



JUSTIN  
COULSON



## What qualifies someone as an expert in Wellbeing?

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

[www.justincoulson.com](http://www.justincoulson.com)

*There are dozens of people out there calling themselves wellbeing 'experts'. Sadly, too many of them lack real 'expertise' in the area. Writing a book (or e-book), or even being a 'life coach' does not make a person a wellbeing 'expert'! In fact, some recent best-selling books on happiness, positivity, and wellbeing have been written by people with limited or even no relevant qualifications, and no psychological training.*

## So what does qualify someone to be a wellbeing expert?

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

### **Do they have...**

- Significant hands-on experience working with lots of individuals and groups in unique contexts?
- Knowledge of positive psychology theory and principles beyond basic psychology text books and lectures, or a blog they read online?
- Deep content knowledge of human development from a cognitive, emotional, social, and psychological perspective?
- Relevant qualifications in at least one tertiary recognised discipline related to the wellbeing field such as education, psychology or social work? A communications or arts degree (or a diploma of some sort from an online 'college') is not enough!
- Ongoing immersion in the wellbeing area so that they have a great understanding of the past, the present and the future of wellbeing theory and practice, particularly in an organisation like yours?
- Acknowledgement and deference from recognised wellbeing professionals for their expertise?
- A wide body of published work related to the area of wellbeing, including scholarly work to show that they understand the science of wellbeing?
- Hands-on experience at the coal-face, with the runs on the board to show they practice what they preach?

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