



JUSTIN
COULSON



What qualifies someone as an expert in parenting?

Engaging, meaningful, evidence-based keynotes and workshops for happier workplaces, classrooms, and families.

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There are dozens of people out there calling themselves parenting 'experts'. Sadly, too many of them lack real 'expertise' in the area. Writing a book (or e-book), or raising your own children does not make a person an 'expert'! In fact, some recent best-selling books on parenting have been written by people with no relevant qualifications, no experience with children (other than their own), and no psychological training.

So what does qualify someone to be a parenting expert?

Before you hire anyone who wants to talk 'parenting', consider the following points:

Do they have...

- Significant hands-on experience working with lots of parents and families in unique contexts?
- Knowledge of parenting education theory and principles beyond basic psychology text books and lectures?
- Deep content knowledge of child development from a cognitive, emotional, social, and psychological perspective?
- Relevant qualifications in at least one tertiary recognised discipline related to the parenting field such as education, psychology or social work? A communications or arts degree (or a diploma of some sort) is not enough?
- Ongoing immersion in the parenting area so that they have a great understanding of the past, the present and the future of parenting?
- Recognition from recognised parenting experts for their expertise?
- A wide body of published work related to the area of parenting, including scholarly work to show that they understand the science of parenting?
- Hands-on experience at the coal-face with their own children, with the runs on the board to show they practise what they preach?

When you hire Dr Justin Coulson, you get all of this, and more.