

# CONTACT

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A QUARTERLY NEWSLETTER FROM SPIN®USA

THE NATIONAL TRAINING INSTITUTE FOR SPIN VIDEO HOME TRAINING® AND SPIN VIDEO INTERACTION GUIDANCE®

## SPIN VIDEO HOME TRAINING® SELECTED AS THE PARENTING MODEL FOR INNOVATIVE VISITATION CENTER IN RHODE ISLAND

SPIN®USA is partnering with a consortium of child welfare organizations in Rhode Island to provide staff training for the development of its Video Home Training® Program at Nina's House, a ground-breaking parent visitation center located on the Rhode Island College (RIC) campus in Providence, RI.

Nina's House will incorporate SPIN's powerful, strengths-based family support model into its programs and services to improve the parenting and relational skills that families need in order for children to be permanently returned to their care.

to working with an organization long recognized as an innovator in delivering programs that help achieve sustained outcomes for families and children," said *Tonya Glantz*, clinical training specialist at RIC's Child Welfare Institute.

"The goal here is to improve the process for children and families and better prepare social workers for their careers and future work assignments. This is ground breaking—a revolutionary approach for Rhode Island," said *Roberta Pearlmuter*, interim dean of RIC's School of Social Work.

Nina Foundation Director *Michael Dionne* said that *Anne Lebrun-Cournoyer* (Regional Director of DCYF) suggested the concept of a family visitation center over a year ago. "Anne told me that the business of children

should be everyone's business, and that struck a chord with us. With a little investigation, the value points were obvious." Under *Dionne's* leadership, the Nina Foundation honors the memory of his mother-in-law, *Olga "Nina" Sullivan Bertuglio*, through its charitable work for the children of Rhode Island.

We, at SPIN®USA, are excited to work with such a passionate, dedicated team of professionals. We are eager to integrate our model into a project that promises to transform the visitation process for Rhode Island's most vulnerable children, youth, and families.



Nina's House is a collaborative program between RIC's Child Welfare Institute, School of Social Work, the Rhode Island Department of Children, Youth and Families (DCYF), and the Nina Foundation, a nonprofit organization that helps children and families impacted by abuse and neglect.

"Nina's House brings together leading child welfare organizations to develop an innovative program aimed at improving the outcomes for our most vulnerable families and children. SPIN®USA's mission and methodology are perfectly aligned with our goals and we look forward



Inside this edition of **CONTACT**...

- We've moved!
- Tired of meetings that go nowhere? "Move Your Meetings...From Mundane to Masterful"
- SPIN®: Who we are & What we do

### Editorial Staff

Adrienne Williams, *Editor*,  
[awilliams@spinusa.org](mailto:awilliams@spinusa.org)

Karen Trittipio, *Graphic Designer*

### Leadership Team

Jane Nestel-Patt, M.Ed., *President/CEO*,  
*Master Trainer*

Terri Pease, Ph.D., *Director of Research*,  
*Master Trainer*

Adrienne Williams, M.Ed., *Director of*  
*Program Development, National Trainer*

Sarah Guidi, *Program Coordinator*,  
*Assistant to the President*

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# SPIN USA HAS MOVED TO NEW HEADQUARTERS!

For 12 years, SPIN®USA, National Training Institute occupied a 5,000 square foot building in Carlisle, MA. The building was generously provided as an in-kind gift from Grant and Helene Wilson who also, through The CARLISLE Foundation, contributed the seed capital that launched SPIN USA as an independently incorporated 501(c)3 agency in 2000.

We have known for over a year that the property was to be developed, requiring that we relocate the Institute. We are eternally grateful to the Wilsons and The CARLISLE Foundation for the long-standing gift of the Carlisle site. To us, it represents their sharing of our core beliefs regarding the worth, dignity and strengths of vulnerable children and their families—and a strong vote of confidence in our mission and our work. It was *literally* the birthplace of SPIN USA and our launching pad—



from which we have partnered with schools and child welfare agencies nationwide to *Nurture, Empower and Transform Human Performance™* so that outcomes for children and their families improve.

Please **CONTACT** us at our new location:

SPIN USA, Inc.  
394 Lowell St,  
Harrington Park, Suite #5  
Lexington, MA 02420  
Ph 781-652-0710  
Fax 781-652-0711

As always, you can reach us via email: [info@spinusa.org](mailto:info@spinusa.org) or visit our website at [www.spinusa.org](http://www.spinusa.org).

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## MESSAGE FROM THE PRESIDENT



Jane Nestel-Patt  
President/CEO

I am pleased to welcome you to **CONTACT**, SPIN®USA National Training Institute's newsletter!

**CONTACT** keeps you abreast of the research and issues that are key to developing best-practices and serves as a tool for partnering with you to build cutting edge leaders, staff, and programs that set a high bar for improving morale, performance, and outcomes.

**CONTACT** is an intentional 'double entendre' referring both to our maintaining contact with you while also referencing the research-based link between the qualitative attributes of 'contact' (relationship) and outcome, since that link is at the very core of our work to *Nurture, Empower and Transform Human Performance™*.

Given SPIN USA's central focus on **strengths-based practice**, we are excited by the rapidly growing body of research that points directly to the critical impact of relationships on human development and performance. Since the publication of From Neurons to Neighborhoods (Eds. Jack Shonkoff & Deborah Phillips) by the National Academy of Sciences Press in 2000, we have seen a dramatic increase in research in this arena. Relationships, the research tells us, actually play a key role in the architecture of the developing brain. The research further explains that it is the *qualitative* manner in which we interact with others that has profound impact on *motivation* and, by extension, *success*. Obviously, this has real and significant implications for leaders as well as for staff and programs/services.

**HOW** we lead, it turns out, has direct impact on individual, team, and organizational motivation and success. And no one, perhaps, has said it better or more succinctly than the industrialist, Charles Schwab, who states, "I have yet to find the man [or

woman], however exalted his station who did not do better work and put forth greater effort under a spirit of approval than under a spirit of criticism." It is the qualitative aspect of our leadership and the "spirit" we create in our one-on-one relationships and that we build in our teams that makes the difference.

The challenge is **HOW** we learn to do that effectively. The Dutch developed a set of powerful models (SPIN Video Home Training® and SPIN Video Interaction Guidance®) for learning the HOWs and we have brought that work to the United States. Today, with more than a decade of practice in agencies across the nation, we have refined and strengthened those models to specifically meet the needs of U.S institutions and services. And...we look forward to opportunities to partner with you and your agency to build the leaders, staff, and programs that will *Nurture, Empower and Transform Human Performance™* to ensure your agency's and every child's success today and in the future.

## MOVE YOUR MEETINGS... FROM MUNDANE TO MASTERFUL

At SPIN®USA, we are proud of the growing list of agency leaders using and endorsing our training/coaching models as their antidote for non-productive and, often, mind-numbing meetings. Effective meeting facilitation/management, at all levels, is key to an organization's success. It's no surprise that Google currently highlights more than 43,900,000 resources on meeting management, underscoring the intense demand. We read the books, attend the trainings, hire the consultants, get everyone pumped at team retreats—yet a year later, there's no significant change in practice.

It's not the WHATs where we get stuck. Most leaders are clear on their agency's mission and the WHATs needed to accomplish it. The challenge for leaders are the HOWs of getting people engaged—personally, instinctively and productively—with other people to get that vital work done.

Hear from real people, agency leaders like yourselves, in real settings—who use the SPIN® training/coaching models to make their meetings and, consequently, their organizations work more effectively.

### EYE ON: LEADERSHIP

**JACK WELDON**, Executive Director, St. Vincent's Home, Fall River, MA—on the change in his senior team meeting following his first Executive Coaching session with SPIN®.

"My most participatory meeting ...I'm a believer."

Join the list of leaders whose meetings have become central to moving their agencies forward and fueling their agencies' missions - leaders who have moved their meetings from *mundane* to *masterful*!

### EYE ON: LEADERSHIP

**HEATHER RAVANI**, Manager, Children & Family Services, Marin County CA DSS - on the impact of her SPIN Video Interaction Guidance Coaching® on her leadership team meetings:

"A turning point for me (in this seemingly endless series of meetings) was the observation of myself on tape, where the managers were discussing a possible way of organizing the work, and I knew that in my mind I had already reached an answer to what they were grappling with. On tape, I saw my body language and how hard I was working at not speaking. But, most importantly, I did not speak! As I stood there and they processed

through their discussion, they came to the same solution, and all were in complete agreement with the plan, as they had a huge stake in creating it. That moment remains one of the most powerful learning moments of my career. I felt that I had allowed the managers under me to arrive at a creative solution. And, most importantly they all felt that they had input into that decision.

This process was an incredibly successful and gratifying experience. I believe that it:

- Increased my skills in the management and development of a consensus-based decision making team,
- Improved the morale of the managers and staff, and
- Allowed them to trust each other enough to address issues that arise and find creative solutions to them."

**"A turning point for me...was the observation of myself on tape....That moment remains one of the most powerful learning moments of my career"**



### WHO WE ARE:

We are a non-profit, national training institute specializing in strengths-based models that nurture, empower and transform human performance™.

Our asset-based training/coaching methodology and program models improve practice and performance in education and child welfare so that outcomes for children, youth, and families improve.



### WHAT WE DO:

Our evidence-based work teaches what many believe cannot be taught—that set of "intangible" skills that are often called "gifts". These are the "gifts" of inspiring leaders, brilliant teachers, great mentors, and nurturing parents. Our powerful, innovative training method helps individuals identify and develop the very specific, concrete, and measurable skills that create such "giftedness".

For over 20 years, our methods have given the "gift" of effective leadership, skillful teaching, and nurturing parenting to those who work in or lead the institutions that serve our most vulnerable children and families.

### WE SPECIALIZE IN:

- ✓ Family support/intervention and parenting programs (mandated services, mental health & family services, teen parent services).
- ✓ Teacher training (early care and education, after-school programs, research—to—practice knowledge transfer, reflective supervision).
- ✓ Staff training and development (residential treatment, group homes, day treatment, day school settings).
- ✓ Supervisory training (child welfare and education).
- ✓ Leadership development (management training and executive coaching in child welfare and education).



SPIN®USA, Inc.  
394 Lowell Street  
Harrington Park, Suite #5  
Lexington, MA 02420

## In Their Own Words

*“I used to dream of being the kind of mother I never had. I look at my video of me and Bryan\* and that’s what I see. **My dream is right there in front of me.** I am doing it now!”*

**Teen Mom**

Inwood House, New York, NY  
SPIN Video Home Training® Program for Teen Parents

\*Name changed to protect family’s identity

*“We definitely got from SPIN® something we could not get anywhere else. We’re working towards our vision of expanding SPIN® in New York City.”*

**Norma Uriguen**

Director of Mother/Child Foster Care and Family Services  
Inwood House, New York, NY



**Nurture...Empower...Transform.**

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394 Lowell Street  
Harrington Park, Suite #5  
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