Places for Struggling Teens™

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"It is more important to get it right, than to get it first."

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Is The Market Saturated?

By Lon Woodbury



(Written by Lon in Tucson, AZ while attending the 2011 national NATSAP Conference)

Today was the first full day of the annual National Association of Therapeutic Schools and Programs (NATSAP) Conference. This conference gives us a chance meet in person and catch up on the news around the network from those we have been talking with on the phone or through the social media during the past year. Along with simple socializing, these gatherings allow us to compare notes on issues important to the network of schools and programs for young people with problems that have been developing since the last time we have had a chance to talk in person. At the same time there are numerous training opportunities to learn of program developments and of new knowledge being generated by leaders in the network.

During this networking, one of the common questions I heard today was "Is the market saturated?"

To those professionals outside this network working in more traditional education and mental health programs surviving on public funding, this question might seem strange. To those professionals outside this network, the question of funding is a question of politicians and civil servants deciding who to fund and how much. Essentially this is a political question with decisions made based on political considerations.

To parent-choice programs such as those that are NATSAP members, however, it is parents who decide who to fund and the ability to survive financially is a question of who can best provide the services enough parents are willing to fund through paying tuition. When a category of service, such as services for young adults over the age of 18 needing a residential program satisfy those parents demand, the market is said to be saturated and the excess services will not attract enough parents to survive financially.

If the market is saturated it would be wise for a would-be founder of a program to expend their efforts elsewhere.

These questions got me to thinking about what determines if a market is saturated, and my answer was something like the following:

The market doesn't seem to be saturated yet because three important factors driving parent demand are still increasing….

First, every year more parents realize when they have a child in crisis; they can arrange a solution for themselves by enrolling their child in an appropriate private-pay program. They realize they no longer have to wait until some authority decides for them. When there are more parents looking for specialized services for their struggling teen, there is room for more programs to be successful, and the market is yet to be saturated.

The second factor is the possibility of developing a program individually tailored for the specific needs of a specific child is becoming more feasible every year. As computer capabilities increase, research is using the capability to better understanding child development, and the most important aspect of this is a rapidly increasing understanding of how the brain works, and especially how experiences influence the development of children's brains. This enhanced understanding can improve the chances of success, and even allow success in situations that would have had less success, or failures, just a few years ago. Better services with better or

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Make-Life-Rewarding Coaching

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Make-Life-Rewarding Coaching is a life coach service assisting individuals who have been diagnosed with bipolar disorder and the resulting mental and emotional challenges. The service applies to any age client diagnosed with bipolar disorder and seeking help facing the challenges involved.

Founder and operator of Make-Life-Rewarding Coaching, Marcy Rubin, CPC, has struggled with undiagnosed bipolar disorder for most of her life. Through her own experiences and challenges she developed and launched a coaching firm to assist others with similar stories. Marcy is a certified life coach through the Institute for Professional Excellence in Coaching. She is also a member of the National Association of Mental Illness and the Depression and Bipolar Support Alliance.

Make-Life-Rewarding Coaching program consists of multiple call sessions with Marcy as well as group call sessions. In the first call, the Discovery Session, the client is assessed on life goals, challenges, and life outlook. After this call the client will participate in multiple other call sessions called Single Coaching sessions which are 50-60 minutes long and focus on progress made as well as new and existing challenges. Group Coaching calls are also used as part of the program. This is where participants in the program call in together to provide support for goal achievement. Support is also available via e-mail.

Participants in the program become more self-disciplined, build self confidence and belief, become more motivated, and learn how to change their negative thoughts and patterns to positive ones.

[This information came from the website.]

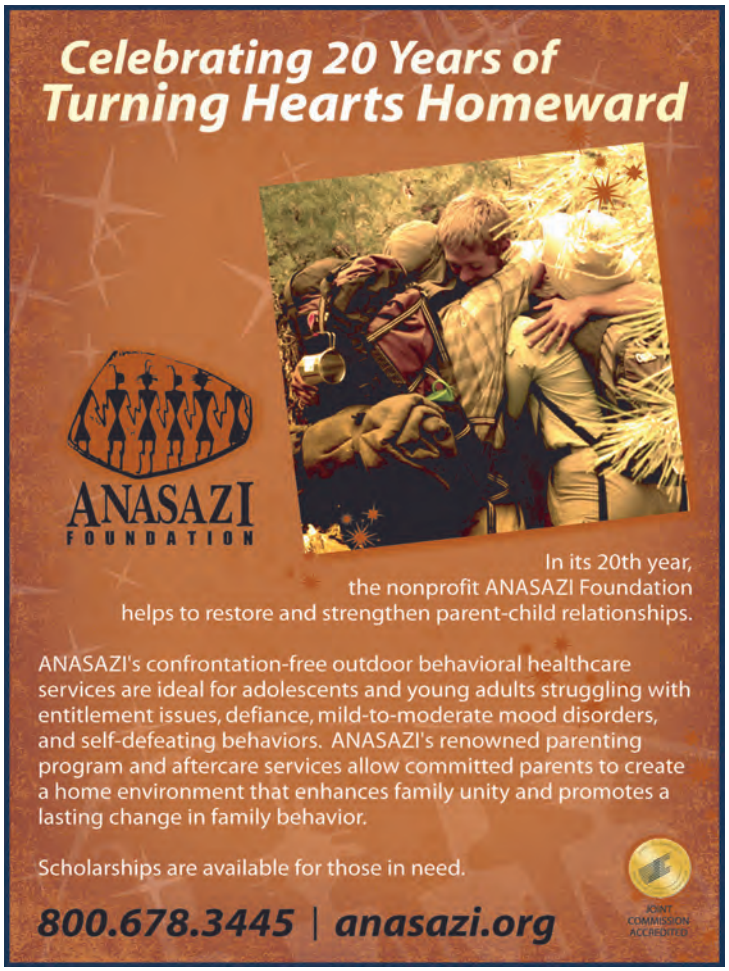
Asperger Management

Surrey, UK
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Malcolm Johnson is the founder of Asperger Management, a website and blog that provides support and information for adults working in senior professional management positions, who have Asperger's Syndrome.

The author of "Managing with Asperger Syndrome", published in 2005, Malcolm Johnson presents much of the information for this site from the contents of his book which features his own personal experiences working in senior management positions. This site also provides articles and additional information and services for those wanting to learn more about Asperger's.

The Asperger Management website offers case studies, and covers such topics for those adults with Asperger as



Business: career development, managing people and Corporate Politics; Personal topics such as learning and listening, anxiety and stress and Inter Personal issues: conflict and socialization. Other categories within this site include: Viewpoints on such topics as coping with nervousness and overcoming self-doubt; dealing with criticism, dealing with difficult employees and others. In addition, Asperger Management hosts a blog forum in which viewers are invited to participate and supply feedback and discussion or share their own experiences with dealing with their Asperger's.

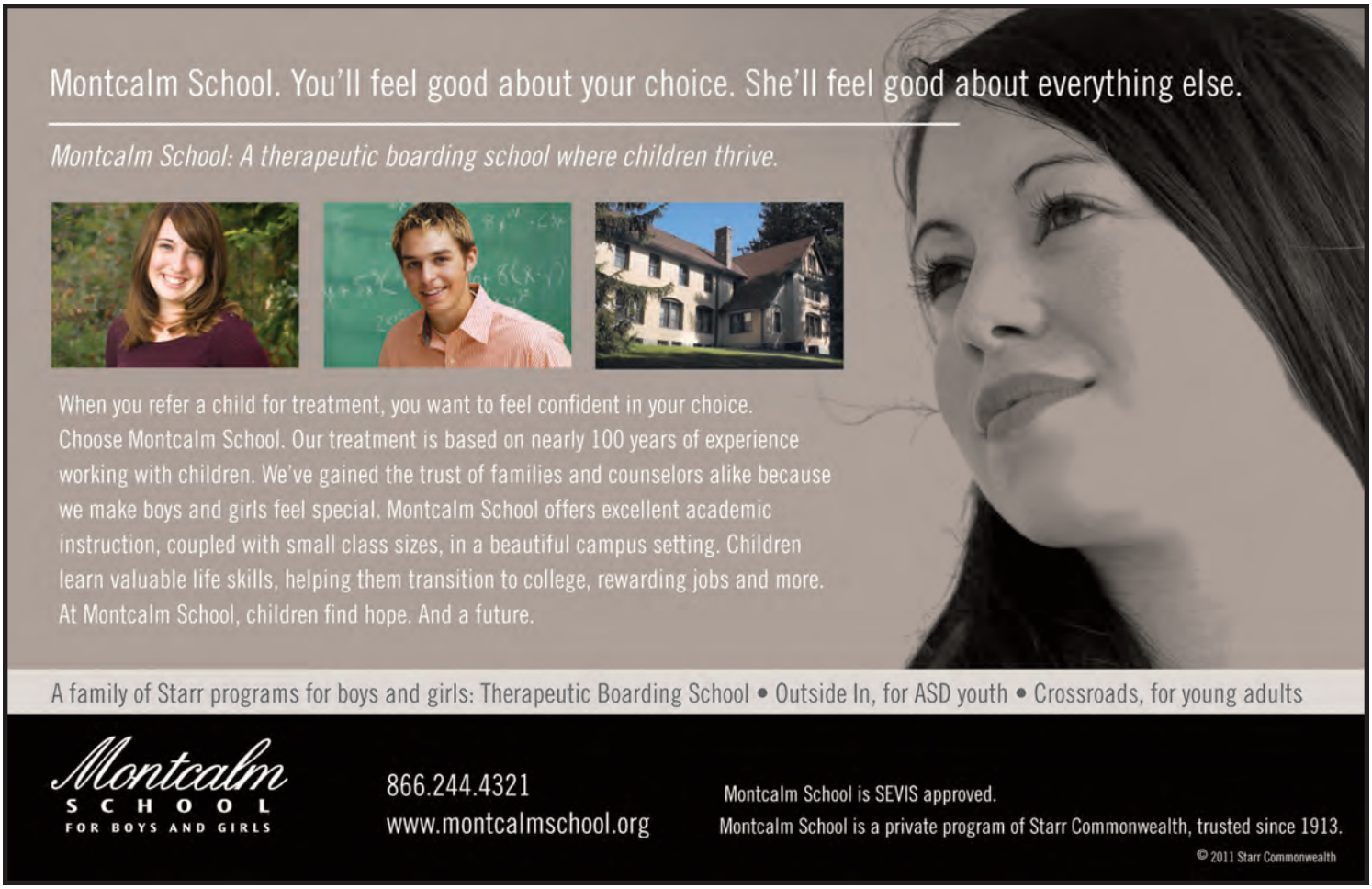
[This information came from the Asperger Management website.]

Turn Around Coaching

Duluth, GA
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Turn Around Coaching, Inc. is a non-profit program for struggling young men and women, ages 10-20 years of age, offering life coaching and tutoring services. This is a self elect program, whereas the student wants to change the direction of their life. Life coaches are assigned to each young person, with boys-a male coach and girls, a female coach and after an initial meeting, a schedule is put in place for meeting on a weekly basis and telephone numbers are

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Turn Around Coaching

exchanged. These coaches offer mentoring and are there to listen and coach their client in regards to difficult situations they may be facing, offering choices, building confidence and raising self esteem.

As part of this coaching, rather than highlighting on negative choices and decisions made in the past, coaches focus their clients on the next step and what positive direction they would like to go by assisting them in writing a plan of success for overcoming situations, creating goals and working with them to acquire the necessary life skills to obtain these goals. At the same time their children are receiving life coaching, parents receive tutoring from professionals: school and drug counselors, doctors, police officers and others to assist them in acquiring parenting skills for creating a successful environment for their child.

C. Barrington Hart who has a master's in Counseling serves as President and Chairman of the Board for Turn Around Coaching Inc. Dorien B Hart serves as Vice Chair of the Board and is presently employed as a high school teacher and basketball coach. John Dance is the Secretary of the Board and is Sales and Operations Manager. for Pepsi Bottling Group (a division of PepsiCo) and Frank Kulendran, also a member of the Board, graduated from the University of London with a major in computer science, is presently employed as Executive Vice President for Datamatics Consultants Inc.

[This information came from the Turn Around Coaching, Inc. website.]

Creative Care, Inc.

Malibu, CA
Henry Ortega, Director of Admissions
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www.creativecareinc.com

Founded in 1989, Creative Care Inc. is an addiction treatment center for men and women 18 years and up that utilizes 12 Step Counseling, group, and individual therapy to treat substance abuse as well as patients diagnosed with other disorders such as depression or bipolar disorder. Clients enrolling in this program must be in good health and able to care for their own hygienic and mobility needs.

Founder and Executive Director, Morteza Khaleghi, Ph.D., received his doctorate degree in Clinical Psychology and has been working in addiction recovery field since. He envisioned Creative Care as a dual diagnoses program with highly individualized services. He meets personally with each client and their family. Clinical Director Deena Manion, Psy.D., has been with the program since 1999. She is a licensed therapist and has extensive experience in hospital and private practice settings.

Each client in the program works with a group of professionals to create a treatment plan unique to their needs and issues. The specialization of the program is dual diagnosis or alcohol/drug addiction as well as a mood, personality, or behavioral disorder. Creative Care uses a Biological-Psychological-Social-Spiritual Model to best