

THE SECRET TO COMPETENT, CONFIDENT CHILDREN



**MELISSA
HOOD &
ELAINE
HALLIGAN**

The Parent Practice

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“I wanted to thank you personally for a hugely well received talk and discussion for parents last night on girls and their emotions - a rich topic indeed. The attendance was at the highest level yet for these evenings - clearly your reputation has spread!”

Clarissa Farr, High Mistress,
St Pauls Girls' School, London

“Thanks to The Parent Practice we have come out of testing times feeling really proud of what we have achieved as parents and how lucky we are to be on this journey with our brood.”

Emma and Mark Owen, Take That

Tell us a bit about your business. Founded in 2004, we (Melissa and Elaine) have been running The Parent Practice since 2007. We have both experienced first-hand how effective positive parenting skills can transform family life. Together with our team of facilitators, we help parents go from repeating, reminding, nagging, threatening, bribing and shouting to more connection, compassion, understanding and encouragement, resulting in cooperative, competent and confident children.

Our services include our flagship 10 week positive parenting courses, workshops on a wide range of topics from Managing Anxiety to Girls and Friendships, and delivering seminars in schools and corporates at home and abroad. We regularly coach clients on a one-to-one basis, helping them with pragmatic solutions to issues such as managing screen time and reducing battles between siblings.

How did you get into your chosen career and why? Elaine came into parenting thinking she should instinctively know how to get it right, but when her son was excluded from his third school at the age of seven, and diagnosed with pathological demand avoidance, she knew she needed support and retrained in behaviour management. He finished school as head boy.

Melissa's dyslexic son struggled at school academically and his low self-worth showed up as aggressive and uncooperative behaviour at home. With positive parenting she learnt to bring out the best in him, meaning his self-esteem grew and with it compassion and kindness for others. He graduated top of his year at university.

What do you enjoy most about what you do? Receiving those emails and thank you cards saying what an impact the skills have had on their children and that family life is so much calmer. Recently we had a note from a client who, after just one taster class, said: “I went in with high expectations but honestly I was utterly amazed, I want life membership!”

What have been the high and low points of your career to date? Elaine being named in You Magazine as one of the UK's top parenting gurus in 2016 and Melissa being filmed for Channel 4 on the 'Hardeep Does' programme. The producers intended to send us up and make parenting courses look like a joke. Instead Hardeep was completely converted by realistic demonstrations of the skills in use in role play!

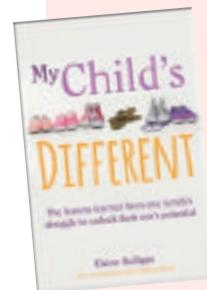
The lowest point is when you have a speaking gig in Singapore cancelled at the last minute due to the client's poor organisation!

What makes your business stand out? The fact that we offer a huge range of face to face courses and workshops every term, which gives us unique insights into the issues that parents face and the solutions they find. Our hot topics range from Helping Children Cope with Anxiety to Developing Emotional Intelligence. In addition we have launched our new online Positive Parenting Academy, which means we are reaching clients globally from the Bahamas to New Zealand.

What can you offer clients that competitors can't? We combine the latest thinking in child development, psychology and neuroscience with on-the-ground experience as parents ourselves and the experiences of the hundreds of families we work with. We know our clients value being able to speak to someone at the end of a phone, we have the credibility of living the methodology and we get results. By being caring, approachable and fun, clients enjoy working with us.

Also, with our Train the Trainer Programme, we have a global licensee operation enabling anyone interested in a parenting career to set up their own business and deliver The Parent Practice methodology.

What has been your best business decision in the last 5 years? Becoming published authors. Melissa's book 'Real Parenting for Real Kids' and Elaine's book 'My Child's Different' have opened up many exciting opportunities for the business at home and abroad, across many different platforms on TV and in print.



'My Child's Different' is being published in August 2018 by Crown House Publishers. Drawing lessons from the transformational journey of a young man who was written off by society but went on to become a budding entrepreneur, 'My Child's Different' explores the enabling role that

parents can play in maximising the potential of children who are 'different' or 'difficult'.

www.crownhouse.co.uk/publicationsmy-childs-different

Take a look at our upcoming events here and try out a free parenting class - www.theparentpractice.com/events-calendar