

# Professional Development

2023-2024

School Counselors  
Social Workers  
Educational Leaders  
Teachers  
Other Educators

**Effective,  
Efficient,  
Enjoyable**

**Russell A. Sabella, Ph.D.**





As a result of  
our work  
together,  
participants  
will be able to  
do their jobs  
with greater  
effectiveness,  
efficiency, and  
enjoyment—  
starting today.

I hear it repeatedly, “*I can’t find professional development for my school staff that is meaningful, relevant, and practical.*” School counselors and other educators need useful knowledge, mindsets, and behaviors that will help them to make a positive difference in the lives of children and families. Now, more than ever, professional development has to equip participants to meet the needs of students while we all face extraordinary challenges.

Over the last 33 years, I have worked with tens of thousands of school counselors, teachers, leaders, and others to develop better interventions that help students succeed. My philosophy is simple: provide training that allows you to do your job more effectively, efficiently, and enjoyably—starting today (I call this the E<sup>3</sup> of professional development). My work has included advancing various competencies, the most popular described in this catalog.

Each workshop/presentation can be customized to fit your school district or organization’s needs. For example, some districts have opted for the “Trio Package,” which includes training in (a) Solution-focused Brief Counseling and Conferences, (b) the Datability Boot Camp, and (c) Technology Tips, Tricks, and Shortcuts. This can be completed as part of a two or three-day event such as a professional development drive-in, school counselor academy, or series of online meetings.

I encourage you to check out my comprehensive vita (<http://schoolcounselor.com/about/>) for an overview of my work. To book one or more of these workshops, contact Dr. Sabella directly via email ([sabella@schoolcounselor.com](mailto:sabella@schoolcounselor.com)) or complete an online [inquiry form](https://schoolcounselor.com/professional-development/) (<https://schoolcounselor.com/professional-development/>).

Sincerely,

  
**Russ Sabella, Ph.D.**  
[sabella@SchoolCounselor.com](mailto:sabella@SchoolCounselor.com)

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*This catalog is available online at  
<http://bit.ly/training-catalog>*

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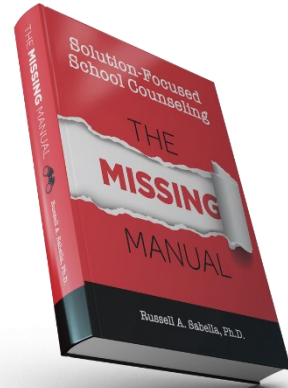
# Solution-Focused Brief Counseling, Consultation, and Parent Conferences

*To change what we do is to change what we view.*

*You can act your way to a new way of thinking. And, you can think your way to a new way of acting.*

*People have problems because they have not thought of solutions.*

This experiential workshop is designed for both beginning and experienced school counselors, social workers, psychologists, and other human service professionals who want to learn an innovative approach to empowering students and stakeholders to use their strengths better.



Learn more about a transformative approach to counseling and consulting that focuses on solutions rather than problems. This systematic model equips participants with the skills to guide students and parents towards discovering exceptions to challenges, envisioning positive future behaviors, and harnessing their strengths and abilities for success.

The SFBC model uses a systematic approach in which students/parents focus on solutions rather than problems. Participants learn how to help others discover exceptions to challenges and explore future behavior that is more “on track.” The focus is on the student’s/parent’s strengths and abilities rather than their weaknesses or deficits. Students/Parents derive solutions for themselves and are more involved in their success and committed to change. Finally, because they find solutions that work, students, parents, caretakers, and others increase their confidence and motivation to do better. When counselors use the Solution-Focused approach, the overall process becomes briefer and more inspiring. This workshop is also well-received by teachers who want a new way of partnering with parents during conferences.

## Sample Competencies

Through a combination of discussion, video cases, handouts, practice exercises, and role-plays, participants should be able to:

- Identify the major principles of SF brief counseling applied throughout a comprehensive school counseling program.
- Help students/parents identify and more enthusiastically move toward solutions to reach their goals.
- Use innovative solution-focused brief counseling/conferencing interview methods that initiate change even in the first meeting.

- Implement the four-step solution-focused brief counseling/conferencing change process.
- Systematically foster Solution-Focused collaborations among counselors, students, parents, and teachers.
- Understand how the SFBC model can be applied to other areas such as career planning, small groups, committee meetings, personal development, and leadership.
- Learn about resources (e.g., worksheets, cheat sheets, and video demonstrations) for further SFBC professional development.

People who apply the solution-focused methods find that, by focusing on solutions rather than problems, their meetings are more positive and less stressful. SFBC users report that, instead of leaving work drained of energy, they are energized and full of hope for their students and themselves. And they don't encounter as much "resistance" as expected.

*People who  
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### Sample Handouts

- SFBC Training Packet: <http://bit.ly/sfbc-packet>
- SFBC Training PowerPoint as PDF: <http://bit.ly/sfbc-ppt-pdf>
- SFBC Scaling Template: <http://bit.ly/sc-charts>
- SFBC Scaling Webinar: <http://bit.ly/scaling-webinar>
- Solution-Focused Scaling column <https://schoolcounselor.com/scaling/>
- New! Solution-Focused School Counseling: The Missing Manual by Dr. Russ Sabella. <https://schoolcounselor.com/themissingmanual/>

### SFBC Guidelines

- If it works, don't fix it ... do more of it.
- If it works just a little, build on it.
- If it doesn't work, do something different. That is, when you find yourself in a hole, stop digging.

### SFBC Principles

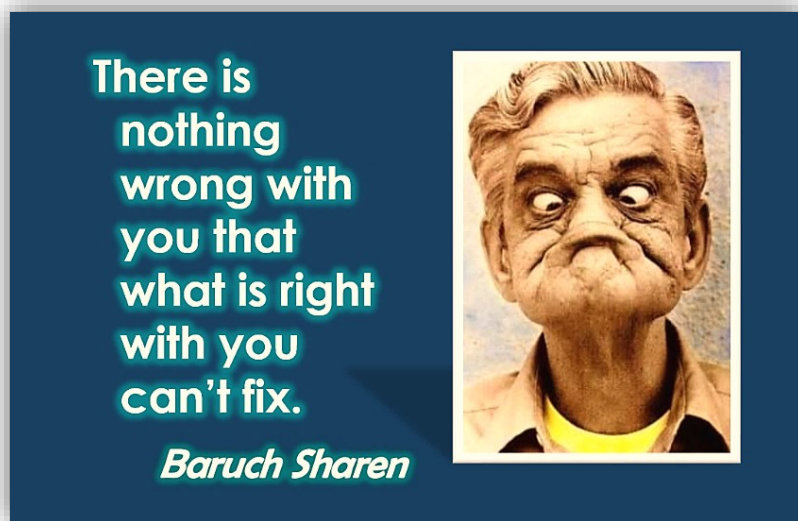
- Make no assumptions about the cause or origin of the problem.
- Keep an indirect focus on problems and a direct focus on solutions.
- Minimum intervention with maximum results.
- Focus on strengths/resources rather than weaknesses/deficits.

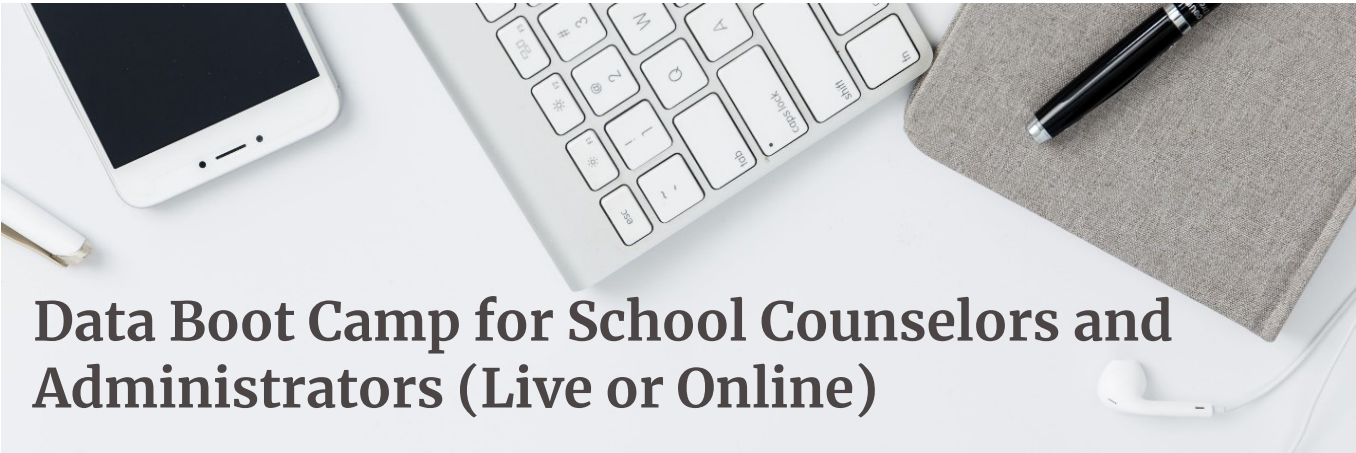
- Keep a present-future orientation.
- Focus on actions as opposed to insights.

## SFBC Assumptions

- Students have many personal resources and abilities to solve their challenges.
- Focus more on what is right and working rather than what is wrong and the problem.
- Exceptions to every problem can be co-created by you and the student/parent to build solutions. As in the stock market, peoples' behavior fluctuates and contains clues to the right focus.
- Small changes can quickly lead to bigger changes.
- Progress is directed towards the presence of positive actions rather than the absence of negative actions.

Ask about a discount for a workshop and book package!





## Data Boot Camp for School Counselors and Administrators (Live or Online)

The *Data Boot Camp for School Counselors and Administrators 2.0* (DBC 2.0) workshop is now **online!** The DBC 2.0 is designed to provide step-by-step instructions for learning tips, tricks, and shortcuts when dealing with **data** in your work. Participants start with the basics and work their way up to more powerful functions such as accessing, collecting, analyzing, and managing data and reporting results. In addition, the DBC 2.0 helps participants to make more informed decisions, better monitor student progress, and be more accountable.

The online Data Boot Camp provides both written and video instruction demonstrating data skills in a user-friendly manner. With 39 videos covering 206 minutes (**almost 3.5 hours**) of content, what you see is what you learn. In addition to the videos, practice spreadsheets, links, resources, and a copy of the T.E.A.R.S. add-in are included. Watch a short introductory video and learn more by visiting <http://www.mydatabootcamp.com/>. Also, check out the newly developed AutoCTG app, which automates the creation of data charts and even a full-fledged closing-the-gap report using PowerPoint.

### Live *Datability* Bootcamp

Of course, this popular workshop is still available as **face-to-face training**. The live “Datability” Boot Camp is typically conducted as a demonstration (half-day or less) or hands-on practice training (full day). Participants bring their laptops and follow along in a “watch and do” format for the full-day workshop. In some cases, I’ve found that local universities are happy to provide a computer lab at no cost, usually in exchange for a 10-minute presentation about their degree programs. Some universities have even sponsored a catered lunch, provided T-shirts, and offered a VIP tour of the campus.



## Sample Data Competencies

- Four ways to access, collect, or import data into Excel, including using pervasive tools such as Google Forms.
- Navigating and formatting your data.
- Splitting or merging data.
- Sorting, filtering, describing, and disaggregating.
- Analyzing differences among individuals and groups.
- Monitoring progress over time.
- Creating useful charts/graphs.
- Conducting a time and task analysis.
- Use powerful add-ins for making quick calculations.
- Monitor student progress.
- Understand and use the power of pivot tables.
- Creating a narrated, self-advancing, multimedia results report and communicating to other stakeholders about how your school counseling program is making a positive difference in students' lives.
- Convert your narrated results report to a video and post it to social networking in under 5 minutes.

Click [here](#) for a checklist of all the competencies covered, either live or online.



*Participants in the live workshop all receive a **free** two-year pass to the online data boot camp.*

# Working with Anxious Children and Teens: Strategies and Best Practices

Anxiety is a normal part of living. It's a biological reaction—the body's way of telling us something isn't right. However, anxiety is persistent, irrational, and overwhelming for some people. It may interfere with daily activities and get in the way of student achievement. Dr. Sabella will overview various contributing factors to anxiety among children and adolescents and several practical interventions. As part of a comprehensive school counseling program, participants will learn about approaches, resources, and tools that they can deliver to help kids calm themselves down and stay on track.

## Sample Learning Objectives:

- Understand contributing factors to stress and anxiety among today's children and adolescents.
- Identify five techniques for helping children to move towards relaxation and calm.
- Review the principles and techniques of rational-emotive behavior counseling and solution-focused counseling for helping kids manage stress.
- Describe three ways that technology contributes to stress and provides tools for relaxation.

## Handout:

- <http://bit.ly/help2relax>

## AREAS OF FOCUS

- Stress factors
- The role of technology (social media stress)
- Progressive muscle relaxation
- Decision fatigue
- Breathing
- Stress and relaxation cycle
- “FoMo” disease
- The role of stinkin’ thinkin’
- Creative relaxation (e.g., art, movement)
- Biofeedback
- Solution-focused approach to relaxation
- Sample stress inventories
- Guided Imagery
- Resources for classroom lessons
- Relaxation and mindfulness apps

# Technology Tips, Tricks, and Shortcuts for School Counselors and other Educators

Learn about the most powerful features of various applications, including word processing, spreadsheet, multimedia, and social media. In addition, Dr. Sabella shares his most coveted tips, tricks, and shortcuts to help you become more productive and have more fun in your work!

You can expect lots of practice, handouts, and time for questions and answers. Like the Data Boot Camp (described above), this workshop can be conducted in a hands-on or “view and do” format with user laptops. Or, if you like, a half-day demonstration or keynote address for larger groups has also proven helpful.



## Handouts

- Technology Tips, Tricks, and Shortcuts Boot Camp: <http://bit.ly/tech-tips-sabella>
- Video tutorials and more <http://schoolcounselor.com/techtips/>
- Sabella Handouts: <http://schoolcounselor.com/professional-development/handouts/>

## Sample Competencies

This one can be customized to your technological competency needs, like all professional development areas.

### Microsoft Word

- Never retype the exact phrase, page, or anything else again; I'll show you how to insert customized content automatically.
- Generate personalized communications, certificates, letters, name tags, or anything else (including printables or emails).
- Change the look of all your headings and other document components all at once.
- Copy and paste multiple items at once.

- Customize your quick access toolbar with your most used functions at your fingertips.
- Automatically create a table of contents that updates after editing.

### Web Browser

- Add extensions or add-ins to power up your browser.
- Send a page to someone via email or create a QR code with two clicks.
- Create buttons or URL shortcuts to “speed-dial” your most frequently visited sites.
- Download every file (e.g., PDFs) on a web page with one command.
- Automatically copy all emails in an online directory and quickly paste them into your email “To” field.

### Google Tools

- A WHOLE bunch of Google search tips that will save you hours, hours, and more hours, spend less time searching and more time finding!
- Google Voice
- Google Forms
- Google Type Talk

Click on any of the following to connect with me online:



# School Counselor Side Hustle

*How School Counselors and Educators Can Monetize Their Time and Talents Beyond the Classroom*

NEW

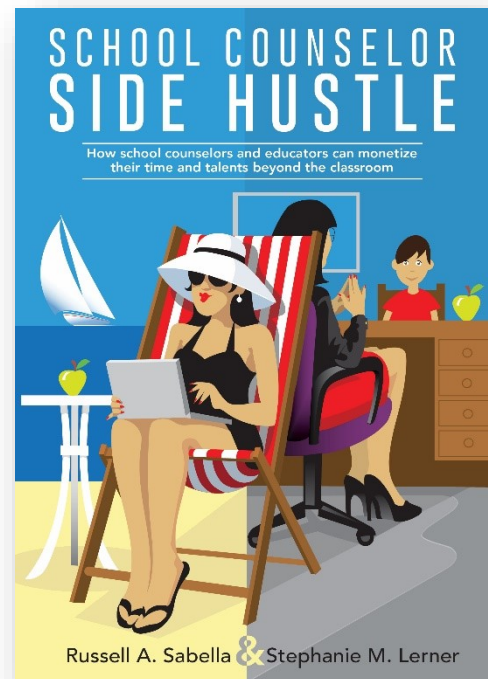
Broke is no joke. School counselors and educators play a vital role in our students' success and our future. And yet, they continue to be financially undervalued and underpaid, struggling to make ends meet on an educator's salary.

Perhaps in our lifetimes, we will see all educators in the United States be treated more respectfully and professionally—especially regarding salary, benefits, and working conditions. Other countries do this already. But until that time, many of us need to monetize our unique time and talents beyond the classroom to gain greater financial freedom.

Based on the book (see <https://schoolcounselor.com/sidehustle/>), this workshop will help inspire you, give you insights into how side hustling is done, and give you the tools to make it happen. Dr. Sabella will overview several areas in which school counselors have successfully used their knowledge and skills to add extra paychecks to their income every month, such as:

- Creating Resources
- Authoring a Book
- Public Speaking
- Developing Tools
- Selling Merchandise
- Adjunct Teaching
- Private Practice Counseling

From setting up your company to promoting your product or service, this workshop gives you the detailed information you need to start a side hustle or get your existing one to the next level.



# Liven Up Your Groups

When done well, small group counseling and whole classroom lessons are effective and efficient ways for students to advance knowledge, skills, and attitudes across all domains (i.e., academic, social, emotional, and career).

Dr. Sabella can help you to learn and practice various group processes and activities to make your lessons come alive and “stick.” You’ll learn how to set up and deliver activities such as:



- Art
- Behavioral Desensitization
- BiblioCounseling
- CinemaCounseling
- Diads or Triads
- Didactic Information
- Discussion
- Diversity Training
- Fishbowl
- Games
- Go to Your Corner! or Values Clarification.
- Go-Around
- Guided Imagery/Fantasy
- Inner/Outer Circle
- Music/Movement
- Outdoor adventure
- Panels/Debates
- Poetry/Writing
- Psychodrama or Role-Play
- Puppets
- Skip-Around
- Smaller Group Breakouts
- Software (technology)
- Surveys
- Team Building
- Warm-ups

Handouts:

- PDF of the presentation: <http://bit.ly/liven-groups>



# Counseling Theory Review and Practice

Counselors need a “road map” for helping students and others most effectively and efficiently move in new directions. In a practical and meaningful way, Dr. Sabella will further counseling theory comprehension and skills for getting the most out of coveted meeting times with students and other stakeholders.



## Sample Competencies

- Watch, learn, and practice common approaches to helping others change, including person-centered, **REBT, Choice, Behavioral, and Solution-focused brief counseling (SFBC)**.
- Conduct an effective SFBC interview.
- Review the ABCDEs of REBT.
- Review the ABCs of behavioral modification
- Review the three Rs and WDEP approaches to making responsible choices.
- Integrate one or more counseling approaches to fit the counselor, student, and counseling issues.
- Conceptualize student challenges to move into action more effectively and efficiently.
- Help students concentrate on behaviors and thoughts that produce successful plans for success.
- Practice more intentionally and confidently.
- Focus more on what is relevant and necessary for real change in a reasonable time.
- Empower students to take on their own responsibilities and do more of what works.
- Help students engage in more reasonable, rational, and logical self-talk.
- Promote “out of the box” thinking that minimizes barriers and helps students get unstuck.
- Use counseling homework and other learning activities that help students throughout the week.
- Develop a repertoire of techniques for facilitating change in various circumstances.

## Handouts

- PDF of the presentation: <http://bit.ly/counseling-theory>

# How to Use Google Forms to Collect and Analyze Data

Although student information systems house insane amounts of data, school counselors sometimes need data not collected (e.g., social, emotional, career data). This webinar will demonstrate how to use technology most effectively and efficiently. Specifically, counselors will learn how to use Google Forms (free with a registered Google account). Google Forms allows for free and unlimited data collection and can even provide a quick summary of your results! This webinar will show you how to get the information you need, from homework completion rates to event RSVPs to cyberbullying surveys.



<https://schoolcounselor.com/professional-development/>



## Customized Webinars

Each webinar is customized by topic and length (from one to three hours). Full-day workshops can be delivered in a series of 3-4 webinars over any time frame. Also, think about combining live training with follow-up webinars so that participants can have a consistent and long-term opportunity to learn and strengthen their skills.

Below you will find descriptions of webinars that have already been quite well-received.

# About the Trainer



**Dr. Russell A. Sabella** is a professor of counseling in the College of Education at Florida Gulf Coast University. His research, training, and scholarship concentration includes counseling technology, comprehensive school counseling programs, counseling theory, group counseling, and solution-focused brief counseling/consultation.

Russ is the author of numerous articles published in journals, magazines, and newsletters. He is the **co-author** of four books, including *School Counselor Side Hustle: How School Counselors and Educators Can Monetize their Time and Talents Beyond the Classroom* (2019); *Confronting Sexual Harassment: Learning Activities for Teens* (1995), *Counseling in the 21st Century: Using Technology to Improve Practice* (2004), and *Stress Management* (2017).

Russ is also the **author** of the popular *Solution-Focused School Counseling: The Missing Manual*, *SchoolCounselor.com: A Friendly and Practical Guide to the World Wide Web* (2nd edition; 2003), and *GuardingKids.com: A Practical Guide to Keeping Kids out of High-Tech Trouble* (2008) and well-known for his Technology Boot Camp for Counselor workshops conducted throughout the country.

Dr. Sabella is the past President (2003-2004) of the American School Counselor Association and the Florida School Counselor Association (2013-2014).

Russ has trained and consulted with tens of thousands of school counselors, educators, parents, and organizational leaders nationwide.

Russell A. Sabella, PhD

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[www.SchoolCounselor.com](http://www.SchoolCounselor.com)

[www.GuardingKids.com](http://www.GuardingKids.com)

[www.mydatabootcamp.com](http://www.mydatabootcamp.com)

*Download Dr. Sabella's  
Comprehensive Vita here (PDF)*  
[HTTP://SCHOOLCOUNSELOR.COM/ABOUT/](http://SCHOOLCOUNSELOR.COM/ABOUT/)

*Broke is no joke. School counselors and educators play a vital role in the success of our students and of our future. And yet, they continue to be financially undervalued and underpaid, struggling to make ends meet on an educator's salary.*

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*Perhaps in our lifetimes, we will see all educators in the United States be treated more respectfully and professionally, especially when it comes to salary, benefits, and working conditions. Other countries do this already. But until that time, many of us need to monetize our unique time and talents beyond the classroom to gain greater financial freedom.*

*This book spotlights several school counselors and educators who are already doing it. Their stories will help inspire you and give you insights into how side hustling is done. Our side hustle spotlights share the valuable lessons they have learned and then give us sage advice.*

*School Counselor Side Hustle covers seven main areas which include:*

- Creating Resources
- Authoring a Book
- Public Speaking
- Developing Tools
- Selling Merchandise
- Adjunct Teaching
- Private Practice Counseling



Visit <https://schoolcounselor.com/sidehustle/> to see the Table of Contents

# Solution-Focused School Counseling: The Missing Manual

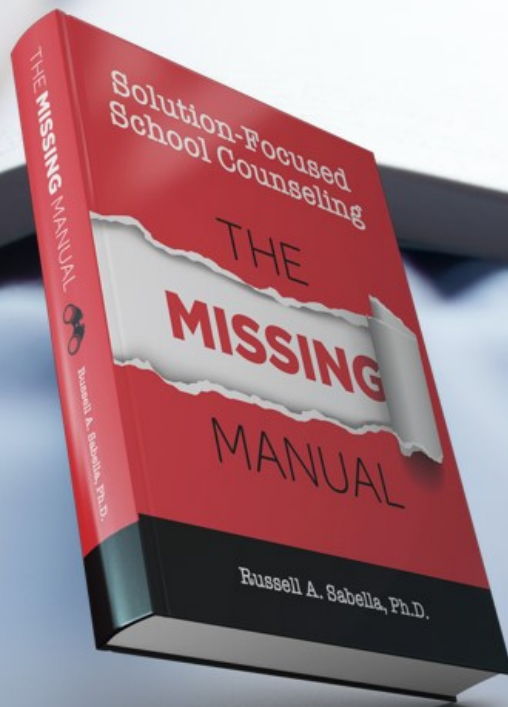
What would a more comprehensive, practical, and customized solution-focused brief counseling (SFBC) book look like for school counselors if it were available today?

*Solution-Focused School Counseling: The Missing Manual* is what Dr. Russ Sabella pictured when imagining the answer to that hypothetical question. Although helpful to other professionals such as social workers, clinical mental health

counselors, and teachers, this book was written just for you, the school counselor.

Both in-service practitioners and pre-service graduate students will find *Solution-Focused School Counseling: The Missing Manual* an excellent resource for becoming a solution-focused school counselor.

<https://schoolcounselor.com/themissingmanual/>



available at  
**amazon**