



REFUAH INSTITUTE

Life Coaching Inspired by Gedolei Yisroel

"Love your neighbor as yourself" is the essence of coaching and is Refuah's motto.

The Torah approach to healthy relationships is based on developing a warm, sincere and caring attitude, employing Torah values of compassion, loving-kindness, empathy, respect, and positive regard for every Jew.

The Refuah Institute was founded and exists to serve the community in accordance with a Torah hashkafah. Leading educators and Roshei Yeshivah have been trained in coaching with the Refuah Institute in Eretz Yisrael.

The faculty

Professor Joshua Ritchie, MD; Rabbi Zelig Pliskin; Rabbi Eliezer Glatt, MA; Rabbi Zev Leff; Rabbi Natan Schafer; Stewart Hirsch, JD; Rebbetzins Liliane Ritchie and Rifka Finkel; Professor Larry Litwack, EdD.

Professor Joshua Ritchie, M.D., Dean and founder of the Refuah Institute, Jerusalem, was personally trained in life coaching while intimately serving and observing Gedolei Yisrael. As a *ben bayis* and *shamash* to the previous Amshinover Rebbe, zt"l, Professor Ritchie was privileged to spend over a thousand hours observing the methods employed by one of the great shepherds of Am Yisrael caring for thousands of individuals in private *yechidus*.

In the words of Rabbi Pliskin, "Professor Ritchie possesses an idealistic drive, full of *Ahavas Yisrael*. New ideas and techniques are harnessed to help more people in more ways."

What exactly do life coaches do?

Life coaches help their clients to determine and achieve personal goals by showing them how they could fulfill their potential. Clients wishing to advance in a particular area will employ a coach to help them build the skills they need to succeed. What makes a good life coach? It begins with the personal traits and communication skills needed to establish a relationship



Professor Rabbi Joshua Ritchie, M.D., Dean of Refuah Institute

based on trust between the coach and client.

At the Refuah Institute students are guided to find their own special niche, such as crisis counseling; youth coaching and coaching for educators; *shidduchim* or marriage coaching and counseling; coaching for habit transformation; career and business; writing; wellness; and retirement. If your niche cannot be easily characterized, you will be given the tools to enable you to discover your own unique specialty.

As a life coach, you will be coaching yourself for success.

You will keep the skills you learn for life. You can coach yourself through a new transition, including the transition to your new coaching career. Your own personal development, through the challenges you overcome, will empower you to better coach others in similar situations. Furthermore, coaches are able to attract a nice fee for their services.

Formal Coaching Certification - A valuable asset

Graduates of the Certified Professional Coach course receive a Refuah Institute Diploma, as well as Certification by the American Association of Professional Coaches. They also receive a certificate from the William Glasser Institute of Reality Therapy.

Today, in the U.S., many therapists are retraining to be coaches. Why? Because coaching is more rewarding, both financially and in terms of satisfaction. Coaching is effective in helping people change and become more successful and fulfilled. Coaches are often paid more than therapists, in part because coaching clientele usually are more prosperous than therapy patients. The size of the fee will frequently be related to the income of the client. Refuah graduates are finding not only a better quality life for themselves and their clients; they often advance in their careers or find supplemental income because coaches are increasingly being employed as counselors in service and educational institutions.

Program begins Tuesday, February 23

Refuah has trained hundreds of successful coaches from all over the world, and now the course is even more convenient. Classes will *iy"H*, be held weekly on Tuesdays, 12:30 to 2:30 p.m. EST (7:30 pm - 9:30 p.m., Jerusalem). The course can be attended by telephone or via live video over the Internet. Trainees receive one-on-one personal coaching and supervision, even in the distance-learning format.

Additionally, on Tuesday, February 16, you will be able to join a free lecture and demonstration by phone followed by a question-and-answer session that will be held, *iy"H*, at 12:30 p.m. EST (7:30 p.m. Jerusalem). To receive the call-in information for the teleconference or for any further information, call 646-395-9613 or 718-436-1325 (in Jerusalem, 02-571-5112); e-mail refuahoffice@gmail.com; or visit www.refuah.net.