



REFUAH INSTITUTE

Torah Life Coaching (TLC)

TLC, an Art of the *Gedolei Yisrael*

Life coaching and counseling of Jews is an art that has been practiced by our *Gedolim* throughout our history, and they have passed this vital skill on, from generation to generation, primarily by *Shimush* – apprenticeship by the observant disciple. Their Torah-based guidance has enabled the Jewish people to survive and flourish.

In recent years, coaching and counseling have evolved as a human science, based on research, experimentation and observation in many fields, including sports performance psychology, executive coaching, positive psychology, medical hypnotherapy, cognitive behavioral therapy and solution-focused brief counseling and coaching.

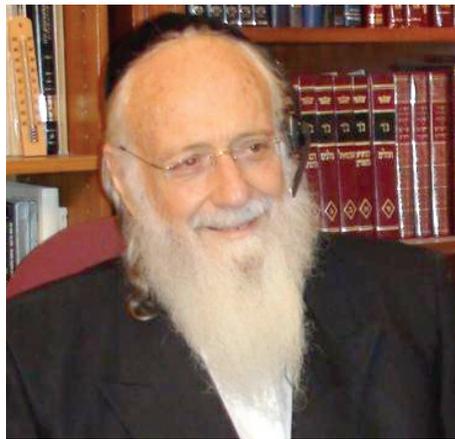
Science Validates Torah Coaching

Professor Joshua Ritchie, MD, Dean of the Refuah Institute, has observed that modern research methods are re-validating coaching and counseling as it has been practiced by our *Gedolim* for centuries. Professor Ritchie was privileged to learn the art of coaching and counseling by first hand observation of several great rabbinic counselors, including the previous Amshinover Rebbe, Rabbi Y. Y. Meir Kalish, Rabbi Yitzchok Hutner, Rabbi Shlomo Carlebach, Rabbi Gedaliah Koenig and Rabbi Shlomo Wolbe, may the merit of the *Tsaddikim* protect us.

Professor Ritchie's professional background is extensive. It has afforded him the opportunity to be trained as an educator, a professor of medicine, a Board-certified family practitioner and pediatrician, a published author, a coach, counselor, and hypnotherapist. He also has *semicha*. As a result, Professor Ritchie is uniquely qualified to blend the best of human sciences with the Torah-based techniques so carefully handed down by our *Gedolim* from generation to generation.

New Terminology for Proven Techniques

These tried and true counseling techniques of the *Gedolei Torah* are taught in the Refuah Institute program, where they are referred to as: establishing rapport with empathetic understanding; respect and loving care; taking a positive, solution-focused approach to a problem; building on clients' strengths



Professor Rabbi Joshua Ritchie, M.D., Dean

previous successes; restoring and rebuilding a client's sense of competence and confidence.

"Our guiding principle is '*v'ahavtah l'rayechah kamochoh*,'" Professor Ritchie advises. "To be a good life coach, you have to have to qualities of a good Jew. At the Refuah Institute, we teach Torah principles our students already know, and we show them how to apply these principles to the benefit of their clients' lives and their own."

Frum Jews Have a Natural Advantage

Frum Jews are naturally adept at learning to be a skillful life coach because the principles are Torah-based. Unfortunately, Jews today often don't benefit from *shimush* with *Gedolei Yisrael*, *Rebbs* and *menahelos*. "We not only lecture about these skills, we demonstrate them, and supervise the practice of them to the point where student coach learns to master those skills and become professionals at helping people," says Professor Ritchie, whose own experience came by *shimush*. "The coaching process gets to be an exciting dynamic process of discovery," he adds. "You're helping clients discover and utilize all their talents and resources."

A 'Kosher' Profession with Many Applications

Why should a *frum* person consider a career as a life coach? There are many reasons: The profession is adaptable to a wide variety of fields and locations, and it is a 'kosher' way to enter well-paying professions. Refuah Institute graduates serve their communities as certified life coaches, and many

have applied their coaching skills to careers as school counselors, administrators, educators, *kiruv* professionals, *shadchanim*, marriage, family and career counselors, and community leaders. Torah Life Coaching is a field that a *frum* Jew can feel proud to enter.

The Refuah Institute's Professional Diploma and Certification Program is specifically designed for the *frum* Jewish community and does not require the prerequisite of a university degree. Students include lay people, leaders, directors and managers of organizations, institutions and businesses, community leaders, individuals looking to become professional business and organizational coaches, as well as life coaches looking to improve their skills.

Torah Life Coaching Certification

The next one-year Diploma and Certification Program begins on February 1st, 2012. The Refuah Institute employs the latest technology to make its programs available to students in the convenience of their home or office by telephone conference and/or live interactive video conferencing. Students receive one-on-one personal coaching and supervision, even in the distance-learning format. Of course, students are always welcome to attend the classes in person at the Refuah Institute in Jerusalem. Program graduates receive a Refuah Institute Diploma, as well as Certification by the American Association of Professional Coaches.

The distinguished faculty of the Refuah Institute includes Professor Joshua Ritchie, M.D., Dean, Rabbi Eliezer Glatt, M.A., Associate Dean, Rabbi Zelig Pliskin, Rabbi Nosson Schafer, MSC, Stewart Hirsch, Rebbetzin Liliane Ritchie and Rebbitzin Rivka Finkel, MA.

Registration Now in Progress

Classes for the upcoming program will be, *iy"H*, held on Wednesday evenings, from 8:30pm to 10:30pm EST, beginning February 1st, 2012.

If you would like more information, or believe coaching may be your calling, contact the Refuah Institute as soon as possible by calling 646-395-9613 (USA) or 972-2-5715112 (Israel). Or, email refuahoffice@gmail.com www.refuah.net