

Bridges | Professional Development Center for Person-Centered Values



Better Outcomes, Better Lives

Sector: Non-profits – training and human services

Elements: Branding, positioning, logo development, public relations, print and web advertising, brochure, web page, email, white papers

Change your thinking and change lives.

We created Bridges to provide essential training in person-centered thinking to:

- Organizations serving people with intellectual disabilities and behavioral health issues
- Health care providers serving people of all ages
- Schools

Contact us for workshop and training details.

70 Pembroke Road, Concord, NH 03301
603-415-7000 • bridgescenter.org

A division of nationally recognized Community Bridges, we are the first organization in Northern New England with credentialed trainers affiliated with The Learning Community for Person-Centered Practices. To download our FREE WHITE PAPER on person-centered thinking, visit bridgescenter.org today.

Print ads made an emotional impact in industry publications, challenging caregivers to “Change your thinking and change lives.”

The new training division of a non-profit serving people with disabilities, Bridges hoped to become northern New England’s leading trainer for “person-centered” methodologies required of caregivers under new federal guidelines. Creative Co-op was given a twofold challenge: establishing a brand not only for Bridges, but for a philosophy of care with the potential to improve lives.

The campaign helped a startup become a standout.

THE CREATIVE APPROACH

Two levels of messaging were required to help Bridges meet its goals:

- A strong emotional appeal highlighting the potential to improve lives, in order to attract attention and overcome resistance to change
- Detailed content establishing Bridges’ unique credentials with decision makers, while explaining the paradigm shift of person-centered thinking

Creative Co-op worked closely with lead trainer Roy Gerstenberger and his team to capture Bridges’ unique attributes in a positioning strategy that would hit the market’s sweet spot. Then it was time for a marketing communications campaign aimed at raising awareness among human services agencies, health care providers and schools serving people with disabilities.

To learn more about Creative Co-op and our approach to creating distinctive and powerful brand communications for your business, call 603.658.1600.

Professional Development Services and Training

Offered by the first organization in Northern New England with credentialed trainers affiliated with The Learning Community for Person-Centered Practices

At the Heart of Social Care

Over two decades, person-centered thinking has emerged as a transformative element for human services – including the Centers for Medicare & Medicaid Services (CMS), which now require person-centered training by federal regulation.

organization, integrating person-centered practices into your everyday services because we have been doing so successfully for more than fifteen years at Community Bridges.

Now, with a division dedicated solely to helping others throughout the region, we are offering a resource that can provide experienced guidance to help you learn about and integrate person-centered practices into your everyday services because we have been doing so successfully for more than fifteen years at Community Bridges.

Curriculum Overview

Our two-day workshops give your staff the basic skills to practice person-centered thinking in their daily work. They will also be able to teach their colleagues on the job, for continuous quality improvement within your organization.

Day 1: Group Work and Discussion

Through required stories and exercises, participants learn how to sort information using a variety of frameworks, including:

- What is important to and for a person
- Core responsibilities for support givers
- Using judgment and creativity
- Matching support givers and recipients

Day 2: Guided Partner Exercises

By pairing participants for exercises in directed conversation, listening and information sorting, you will all learn:

- Applied person-centered principles
- Discovery skills
- How to develop person-centered descriptions

All training is customized to your organization's needs. Participants come away with a new way of thinking – changing from “doing what’s wrong” to supporting each person’s opportunities – while applying skillsets that support your mission and organizational requirements.

Meet Our Trainers

All of our person-centered thinking trainers are credentialed by The Learning Community for Person-Centered Practices.

Theresa Ellis
Caring and passionate, Theresa shines at helping participants find their challenges, personal engagement and continuous growth.

Lesley Bischoff
A big-picture thinker with infectious optimism, Lesley is always positive – but never afraid to take on tough questions.

Hanette Desrochers
Hanette’s full-time training workshops reflect her own working to help people get better lives and not just better smiles.

To schedule training and workshops, call 603-415-7000. Or learn more online at bridgescenter.org.

A services brochure explained the benefits of person-centered care and introduced Bridges, its trainers and workshops.

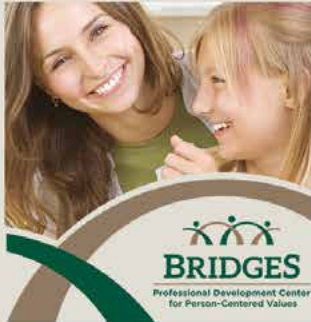
PERSON-CENTERED THINKING 2-DAY WORKSHOPS

Presented by
Bridges | Professional Development Center for Person-Centered Values

[Click for Available Dates and Details](#)

Dear Colleague:

Person-Centered Thinking (PCT) has emerged as a transformative element for human services, social care and health care organizations worldwide – including the Centers for Medicare & Medicaid Services (CMS), which now require PCT by federal regulation.



Register for a two-day workshop and discover proven, person-centered skills and strategies that go beyond the usual buzzwords, leading to:

- **Better outcomes** based on a deeper understanding of personal interests and desires
- **Better lives** for people empowered to share their gifts and live on their own terms
- **Better results** for managers and facilitators, including renewed purpose and satisfaction

WHO SHOULD ATTEND: Professionals working in human services, health care and education can all benefit from Bridges training in person-centered values.

[Register for a PCT Workshop Now](#)

[Host Your Own Customized PCT Workshop](#)


Curriculum Overview

Day 1: Group Work and Discussion
Through applied stories and exercises, participants learn how to sort information using a variety of frameworks, including:

- What is important “to” and “for” a person
- Core responsibilities for support givers
- Using judgment and creativity
- Matching support givers and recipients

Day 2: Guided Partner Exercises
By pairing participants for exercises in directed conversation, listening and information sorting, your staff will learn:

- Applied person-centered principles
- Discovery skills
- How to develop person-centered descriptions




[Download Our FREE White Paper](#)

Bridges | Professional Development Center for Person-Centered Values

A division of nationally-recognized Community Bridges, Bridges is the first organization in Northern New England with staff credentialed by The Learning Community for Person-Centered Practices. More than 15 years of experience in person-centered practices go into every Bridges workshop, assuring you of practical, real-world ideas and inspiration.

To learn more, [visit our website](#) or call **603-415-7000**.

Individuals who are deaf, hard of hearing or have speech disabilities can contact Relay Service (NH Relay) by calling **7-1-1** or **1-800-735-4423**.



BRIDGES
Professional Development Center
for Person-Centered Values

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A new logo and graphic identity helped set the tone, depicting individuals coming together and connecting through person-centered values. Then a carefully-selected mix of print and online tactics was created to deliver maximum flexibility, synergy and cost-effectiveness.

Soon, Bridges was offering workshops and training to human services providers and caregivers. The little startup projected a top-of-mind brand in print and online with help from Creative Co-op, strongly positioned to help people affected by disabilities achieve better outcomes – and better lives.



Bridges lead trainer Roy Gerstenberger won a 2015 Business Excellence Award from *New Hampshire Business Review* for outstanding non-profit leadership on behalf of people affected by disabilities.



White papers available as free online downloads offered decision support while generating email leads and web traffic.

Broadcast emails and online landing pages provided in-depth information and easy enrollment in Bridges workshops.