

CBT and ADHD Coaching

1

Financial Disclosures

David Giwerc

2023 Speaker honoraria for various conference/
corporate presentations, Mundo DB, GLG Consulting

2023 Consulting work, GLG Consulting

Book Sales, ADDCA

Owner, ADD Coach Academy, LLC,
Offering global virtual Accredited ADHD Coach
training

Professional Advisory Board: unpaid
Attention Deficit Disorder Association, ADDA
Professional Association of ADHD Coaches, PAAC
Anthony's Way: The Road to Kindness

J. Russell Ramsay

Speaker honoraria:

2023 Phila. College of Osteopathic Medicine
2023 Cooper Univ., Psychiatry Grand Rounds
2023 Microsoft Toronto, ADHD Awareness Event
2023 World Congress of CBT (Seoul, Korea)
2023 Remote presentation (Bespoke, UK)

Royalties

J&K Seminars, TZK Seminars (CE recordings)
Routledge/Taylor&Francis, APA, New Harbinger
Psychology Today Blog

Other

Advisor/consultant for Super Brains (unpaid)
Advisor MANTRA health (2019-2021)
Co-owner, Intentions-2-Action, LLC
Diagnosis and Treatment of Adult ADHD (DaTAA)
Practice Guidelines Workgroup

2

Introduction to Session / Objectives

- How ADHD Coaching and CBT understand and provide **support** for adult ADHD.
- How CBT and ADHD Coaching complement each other to **support** adults with ADHD.
- Similarities and differences in fostering change and flourishing in adults with ADHD.
- Other relevant topics, as time permits, and in Q&A

3

WHAT IT “IS”

ADHD Coaching

- Client-centered process, partnership of equanimity. Coach acts in response to both the **whole** person, **what** the client wants to accomplish. Client sets, Coach checks-in on direction of the agenda
- Collaborative process, Coach invites, encourages the client to explore/discover how their brain works in different situations, formulate their own approaches.
- Coach broadens, deepens self-awareness, growth and actions related to how ADHD manifests and the client's genuine aspirations. Acknowledges and anchors the client's success and strengths with evidence
- **ADHD Lens:** With a deep understanding of **ADHD traits, behaviors, patterns, challenges**, and current **neuroscience**, the coach proactively partners with the client to discover the **unique workings** of their **brain** and how they can best employ that understanding. The client becomes clearer about what it takes to **succeed** in their unique way.

Standing on this foundation, the coach's responsibility with the client is to:

- Educate them about their own ADHD. Situational variability, interest and contextual memory
- Identify and integrate sources of positive emotion, motivation for frame of reference
- Support with clarification, alignment, customized structure, and systems to achieve desired outcomes
- Mirror/Reflect observations to anchor awareness
- Ask evocative questions to encourage exploration beyond current thinking about self and or situation.
- Dissect experiences of successes and anchor strengths
- Support completion for agreed-upon actions
- Co-create prompts to support memory

4

WHAT IT "IS"**CBT for Adult ADHD**

- Psychotherapy, doctor-client relationship, collaborative with a focus on helping patient/client achieve goals, usually in the form of symptom/behavioral/functional improvements and improved overall well-being
- Psycho-education about ADHD, "How do you not do things?", understand, normalize, and conceptualize patterns (ADHD, developmental, etc.) to give a framework to promote efficacy for change and maintenance of gains
- Psychosocial interventions/skills: cognitive, behavioral, emotional, acceptance, implementation, interpersonal; draw on evidence base
- General psychotherapy issues: relationships, personal choices, co-morbidities, etc. (not limited to ADHD symptoms)
- Collaborative empiricism, accurate empathy, structured sessions, between-session tasks, "informed decisions"
- Goal is to make treatment "sticky" (portable skills) and make the therapist obsolete, though booster sessions are common, "goodness of fit/strengths"

5

What It Is "Not"**ADHD Coaching**

- Diagnosis of ADHD and the co-occurring conditions
- therapy, counseling, mediation, consulting, providing legal advice, mentoring

CBT

- Casual relationship, dual relationship
- Power of positive thinking (w/ qualification)
- Mechanical set of techniques, mandated changes
- "Venting" or "paid friendship"

6

Unique Benefits for Adults with ADHD

ADHD Coaching

- Education using creative, engaging models supported by neuroscience, situational variability, neuro-plasticity
- Flexible Structure and process of partnership invites, self-discovery, self-efficacy, self-compassion,
- Improved executive functions, inhibition (pausing), emotional intelligence, decision- making, management energy/resources, Boundary development/expression
- Customized plans and strategies assistive technology integrating processing modalities improved learning, communication, performance,
- Reinventing healthy stories success, strengths inviting possibilities.
- Managing Balance: Underuse/overuse strengths
- Building and applying sources of positive emotion, motivation
- Acknowledgment with evidence, anchoring

CBT

- Evidence supported adaptation of CBT
- Target impairments/functioning and quality of life more than symptoms (**narrow** vs. broadband treatment)
- Model allows for assimilation of other interventions and addressing wide range of clinical issues in one treatment setting
- Therapeutic alliance, "prolongation" function of sessions
- Personalization from "braided cord" of thoughts, feelings, and behaviors; target mood, health, relationships, social capital, etc.

7

Overlapping Benefits, Similarities: Collaboration and Research

ADHD Coaching

- VIA Character Strengths research for adults with ADHD, opened doors for coaching research
 - Tulane Pre/post college coaching study
 - Muskingum University,
- CBT provides an evidence-based approach to the pervasive cognitive distortions (perfectionism) of adults with ADHD which can willingly move them into coaching-
- Clearer distinction between ADHD Coaching and CBT
- Sharing and processing research ideas for the future for CBT and ADHD Coaching

CBT

- Teaching "coaching" strategies to therapists (Prevatt & Levrini, 2015)
- Reminder to make positive psychology more of a core feature of CBT for adult ADHD, though mindful of toxic positivity
- Balance b/w acceptance and change
- CBT w/ coaching follow up (research)
- Specific implementation strategies in coaching + CBT
- Shared functional outcome assessments

8

Limitations	
ADHD Coaching	CBT
<ul style="list-style-type: none"> • Cost/frequency/out of pocket • Low number of ADHD certified proficient coaches-vs. human need. But quickly growing • Cognitive distortions get stuck • Client as the expert does not always know what's wrong or willing to take action • Client wants quick fix/ answers does not want to collaborate for positive change/progress 	<ul style="list-style-type: none"> • Cost, access, time demand • Few dual ADHD-CBT proficient clinicians • Slow to adopt technology due to professional/legal limitations, <u>BUT</u> - pandemic fostered radical change, PsyPACT, etc. • Not everyone needs full CBT treatment • Need to evaluate and adjust treatment for severe, complex cases • "If I could do these things, I would not need CBT!" - behavior change is <u>HARD</u>

9

Self-critique of Limitations to Approach	
ADHD Coaching	CBT
<ul style="list-style-type: none"> • Healthcare coverage/out of pocket • Need more evidence-based research • Greater public/ professional understanding of accreditation/certification • Need more certified trained coaches from accredited training programs • Lack of experienced trainers • Need for more health-care professionals to understand the importance and role of ADHD Coaches 	<ul style="list-style-type: none"> • Starts as "problem focused" • Few CBT clinicians trained in ADHD • Limited pre-doctoral training opportunities for next generation of clinicians • "Invisible psychologists" who are easier to access

10

Critique and Questions

ADHD Coach Critiques CBT

- CBT process is problem focused vs. strengths focused. What vs. Who focus
- Terminology – maladaptive, self-limiting thoughts and beliefs, cognitive distortions
- Compensatory strategies focus on the patient's self-defeating schemas, beliefs, behavior, automatic negative thoughts
- Patient's readiness for therapy and diagnosis
- Hierarchical, pathological perception of therapist as the "fixer" of the patient

CBT Critiques ADHD Coaching

- Gatekeeping? Admissions screening? Quality control?
- Business vs. academic/healthcare ethos
- Transparency? Open vs. Proprietary info?
- Oversight – training, ethics, malpractice?
- Line between coaching & treatment?
- Marketing/presence > evidence?
- Licensed clinicians as coaches with and without actual coach training? How much does training in CBT overlap with coaching?

11

Contact today's speakers

Russell Ramsay, PhD, ABPP & David Giwerc, MCAC, MCC



Russell Ramsay, PhD., ABPP

ramsay@cbt4adhd.com

@cbt4adhd

www.cbt4adhd.com



David Giwerc, MCAC, MCC

www.ADDCA.com

info@addca.com

12

Some References Used

ADHD Coaching

- Giwerc, 2011, *Permission to Proceed: The Keys to Creating a Life of Passion, Purpose, and Possibility for Adults with ADHD*, Albany, NY, ADD Coach Academy
- Ramsay, Rostain, 2015, second edition, ,Routledge, New York, NY
- Ratey, 2008, *The Disorganized Mind, Coaching Your ADHD Brain to take control of your time, tasks and talents*, St .Martin's Press, New York, NY.
- Orem, Blinckert, Clancy , 2007 *Appreciative Coaching*, Josey Bass, San Frisco, CA.
- Honos-Webb, 2008, *The Gift of Adult ADHD*, New Harbinger Publications, Inc.
- Niemeic, 2014, *Mindfulness and Character Strengths*, Hogrefe Publishing, Boston, MA.
- Frederickson, 2009, *Positivity*

CBT

- Gebhardt (2016). Quagmires for clinical psychology and executive coaching?, *American Psychologist*, 71, 216-235. doi: 10.1037/a0039806
- Knouse, L. E., & Ramsay, J. R. (2018). Managing side effects in CBT for adult ADHD. *The ADHD Report*, 26(2), 6-10.
- Prevatt & Levrini (2015). *ADHD Coaching*. APA.
- Ramay (2010). *Nonmedication treatments for adult ADHD*. APA.
- Ramsay (2020). *Rethinking adult ADHD*. APA.
- Ramsay & Rostain (2015). *CBT for Adult ADHD* (2nd ed.). Routledge.
- Wright (2014). *ADHD Coaching matters*. ACO.