow you to register with the ACCPH (Accredited Counsellors, Coaches, Psychotherapists & Hypnotherapists register)

Attend an in person Play Based Coaching® Diploma Boot Camp



DO YOU WANT TO FAST TRACK YOUR PLAY BASED COACH® DIPLOMA TRAINING?

Our 5-day live training events support you to quickly and easily launch your coaching practice with a Level 4 Advanced Diploma in Play Based® Coaching.

An application process applies and a pre-requisite for enrolment is satisfactory completion of the Level 1 & 2 Certificates prior to attendance.



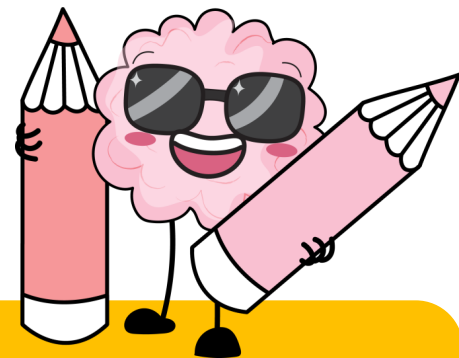
[CLICK HERE FOR TRAINING DATES:](#)



\$3500 (usual fee of \$8750 = saving of \$5250)

Fee includes: 6-weeks online Level 2 Theory Training prior to boot camp attendance. 2-days live immersive Level 3 Diploma and 3-days live immersive Level 4 Advanced Diploma training, downloadable coaching templates, all course materials.

Fee excludes: Coaching toolkit, 3 sessions individual mentorship, 6 months group mentorship, travel, accommodation, meals and refreshments, final portfolio of evidence assessment.



On completion you will need to submit a Level 3 & Level 4 Portfolio of Evidence within 12 months at an additional fee of \$250 each.

What are the benefits of becoming a PLAY Based COACH® ?



Did you know?
Our PLAY Based COACHING system® is used in MULTIPLE Languages around the world.



- Ability to easily integrate methodologies and philosophies into existing field.
- Being part of a proven concept with ongoing research and development.
- Provision of current and ongoing information applicable to the industry.
- Access to numerous Life Skills Programmes which can be used in a variety of contexts.
- All training material written in a user-friendly way that is adaptable according to needs identified.
- The flexibility of choosing which age groups and programmes to use.
- In-house motivation products available to enhance services offered.
- Website listing for student alumni and access to online assessment tool.
- Dynamic programme and product development that moves with the times.
- Continuous professional development training and supervision to share best practices.
- Building a referral network in localized and international communities.
- Being part of a team that provides opportunities for collaboration.

We are committed to building a relationship with you



As the global leader in ethical, sustainable and proven training, the Kids Life Studio® is the first and only organisation to offer a fully comprehensive accredited kids life coaching diploma.

Including a blend of business, mindset, theory and practice we are confident that you are in good hands. Building relationships is our highest value and we look forward to supporting you in this journey!



[CLICK HERE TO LEARN
MORE ABOUT OUR
TOP 5 VALUES](#)



IN OUR DIPLOMA TRAINING, WE ARE COMMITTED TO:

- Creating ongoing opportunities, which are based on sharing proactive solutions, that can easily be used to establish yourself as a World-Class Kids Life Coach.
- Empowering and engaging you to use our proven 10-step Kids Life Coaching process to reinforce and extend the benefits of the work you may already be doing.
- Educating you through personal and professional development training with peer to peer learning and mentorship with participants from across the globe.
- Providing a well researched system, that is designed to give children and their families the tools to cope with whatever life throws their way.

We aren't just another service provider in the Kids Life Coach training sector that is largely unregulated and becoming diluted by "quick fix" options that look good in theory but aren't always realistic in practice. It is easy to offer once off training without accountability, follow through and follow up but that isn't what we are about. We are all about relationships and for us growing a team of professionals who learn, collaborate, network and share best practices is our core strength.



We are committed to excellence

We understand that it is our measurable results coaching children that are our biggest asset. With both quantitative (statistics) and qualitative (lived experiences) data backing our approach, we take great pride in our global network of certified Kids Life Coaches working towards sustainable long-term results.

CLICK TO SPEAK TO US

CLICK HERE TO ATTEND A FAST-TRACK BOOT CAMP

Click to find out how our Kids Life coaching is accredited



The Association for Child and Adolescent Mental Health



International Association for Child and Adolescent Psychiatry and Allied Professions

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Our Play Based Coaching System® is informed by well researched evidence that gets measurable results.

FIND OUT WHAT PEOPLE ARE SAYING...





Thank you for taking the time to learn more about Kids Life Coaching.

We hope this has encouraged you to be part of the solution in supporting children ethically and sustainably.

We look forward to you enrolling in our Diploma in Kids Life Coaching.



CLICK TO VISIT OUR
KIDS LIFE COACH
ACADEMY SCHOOL



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