



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

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.