



CERTIFICATE IN  
**THE  
WELLBEING  
LaB**  
*creating WELLBEING*

DO YOU WANT TO HELP PEOPLE IN YOUR WORKPLACE, SCHOOL  
OR COMMUNITY TO AMPLIFY THEIR WELLBEING?

**THEWELLBEINGLaB**

A MICHELLEMCQUAID PROGRAM

# WHAT WILL YOU LEARN?

The Certificate In Creating Wellbeing is an evidence-based learning program that provides measurable approaches for improving wellbeing across workplaces, schools or communities.

Based on Professor Martin Seligman's PERMAH theory of wellbeing, the program includes live training classes and coaching calls with our globally sought-after coaches to put the latest wellbeing research and tools at your fingertips so you can be accredited to help others thrive, even in times of struggle.

## YOU'LL DISCOVER HOW TO:

**Make the science of wellbeing accessible and actionable**

by teaching people how to create tiny evidence-based wellbeing habits using Professor Martin Seligman's PERMAH wellbeing framework.

**Reliably and confidentially measure people's wellbeing**

including levels of thriving and struggle – and debrief on individual and workplace, school or community result.

**Design psychologically safe spaces for teams, groups and families**

to playfully experiment with more effective and joyful ways to support each other's wellbeing.

**Co-create thriving workplaces, schools and communities**

by taking a strengths-based approach to creating positive changes that fuel belonging, bolster resilience, and improve health and wellbeing outcomes.

## YOU'LL GET:



Accreditation to use The PERMAH Wellbeing Survey



Toolbox of wellbeing practices



Digital library of videos, playbooks, cheat sheets and podcasts



Global alumni wellbeing community



Certification in Creating Wellbeing

# CLIENT SUCCESS STORY: MIDLAND COUNTY



## Challenge:

Community members of Midland County, Michigan, were lonely and craving more belonging, as identified through The PERMAH Wellbeing Survey.



## Solution:

Over 50 members of the Midland community completed the Certificate In Creating Wellbeing to learn how to help people within the community to thrive more consistently.



## Results:

A number of projects were launched as a result of the Certificate, including a billboard campaign called “Lonely? Call 211” and a new GP screening process including loneliness as a key social determinant of health.



“The Wellbeing Lab helped us form our own Wellbeing Coalition to coordinate the impact projects from the class which gives us a sustainable, home-grown solution to how we do this work in our community.”

– MAYOR MAUREEN DONKER, MIDLAND CITY COUNCIL

# HOW DOES THE CERTIFICATE WORK?

Delivered over 14 weeks with 45 hours of evidence-based learning, the Certificate includes live training classes and coaching calls to give you all the resources, tools and support you need from our highly sought-after team of positive psychology and wellbeing researchers and practitioners.

## Month 1:

### WELLBEING AT THE ME LEVEL

- The surprising truths about caring for wellbeing.
- How to measure and debrief people's wellbeing using The PERMAH Wellbeing Survey.
- A PERMAH toolbox of evidence-based practices.
- The science around the power of creating tiny habits.
- The benefits of growth mindsets and self-compassion.

## Month 2:

### WELLBEING AT THE WE LEVEL

- How to lead wellbeing conversations through wellbeing literacy, evaluations, behaviors and determination.
- Done-for-you tools, including presentations, conversation guides, community challenges and check-in circles.
- How to design and spark conversations that accelerate wellbeing.
- How to set roles and goals to navigate the cynics as you help others care for their wellbeing.

## Month 3:

### WELLBEING AT THE US LEVEL

- How to measure and debrief your workplace, school or community's wellbeing using The PERMAH Wellbeing Survey.
- How to successfully co-create community wellbeing programs using systems-informed, positive change tools,
- Design an impact project.
- Discover the power of asking for help and the gift of reciprocity when it comes to caring for wellbeing.

If you'd like to check out the full course syllabus, [please click here](#).

# WHAT SUPPORT WILL YOU GET?

To help you easily and joyfully navigate your learning experience you will receive:

- **A DIGITAL PERMAH WELLBEING LIBRARY THAT IS YOURS TO KEEP**  
Breaking down the science of wellbeing into easy-to-digest videos and podcasts, research cheat sheets and bonus interviews with the world's leading wellbeing researchers.
- **LIVE, INTERACTIVE CLASSES FOR ONE DAY EACH MONTH**  
This is your chance to dive deeper into the science and practice, build your skills as you experiment together and design ways to immediately apply what you are learning to help others.
- **WEEKLY VIRTUAL COACHING CALLS**  
To continue momentum after you leave the classroom, you'll have live virtual coaching calls to keep unpacking what you've learned and practical ways to apply your new knowledge.
- **PAY IT FORWARD CHALLENGES**  
You'll be supported to apply what you learn in the real world, including delivery of a final impact project for your workplace, school or community.
- **AN ONLINE PORTAL PACKED WITH BONUS RESOURCES YOU CAN STEAL (AND SHARE) WITH PRIDE**  
Stay in touch and up-to-date between classes in our online portal, including recordings of all classes, your evidence-based toolbox, chat channel and tips, tools and forums to monitor your progress.
- **A LOCAL AND GLOBAL COMMUNITY**  
Connect and collaborate with experienced wellbeing practitioners from all over the world.



Guiding you through each learning step will be our team of globally sought-after wellbeing researchers, practitioners, teachers and coaches including:

**Dr. Michelle McQuaid, Danielle Jacobs, Louis Alloro, Kathy Snyder, Beverly Wenzel, and Beck Melville.**

Between us we have trained more than 250,000 people to spark measurable changes in more than 4,800 workplaces, schools and communities from more than 75 countries around the world.

**If you'd like to learn more about our team, please [click here](#).**

# YOUR WELLBEING INVESTMENT

## IS THE CERTIFICATE RIGHT FOR ME?

The Certificate In Creating Wellbeing is designed to help workplaces, schools, communities and people to build wellbeing within themselves and others.

## THIS CERTIFICATE IS RIGHT FOR YOU IF YOU WANT TO:

- Discover the latest research and tools to upskill your ability to amplify the wellbeing of others
- Rally people around ways to help each other more consistently thrive, even during challenging times
- Understand how to embed caring for wellbeing into how people learn, work, connect and live together
- Be part of a like-minded community of wellbeing champions who are willing to support and empower each other

### Qualification

- You'll receive a Certificate In Creating Wellbeing.
- Accreditation to use The PERMAH Wellbeing Survey.

### Best suited for

- Workplaces, schools or communities looking to train up wellbeing leaders.
- People passionate about helping others to thrive.

### Delivery options

- Onsite or live online distance learning.
- Join the program on set dates or contact us for private bookings.

### Cost

- A\$3,497 per person.
- Early bird savings available.
- Group discounts available.

Want to know more? **Chat with our friendly team today to register your interest for an upcoming program.**