

**HATTIESBURG, MS**  
LAKE TERRACE CONVENTION CENTER  
1 Convention Center Plaza, 39401  
(601) 268-3220

Wednesday, May 17

**JACKSON, MS**  
HILTON JACKSON  
1001 E County Line Rd, 39211  
(601) 957-2800

Thursday, May 18

**TUPELO, MS**  
THE SUMMIT CENTER  
852-A N Gloster St, 38804  
(662) 842-1561

Friday, May 19

**JACKSON, TN**  
DOUBLETREE BY HILTON JACKSON  
1770 US-45 BYP, 38305  
(731) 664-6900

Monday, May 22

**MEMPHIS, TN**  
CROWNE PLAZA MEMPHIS DOWNTOWN  
300 N Second St, 38105  
(901) 525-1800  
Parking: \$6

Tuesday, May 23

Please do not contact venues except for driving instructions.  
Complimentary parking is available unless otherwise noted.



PLEASE POST

## REASONING WITH UNREASONABLE PEOPLE: FOCUS ON DISORDERS OF EMOTIONAL REGULATION

✓ one:

- Hattiesburg, MS, May 17   
  Jackson, MS, May 18   
  Tupelo, May 19, MS  
 Jackson, TN, May 22   
  Memphis, TN, May 23

Name (PLEASE PRINT) \_\_\_\_\_

Home Address \_\_\_\_\_

City/State \_\_\_\_\_, \_\_\_\_\_ Zip \_\_\_\_\_

Work Phone (\_\_\_\_) \_\_\_\_\_ Home Phone (\_\_\_\_) \_\_\_\_\_

Fax (\_\_\_\_) \_\_\_\_\_ (PLEASE PRINT EMAIL IF AVAILABLE)

Email \_\_\_\_\_

Profession(s) \_\_\_\_\_

### PRE-REGISTRATION

- \$79 Individual Rate  
 \$74 Group Rate (3 or More Persons Registering Together)  
 \$89 On-Site Registration (if space is available)

### FOUR WAYS TO REGISTER

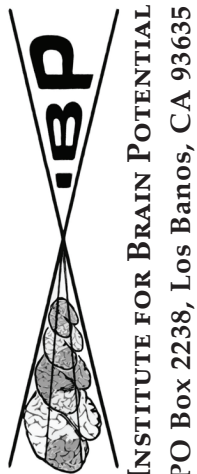
- Internet: [www.ibpceu.com](http://www.ibpceu.com)
- Mail: PO Box 2238, Los Banos, CA 93635  
(make check payable to IBP)
- Fax: (877) 517-5222
- Phone: (866) 652-7414 (open 24 hours a day, 7 days a week)

Purchase orders are accepted. IBP tax identification number: 77-0026830

All major credit cards accepted: \_\_\_\_\_ Type of card \_\_\_\_\_

Card # \_\_\_\_\_ Exp Date \_\_\_\_\_ / \_\_\_\_\_

Signature \_\_\_\_\_



## REASONING WITH UNREASONABLE PEOPLE: FOCUS ON DISORDERS OF EMOTIONAL REGULATION

HATTIESBURG, MS: Wednesday, May 17

JACKSON, MS: Thursday, May 18

TUPELO, MS: Friday, May 19

JACKSON, TN: Monday, May 22

MEMPHIS, TN: Tuesday, May 23

A New 6-Hour Seminar for Health Professionals, Spring, 2017 \$79



## REASONING WITH UNREASONABLE PEOPLE: FOCUS ON DISORDERS OF EMOTIONAL REGULATION A 6-Hour Seminar for Health Professionals

**Schedule:** Check in: 8:15-9 AM, program starts: 9 AM, lunch (on own): 11:30 AM, Q&A and discussion with instructor: 12-12:30 PM, lecture resumes: 12:30 PM, adjournment: 4 PM. Please register early and arrive before the start time. Space is limited.

**Group Registrations:** Rates apply for 3 or more pre-registered guests enrolling together. Please complete a separate registration form for each person. Members of a group can attend on different dates.

**Confirmation Notices and Certificates of Completion:** We will confirm your registration by email or by letter. Please attend even if you do not receive a confirmation. Registrants are responsible for parking fees, if any. Successful completion includes full attendance and submission of the evaluation form. No partial credit will be given. Certificates of completion are provided at the time of adjournment.

**Transfers and Cancellations:** Registrants can transfer to another seminar if space is available. Registrants canceling up to 48 hours before a seminar will receive a tuition refund less a \$15 administrative fee, an audio CD or DVD recording of the seminar with the instructional outline, if available, or if requested, a full-value voucher good for one year, for a future seminar. In the unlikely event that the seminar cannot be held (e.g., an act of God), registrants will receive free admission to a rescheduled seminar or a full-value voucher, good for one year, for a future seminar. All requests must be made in writing or online. No IBP program has ever been cancelled as the result of low attendance. We anticipate that participants will have desks at most locations.

**Customer Service:** Call 888-202-2938 to ask about course content, instructors, request accommodations for disability, submit a formal grievance, or remove your name from a list. For other questions, call 866-652-7414.

**Institute for Brain Potential:** We are the leading provider of accredited programs on the brain and behavioral sciences. Our non-profit organization (tax ID 77-0026830) has presented cost-effective, informative and practical seminars by outstanding speakers since 1984.

# REASONING WITH UNREASONABLE PEOPLE: FOCUS ON DISORDERS OF EMOTIONAL REGULATION

**NURSES:** Institute for Brain Potential (IBP) is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation.

IBP is awarded "accreditation with distinction," the highest recognition awarded by the ANCC.

This program provides 6 contact hours for nurses.

**PSYCHOLOGISTS, COUNSELORS, SOCIAL WORKERS, & MFTs:** IBP is approved by the American Psychological Association to sponsor continuing education for psychologists. IBP maintains responsibility for this program and its content. This program is 6 CE credits. This course qualifies as Type I for TN Psychologists. IBP, provider 1160, is approved as a provider for continuing education by the Association of Social Work Boards (ASWB), 400 South Ridge Parkway, Suite B, Culpeper, VA 22701. www.aswb.org. ASWB Approval Period: 11/11/2014 – 11/11/2017. Social workers should contact their regulatory board to determine course approval. Social workers will receive 6 clinical continuing education clock hours for participating in this intermediate-level course.

**SUBSTANCE ABUSE PROFESSIONALS:** IBP is approved by the NAADAC Approved Education Provider Program, Provider #102949. This program provides 6 continuing education hours (CEHs).



**PHARMACISTS AND PHARMACY TECHNICIANS:** IBP is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education. This knowledge-based activity provides 6 contact hours (.6 CEUs). UANs: 0492-0000-17-001-L04-P and 0492-0000-17-001-L04-T

**DENTAL PROFESSIONALS:** IBP is designated as an Approved PACE Program Provider by the Academy of General Dentistry (AGD). The formal continuing dental education programs of this provider are accepted by the AGD for Fellowship/Mastership and membership maintenance credit. Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement. The current term of approval extends from 12/01/14 – 11/30/18. Provider ID# 312413. Subject Code: 557. This program is 6 CE hours.

**OCCUPATIONAL THERAPISTS:** IBP is an American Occupational Therapy Association (AOTA) Approved Provider, #6050. The assignment of AOTA CEUs does not imply endorsement of specific course content, products, or clinical procedures by AOTA. This program provides 0.6 AOTA CEUs or 6 contact hours. Content Level: Intermediate. Content Focus: Domain of OT (Performance Skills) and Professional Issues (Supervision).

**NURSING HOME ADMINISTRATORS:** IBP is a Certified Sponsor of professional continuing education with the NAB and has approved this program for 6 clock hours under its sponsor agreement with NAB/NCERS. State licensure boards, however, have final authority on the acceptance of individual courses.

**PHYSICAL THERAPISTS:** IBP is approved as a provider of physical therapy continuing education by Physical Therapy Board of California and by the New York Physical Therapy Board. The TN Board of Physical Therapy accepts courses approved by the physical therapy licensing boards of other states. This program is pending approval by the Mississippi State Board of Physical Therapy. This program provides 6 contact hours.

**SPEECH-LANGUAGE PATHOLOGISTS:** This program is designed to meet the needs of speech-language pathologists. IBP is approved as a provider of CE by CA Speech-Language Pathology & Audiology Board (SLPAB), #PDP247, by FL Board of Speech-Language Pathology and Audiology, and by KS Department of Health and Environment, Provider# LTS S1271. MS State Department of Health accepts courses approved by the SLP licensure authorities of other states.

**MASSAGE THERAPISTS:** IBP is approved by NCBTMB as a CE Approved Provider, #450939-09. This course provides NCBTMB-approved 6 CE hours of Advanced Science credit.

**CASE MANAGERS:** This program has been submitted to the Commission for Case Manager Certification for approval to provide board certified case managers with 6 CE contact hours.

**DIETITIANS:** IBP is a Continuing Professional Education (CPE) Accredited Provider with the Commission on Dietetic Registration (CDR). Registered dietitians (RDs) and dietetic technicians, registered (DTRs) will receive 6 continuing professional education units (CPEUs) for completion of this program. Continuing Professional Education Provider Accreditation does not constitute endorsement by CDR of a provider, program, or materials. Provider Number: BP001. CPE Level: I. Suggested Learning Codes: 5350, 6020, 6070, and 7020.

**EDUCATORS:** This program provides 7.5 CEUs of professional development in MS and 7.5 Renewal Points of professional development in TN toward license renewal through a cosponsorship agreement between IBP and Alliant International University, a regionally accredited institution by the Accrediting Commission for Senior Colleges and Universities. Contact your school district if you need prior approval.

*In this six-hour program, health professionals will learn how people reason with selected disorders of mood, anxiety, OCD, anger, and personality.*

*Practical strategies will be presented to facilitate meaningful change in patients and health professionals working in medical, dental, and behavioral health settings.*

*Participants completing this program should be able to:*

- 1. List several paths to achieving effective emotional communication.*
- 2. Outline an effective strategy to reason with a person who has a disorder of mood, anxiety, OCD, anger, or personality.*
- 3. Describe a strategy for reasoning or having a difficult conversation with a person who is experiencing pain, illness or vulnerability.*
- 4. Describe a calming strategy including the practice of mindfulness for health professionals who are experiencing strong emotions.*

## Pathways to Effective Reasoning

- **Assuring the Person Feels Heard:** emotional healing begins when the patient's concerns are acknowledged.
- **Focusing on Feelings:** identifying unresolved emotional stressors.
- **Emotion-Sustaining Beliefs:** What purpose does this emotional state serve? What beliefs sustain it? Are there unresolved emotional stressors?
- **Identifying the Patient's Strengths:** channeling the wellness with the mental or physical illness to facilitate healing.
- **Core Emotional Concerns:** to feel appreciated, to be treated as an equal, to have the freedom to decide, and to be respected.
- **Beyond Reason:** rage, acute mania, delirium, substance-induced states, psychosis, and dementia.

## Mood Disorders

- **Depressive Disorders:** Major Depressive Disorder and Persistent Depressive Disorder (Dysthymia); understanding the mindset that one's problems are personal, pervasive and permanent.
- **Bipolar Disorders:** Bipolar I, II and Cyclothymic Disorders; the role of mania, hypomania and chronicity; the manic mindset of feeling invulnerable, brilliant, euphoric, and infallible.

## Generalized Anxiety, Obsessive Compulsive Disorder and Perfectionism

- **Generalized Anxiety:** understanding chronic, uncontrollable and irrational anxiety; how feeling "unsafe" perpetuates chronic worrying.
- **Obsessive Compulsive Disorders:** key triggers underlying unwanted and habit-based, automatic thoughts and overvalued ideas associated with impulses and rituals.
- **Perfectionism:** understanding people who have unrealistic standards for themselves or others and are highly critical when they are not met; how perfectionism, an OCD spectrum trait, can lead to emotional burnout.

## Passive and Aggressive Forms of Anger

- **Passive Anger:** covert efforts to undermine another person's effectiveness; identifying the "hidden agenda."
- **Aggressive Anger:** blaming, shaming, provoking, threatening, bullying, avenging; understanding the "hurt" behind the anger, the person's justification for not being able to forgive, and the adverse health risks of experiencing chronic anger.

## Selected Personality Disorders

- **Key Features:** inflexibility, crisis, cluelessness, impaired problem-solving, avoidance of treatment; distinguishing between character and traits.
- **Antisocial (Sociopathic):** the view that rules are meant to be broken, intolerance for frustration, need for immediate gratification, and exaggerated sense of intelligence.

- **Borderline:** impaired sense of identity, fear of abandonment, intense psychic pain, anger, idealization or demonization; risk of self-harm.
- **Narcissistic:** exaggerated self importance, need for special attention, and the entitlement to seek pleasure, status or power.

## Strategies for Helping Patients With Strong Emotions

- **Cognitive Restructuring:** reframing automatic negative thoughts.
- **Shifting the Focus to Problem Solving:** identifying solutions and using pros and cons.
- **Exposure-Based Treatments:** confronting and overcoming fears and reducing compulsions.
- **Emotion Regulation Techniques:** personalized approaches to calming, breathing training, imagery, and relaxation.
- **Dialectical Behavioral Therapy:** focus on Mindfulness, Distress Tolerance, Emotion Regulation and Interpersonal Effectiveness.
- **Disengaging from Pathological Interactions:** Gottman's Four Horsemen of the Apocalypse: contempt, criticism, stonewalling, and defensiveness.
- **Handling Difficult Conversations:** six rules of thumb to communicate in ways that lead to meaningful change.

## Calming Strategies for Health Professionals

- **Resilience-Based Reasoning:** focusing on ways we can manage stressors and recover from setbacks by identifying our strengths.
- **Balancing Priorities:** reducing excessive demands by reviewing complex challenges at home and at work.
- **Changing the Narrative:** rethinking how we view the past, respond to the present, and reimagine the future to increase happiness.
- **Acceptance:** learning to accept in self and others the traits that are unlikely to change.
- **Practicing Mindfulness-Based Stress Reduction:** non-judgmental, moment-to-moment awareness by staying calm in the moment.

## ABOUT THE INSTRUCTOR

*Paula Butterfield, Ph.D. (Ohio State University), a psychologist, is a noted clinician, researcher, author, and instructor. She has worked extensively with clients who exhibit disorders of emotional intelligence, mood, anxiety, and impulse control. Dr. Butterfield has designed and presented training programs throughout the USA for over two decades. An inspired and inspiring speaker, she has been recognized four times for distinguished teaching. In this presentation, film excerpts will be used to illuminate toxic behaviors.*

*With wisdom, insight, and humor, Dr. Butterfield's program is designed to help you understand people we cannot "stand," reason with others who seem "unreasonable" and apply the art of the possible when living or working with "impossible" people. In addition to Q & A sessions in class, Dr. Butterfield will answer your questions during the second half of the lunch break and by email after the program concludes.*