

Professional Development Catalog

Russell A. Sabella, PhD



Effective, Efficient, Enjoyable



Effective

Purposeful strategies
that drive results.



Efficient

Maximize impact
with smart solutions.



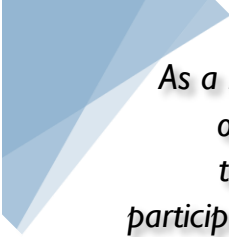
Enjoyable

Engaging experiences
that inspire growth.

Workshops • Keynotes • Presentations • Webinars



schoolcounselor.com



As a result of our work together, participants will be able to do their jobs with greater effectiveness, efficiency, and enjoyment—starting today.

I hear it repeatedly, “*I can’t find professional development for my staff that is meaningful, relevant, and practical.*” School counselors and other educators need useful knowledge, mindsets, and behaviors that will help them to make a positive difference in the lives of children and families. More than ever, professional development must equip participants to meet students' needs as we all face extraordinary challenges.


Over the last 35 years, I have worked with tens of thousands of school counselors, teachers, leaders, and others to develop better interventions that help students succeed. My philosophy is simple: provide training that allows you to do your job more effectively, efficiently, and enjoyably—starting today (I call this the E³ of professional development). My work has included advancing various competencies, the most popular of which are described in this catalog.

Every workshop and presentation can be customized to fit the specific needs of your school district or organization. A popular option is the *Trio Package*, which combines three high-impact training areas: Solution-Focused School Counseling, the Datability Boot Camp, and Technology Tips, Tricks, and Shortcuts.

Professional development formats are flexible and can include half-day or full-day sessions, one- to two-hour webinars, book studies, or a summer academy. Sessions are available online or in person, with in-person events requiring at least a full day.

- I encourage you to check out my comprehensive vita (<http://schoolcounselor.com/about/>) for an overview of my work.
- To book one or more of these workshops, contact me directly via email (sabella@schoolcounselor.com) or, even better, complete an [online inquiry form](https://schoolcounselor.com/professional-development/) (<https://schoolcounselor.com/professional-development/>).

Sincerely,



Russ Sabella, Ph.D.
sabella@SchoolCounselor.com

*This catalog is available online at
<https://tinyurl.com/sabella-pd>*

Table of Contents

Click on the page number to go right to that page ...

Solution-Focused School Counseling.....	3
Data Boot Camp for School Counselors and Administrators (Live or Online).....	6
Exploring AI in School Counseling	8
Working with Anxious Children and Teens: Strategies and Best Practices	10
Technology Tips, Tricks, and Shortcuts for School Counselors and other Educators	11
School Counselor Side Hustle	13
Liven Up Your Groups.....	14
Counseling Theory Review and Practice	15
About the Trainer	16

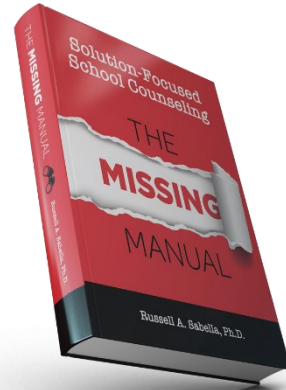
Solution-Focused School Counseling

To change what we do is to change what we view.

You can act your way to a new way of thinking. And, you can think your way to a new way of acting.

People have problems because they have not thought of solutions.

This engaging, experiential workshop is designed for beginning and seasoned school counselors, social workers, psychologists, teachers, and other human service professionals who want a practical, strengths-based approach for helping students and stakeholders move forward more effectively.



Participants will discover a powerful model that places direct emphasis on solutions rather than dwelling on problems. This structured framework equips professionals with strategies to guide students and families in recognizing exceptions to challenges, envisioning preferred futures, and leveraging existing strengths to create meaningful, lasting change.

By empowering students and parents to devise their own solutions, the approach fosters a genuine sense of ownership in their progress and a deeper commitment to change. As effective solutions are identified and implemented, confidence and motivation grow among students, families, and everyone involved. When counselors, teachers, and other practitioners employ this method, the intervention process becomes more efficient, more hopeful, and more uplifting for all. Ultimately, solution-focused brief counseling offers something rare in today's demanding school environment: a practical remedy to professional burnout.

Across a comprehensive school counseling program, the solution-focused approach can be applied in individual counseling, small groups, classroom lessons, consultation, career planning, and collaborative problem-solving with teachers and staff. This workshop is especially valuable for anyone seeking a more productive and positive way to partner with parents during conferences.

Sample Competencies

Through a combination of discussion, video cases, handouts, practice exercises, and role-plays, participants should be able to:

- Identify the major principles of the solution-focused brief counseling approach applied throughout a comprehensive school counseling program.
- Help students/parents identify and move more enthusiastically toward solutions to reach their goals.

- Use innovative solution-focused brief counseling/conferencing interview methods that initiate change even in the first meeting.
- Implement the four-step solution-focused brief change process.
- Systematically foster solution-focused collaborations among school counselors, students, parents, and teachers.
- Understand how the SFBC model can be applied to other areas such as career planning, small groups, committee meetings, personal development, and leadership.
- Learn about resources (e.g., worksheets, cheat sheets, and video demonstrations) for further SFBC professional development.

People who apply the solution-focused methods find that, by focusing on solutions rather than problems, their meetings are more positive and less stressful. SFBC users report that, instead of leaving work drained of energy, they are energized and full of hope for their students and themselves. And they don't encounter as much "resistance" as expected.

Sample Handouts

- Here is my handout of handouts!
<http://tinyurl.com/sfbc-handouts>

SFBC Guidelines

- If it works, don't fix it ... do more of it.
- If it works just a little, build on it.
- If it doesn't work, do something different. That is, when you find yourself in a hole, stop digging.

SFBC Principles

- Make no assumptions about the cause or origin of the problem.
- Keep an indirect focus on problems and a direct focus on solutions.
- Minimum intervention with maximum results.
- Focus on strengths/resources rather than weaknesses/deficits.
- Keep a present-future orientation.
- Focus on actions as opposed to insights.

SFBC Assumptions

- Students have many personal resources and abilities to solve their challenges.


People who apply the solution-focused methods find that, by focusing on solutions rather than problems, their meetings are more positive and less stressful.

- You get more of what you focus on. So, focus more on what is right and working rather than what is wrong and the problem.
- Exceptions to every problem can be co-created by you and the student/parent to build solutions. As in the stock market, people's behavior fluctuates and contains clues to the right focus.
- Small changes can quickly lead to bigger changes.
- Progress is directed towards the presence of positive actions rather than the absence of negative actions.

Ask about a discount for a workshop and book package!


WORKSHOP SUMMARY: SOLUTION-FOCUSED BRIEF COUNSELING (SFBC) in Schools

A practical, strengths-based approach for school professionals



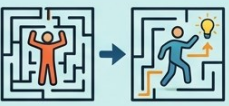
ACT YOUR WAY TO NEW THINKING

**TO CHANGE WHAT WE DO
DO NOT TO CHANGE
WHAT WE VIEW**




THINK YOUR WAY TO NEW ACTING


PEOPLE HAVE PROBLEMS BECAUSE THEY HAVE NOT THOUGHT OF SOLUTIONS




1 WHAT PARTICIPANTS WILL DISCOVER




POWERFUL MODEL
focusing on SOLUTIONS, not problems



STRUCTURED FRAMEWORK
recognizing EXCEPTIONS & PREFERRED FUTURES




LEVERAGING EXISTING STRENGTHS
for lasting change




EMPOWERING STUDENTS & PARENTS
fostering ownership & commitment


2 BENEFITS FOR PROFESSIONALS




INCREASED CONFIDENCE & MOTIVATION



MORE EFFICIENT, HOPEFUL, UPLIFTING PROCESS



PRACTICAL REMEDY TO PROFESSIONAL BURNOUT





PRODUCTIVE & POSITIVE PARTNERSHIPS
with parents




3 SAMPLE COMPETENCIES

- IDENTIFY MAJOR PRINCIPLES
- HELP STUDENTS/PARENTS toward solutions & goals
- USE INNOVATIVE INTERVIEW METHODS for quick change
- IMPLEMENT 4-STEP CHANGE PROCESS
- SYSTEMATICALLY FOSTER SFBC COLLABORATIONS
- APPLY TO VARIOUS AREAS (Career, small groups, meetings)
- LEARN ABOUT RESOURCES (Worksheets, video demos)

4 SFBC GUIDELINES

-  If it works... do more
-  If it doesn't work, do something different

SFBC PRINCIPLES

-  Keep an indirect focus on problems, direct on solutions
-  Focus on strengths, not weaknesses
-  Keep present-future orientation

5 SFBC ASSUMPTIONS


- Students have many personal resources
- You get more of what you focus on (focus on right/working)
- Small changes quickly lead to bigger changes
- Exceptions to problems exist

APPLICATIONS


Across Comprehensive School Programs

- individual counseling
- small groups
- classroom lessons
- consultation
- career planning
- collaborative problem-solving


OUTCOMES OF APPLYING SFBC




MEETINGS ARE MORE POSITIVE & LESS STRESSFUL



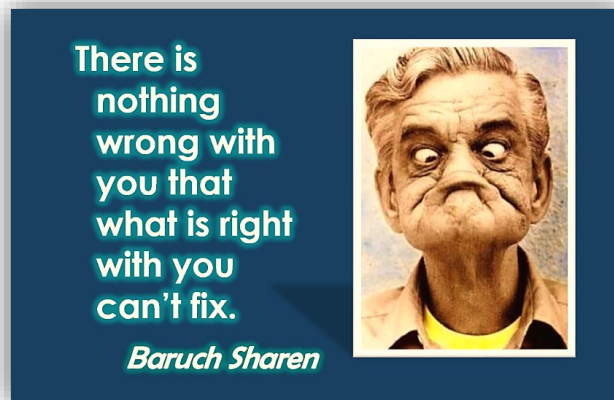
PROFESSIONALS FEEL ENERGIZED & FULL OF HOPE

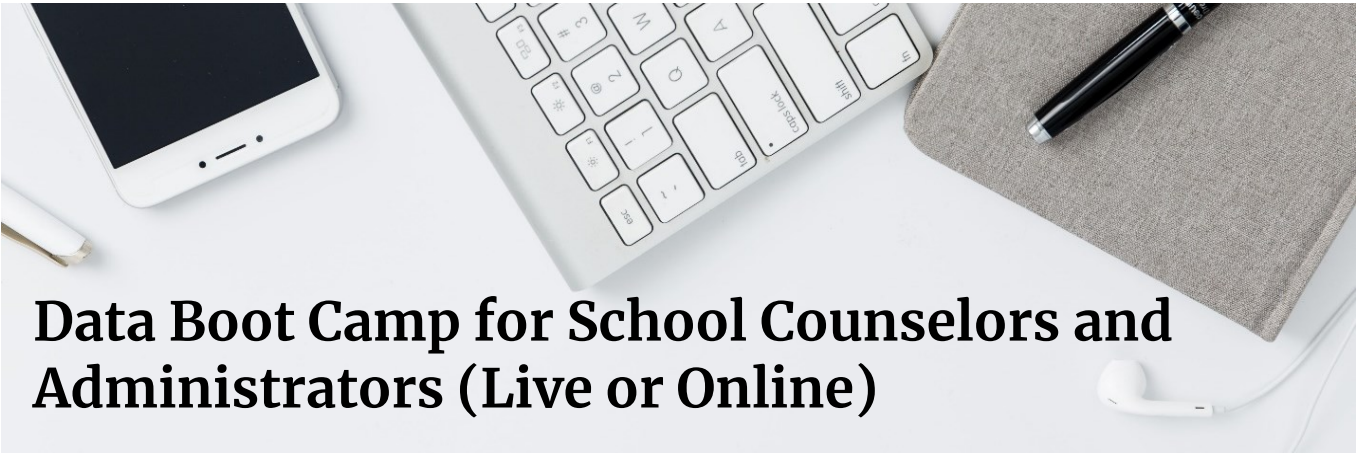


LESS "RESISTANCE" ENCOUNTERED

SAMPLE HANDOUTS: 

SAMPLE HANDOUTS: <http://tinyurl.com/sfbc-handouts>





Data Boot Camp for School Counselors and Administrators (Live or Online)

The *Data Boot Camp for School Counselors and Administrators 2.0* (DBC 2.0) workshop is now **online!** The DBC 2.0 is designed to provide step-by-step instructions and learning tips, tricks, and shortcuts for working with **data** in your work. Participants start with the basics and work their way up to more advanced functions, such as accessing, collecting, analyzing, and managing data, and reporting results. In addition, the DBC 2.0 helps participants to make more informed decisions, better monitor student progress, and be more accountable.



The online Data Boot Camp provides both written and video instruction demonstrating data skills in a user-friendly manner. With 39 videos covering 206 minutes (**almost 3.5 hours**) of content, what you see is what you learn. In addition to the videos, practice spreadsheets, links, resources, and a copy of the T.E.A.R.S. add-in are included. Watch a short introductory video and learn more by visiting <http://www.mydatabootcamp.com/>. Also, check out the newly developed AutoCTG app, which automates the creation of data charts and even a full-fledged closing-the-gap report using PowerPoint.

Live *Datability* Bootcamp

Of course, this popular workshop is still available as **in-person training**. The live “Datability” Boot Camp is typically conducted as a demonstration (half-day or less) or hands-on practice training (full day). Participants bring their laptops and follow along in a “watch and do” format for the in-person workshop. In some cases, I’ve found that local universities are happy to provide a computer lab at no cost, usually in exchange for a 10-minute presentation about their degree programs. Some universities have even sponsored a catered lunch, provided T-shirts, and offered a VIP tour of the campus!

Sample Data Competencies

- Four ways to access, collect, or import data into Excel, including using pervasive tools such as Google Forms.
- Navigating and formatting your data.
- Splitting or merging data.
- Sorting, filtering, describing, and disaggregating.
- Analyzing differences among individuals and groups.
- Monitoring progress over time.
- Creating useful charts/graphs.
- Conducting a time and task analysis.
- Use powerful add-ins for making quick calculations.
- Monitor student progress.
- Understand and use the power of pivot tables.
- Creating a narrated, multimedia results report and communicating to other stakeholders about how your school counseling program makes a positive difference in students' lives.
- Use AI to help you with all of the above!

Click [here](#) for a checklist of all the competencies covered, either live or online.



*Participants in the live workshop all receive a **free** two-year pass to the online data boot camp.*

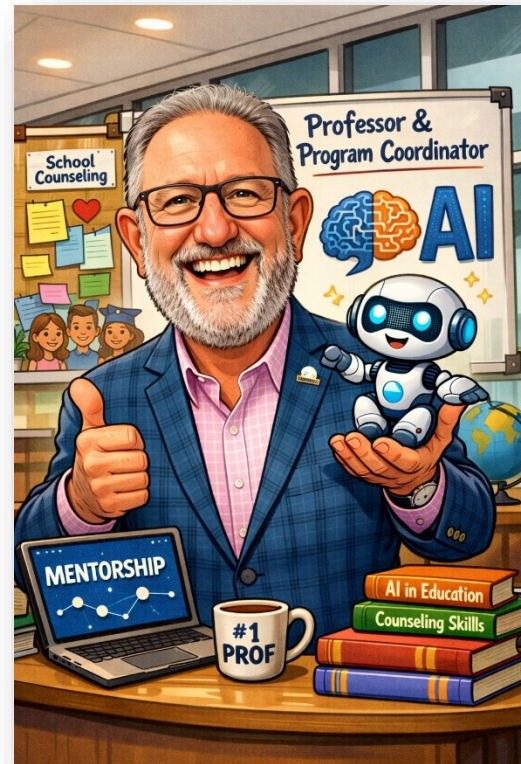


Exploring AI in School Counseling

Artificial intelligence is already reshaping education, and school counselors who understand it will be better positioned to lead, advocate, and serve students effectively. This thought-provoking, hands-on workshop offers a practical exploration of today's generative AI tools, examining their potential, limitations, and ethical considerations with clear eyes.

Participants will discover real-world ways AI can support the work of school counseling, including brainstorming interventions, drafting communications, organizing ideas, developing resources, and reclaiming time that can be redirected toward students. The focus throughout is on responsible, intentional use, where AI enhances professional judgment and human connection rather than replacing them.

Whether you are AI-curious or already experimenting, this session will challenge your thinking, expand your skillset, and help you see AI not as a threat or a gimmick, but as a genuine opportunity to strengthen your program and deepen your impact on students.



Sample Competencies

- Define generative AI and distinguish it from other types of artificial intelligence, including ANI, AGI, and ASI.
- Explain common misconceptions about what AI is and is not.
- Identify and navigate major AI platforms, including ChatGPT, Gemini, Claude, Copilot, NotebookLM, MagicSchool.ai, and Khanmigo.
- Apply effective prompting strategies to generate high-quality, useful AI output for school counseling tasks.
- Use AI to draft, refine, and personalize professional communications, including letters of recommendation, parent emails, and newsletters.
- Generate surveys, needs assessments, and ASCA-aligned student instruments using AI tools.
- Create AI-generated images, infographics, and visual content for presentations and resources.

- Produce or enhance slide decks and presentations using AI, including through NotebookLM, Gamma, and PowerPoint integration.
- Use text-to-speech and voice generation tools to create audio content.
- Generate video content from text prompts using AI video tools.
- Leverage AI for data analysis, including working with student data in Excel and Google Sheets.
- Chat with documents and uploaded files to extract and synthesize information quickly.
- Describe the potential positive and negative impacts of AI in school counseling and education broadly.
- Identify ethical and legal considerations related to AI use, including privacy, confidentiality, bias, academic integrity, and equitable access. Apply relevant ASCA Ethical Standards to responsible AI use in school counseling practice.
- Evaluate AI output critically, recognizing hallucinations, unreliable information, and the ongoing need for human oversight.
- Develop a personal plan for integrating AI tools responsibly and effectively into their school counseling program.

Handouts

PDF of my PowerPoint

<https://tinyurl.com/ai-pdf-sabella>

AI in School Counseling Facebook Group

<https://www.facebook.com/groups/aischoolcounseling>

Working with Anxious Children and Teens: Strategies and Best Practices

Anxiety is a normal part of living. It's a biological reaction—the body's way of telling us something isn't right. However, anxiety is persistent, irrational, and overwhelming for some people. It may interfere with daily activities and hinder student achievement. Dr. Sabella will overview various contributing factors to anxiety among children and adolescents and several practical interventions. As part of a comprehensive school counseling program, participants will learn about approaches, resources, and tools they can use to help kids calm down and stay on track.

Sample Learning Objectives:

- Understand contributing factors to stress and anxiety among today's children and adolescents.
- Identify five techniques for helping children move towards relaxation and calm.
- Review the principles and techniques of rational-emotive behavior counseling and solution-focused counseling for helping kids manage stress.
- Describe three ways that technology contributes to stress and provides tools for relaxation.

Handout:

- <http://bit.ly/help2relax>

AREAS OF FOCUS

- Stress factors
- The role of technology (social media stress)
- Progressive muscle relaxation
- Decision fatigue
- Breathing
- Stress and relaxation cycle
- “FoMo” disease
- The role of stinkin' thinkin'
- Creative relaxation (e.g., art, movement)
- Biofeedback
- Solution-focused approach to relaxation
- Sample stress inventories
- Guided Imagery
- Resources for classroom lessons
- Relaxation and mindfulness apps



Technology Tips, Tricks, and Shortcuts for School Counselors and other Educators

Learn about the most powerful features of various applications, including word processing, spreadsheet, and multimedia. In addition, Dr. Sabella shares his most coveted tips, tricks, and shortcuts to help you become more productive and have more fun in your work!

You can expect lots of practice, handouts, and time for questions and answers. Like the Data Boot Camp (described above), this workshop can be conducted in a hands-on or “view and do” format with user laptops. Or, if you like, a half-day demonstration or keynote address for larger groups has also proven helpful.

Handouts

- Video tutorials and more <http://schoolcounselor.com/techtips/>
- Sabella Handouts: <http://schoolcounselor.com/professional-development/handouts/>



Sample Competencies

This one can be customized to your technological competency needs, like all professional development areas.

Microsoft Word

- Never retype the exact phrase, page, or anything else again; I’ll show you how to insert customized content automatically.
- Generate personalized communications, certificates, letters, name tags, or anything else (including printables or emails).
- Change the look of all your headings and other document components all at once.
- Copy and paste multiple items at once.
- Customize your quick access toolbar with your most used functions at your fingertips.
- Automatically create a table of contents that updates after editing.
- Get a transcript from an audio file.
- Dictate text hands-free using the built-in voice typing feature.
- Translate a document into another language instantly without leaving Word.
- Embed a live Excel spreadsheet that updates automatically when the source file changes.
- Record and run macros to automate repetitive multi-step tasks with a single click.

Web Browser

- Add extensions or add-ins to power up your browser.
- Send a page to someone via email or create a QR code with two clicks.
- Create buttons or URL shortcuts to “speed-dial” your most frequently visited sites.
- Download every file (e.g., PDFs) on a web page with one command.
- Automatically copy all emails in an online directory and quickly paste them into your email “To” field.
- Use tab groups to organize related sites by color and label.
- Use the address bar as a calculator, unit converter, or quick search tool without opening a new page.
- Use Reading Mode to strip away ads and clutter for a clean, distraction-free view.
- Take a full-page screenshot of any website in one shot.

Google Tools

- A WHOLE bunch of Google search tips that will save you hours, hours, and more hours, spend less time searching and more time finding!
- Google Voice
- Google Forms
- Google Type Talk

Click on any of the following to connect with me online:



School Counselor Side Hustle

How School Counselors and Educators Can Monetize Their Time and Talents Beyond the Classroom

NEW

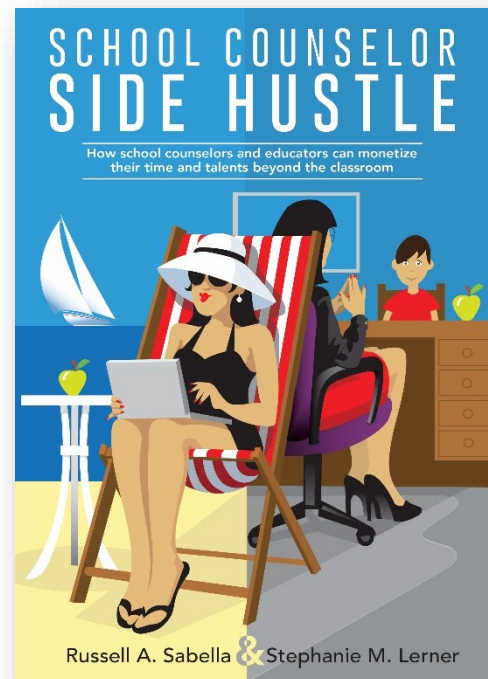
Broke is no joke. School counselors and educators play a vital role in our students' success and our future. And yet, they continue to be financially undervalued and underpaid, struggling to make ends meet on an educator's salary.

Perhaps in our lifetimes, we will see all educators in the United States be treated more respectfully and professionally—especially regarding salary, benefits, and working conditions. Other countries do this already. But until that time, many of us need to monetize our unique time and talents beyond the classroom to gain greater financial freedom.

Based on the book (see <https://schoolcounselor.com/sidehustle/>), this workshop will inspire you, provide insights into how to side hustle, and give you the tools to make it happen. Dr. Sabella will overview several areas in which school counselors have successfully used their knowledge and skills to add extra paychecks to their income every month, such as:

- Creating Resources
- Authoring a Book
- Public Speaking
- Developing Tools
- Selling Merchandise
- Adjunct Teaching
- Private Practice Counseling

From setting up your company to promoting your product or service, this workshop gives you the detailed information you need to start a side hustle or get your existing one to the next level.



Liven Up Your Groups

When done well, small-group counseling and whole-classroom lessons are effective and efficient ways for students to advance knowledge, skills, and attitudes across all domains (i.e., academic, social, emotional, and career).

Dr. Sabella can help you to learn and practice various group processes and activities to make your lessons come alive and “stick.” You’ll learn how to set up and deliver activities such as:



- Art
- Behavioral Desensitization
- BiblioCounseling
- CinemaCounseling
- Diads or Triads
- Didactic Information
- Discussion
- Diversity Training
- Fishbowl
- Games
- Go to Your Corner! or Values Clarification.
- Go-Around
- Guided Imagery/Fantasy
- Inner/Outer Circle
- Music/Movement
- Outdoor adventure
- Panels/Debates
- Poetry/Writing
- Psychodrama or Role-Play
- Puppets
- Skip-Around
- Smaller Group Breakouts
- Software (technology)
- Surveys
- Team Building
- Warm-ups

Handouts:

- PDF of the presentation:
<https://tinyurl.com/liven-groups-sabella>



Counseling Theory Review and Practice

Too many school counselors walk into meetings without a clear framework, improvising their way through limited time with students and stakeholders who need real direction. The most effective school counselors don't just listen well; they work from a deliberate toolkit of evidence-based approaches that help students think differently, choose differently, and act differently.



Every minute with a student counts. Whether you have 10 minutes or an hour, knowing which approach to use and why can mean the difference between a conversation that feels good and one that actually moves the needle. In this practical, hands-on workshop, Dr. Sabella will deepen your understanding of counseling theory and sharpen the skills you need to make the most of every meeting with students and other stakeholders.

Sample Competencies

- Watch, learn, and practice several evidence-based approaches to helping others change: Person-Centered, REBT, Choice Theory, Behavioral, and Solution-Focused Brief Counseling (SFBC).
- Conduct an effective SFBC interview from start to finish.
- Apply the ABCDEs of REBT to help students challenge and reframe irrational thinking.
- Use the ABCs of behavioral modification to understand and shift student behavior.
- Explore the Three Rs and WDEP frameworks for guiding students toward responsible choices.
- Select and integrate the right counseling approach based on the counselor, student, and presenting issue.
- Conceptualize student challenges quickly and move into purposeful action.
- Guide students to focus on the thoughts and behaviors most likely to produce real results.
- Practice with greater intention, confidence, and clinical clarity.
- Cut through the noise and focus on what is actually relevant and necessary for change.
- Empower students to own their progress and build on what is already working.
- Help students develop more reasonable, rational, and constructive self-talk.
- Assign meaningful counseling homework and activities that extend growth beyond the session.
- Build a versatile repertoire of techniques you can draw from across a wide range of situations.

Handouts

- PDF of the presentation: <https://tinyurl.com/counseling-theory-sabella>

About the Trainer



Dr. Russell A. Sabella is a professor of counseling in the College of Education at Florida Gulf Coast University. His research, training, and scholarship concentration includes counseling technology, comprehensive school counseling programs, counseling theory, group counseling, and solution-focused brief counseling/consultation.

Russ is the author of numerous articles published in journals, magazines, and newsletters. He is the **co-author** of four books, including *School Counselor Side Hustle: How School Counselors and Educators Can Monetize Their Time and Talents Beyond the Classroom* (2019); *Confronting Sexual Harassment: Learning Activities for Teens* (1995), *Counseling in the 21st Century: Using Technology to Improve Practice* (2004), and *Stress Management* (2017).

Russ is also the **author** of the popular *Solution-Focused School Counseling: The Missing Manual*, *SchoolCounselor.com: A Friendly and Practical Guide to the World Wide Web* (2nd edition; 2003), and *GuardingKids.com: A Practical Guide to Keeping Kids out of High-Tech Trouble* (2008) and is well-known for his Technology Boot Camp for Counselor workshops conducted throughout the country.

Dr. Sabella is the past President (2003-2004) of the American School Counselor Association and the Florida School Counselor Association (2013-2014).

Russ has trained and consulted with tens of thousands of school counselors, educators, parents, and organizational leaders nationwide.

sabella@schoolcounselor.com

www.SchoolCounselor.com

www.mydatabootcamp.com



Dr. Russell A. Sabella

30 Years of Workshops
& Professional Development



Total Workshops

400+

States Reached

40+

Countries

USA, Guatemala

My mission is to empower children and families to achieve beyond what they imagined is possible.

Total Estimated Attendees

74,407

Format Breakdown

Keynotes	60+
Full-Day Workshops	200+
Virtual Sessions	100+
Student Assemblies	50+

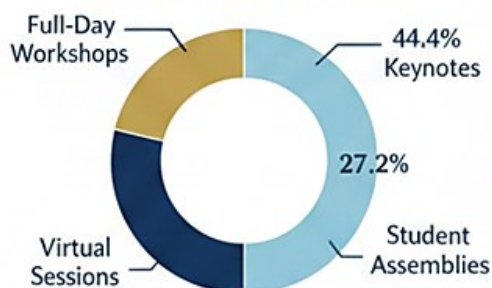
Most Common Topics

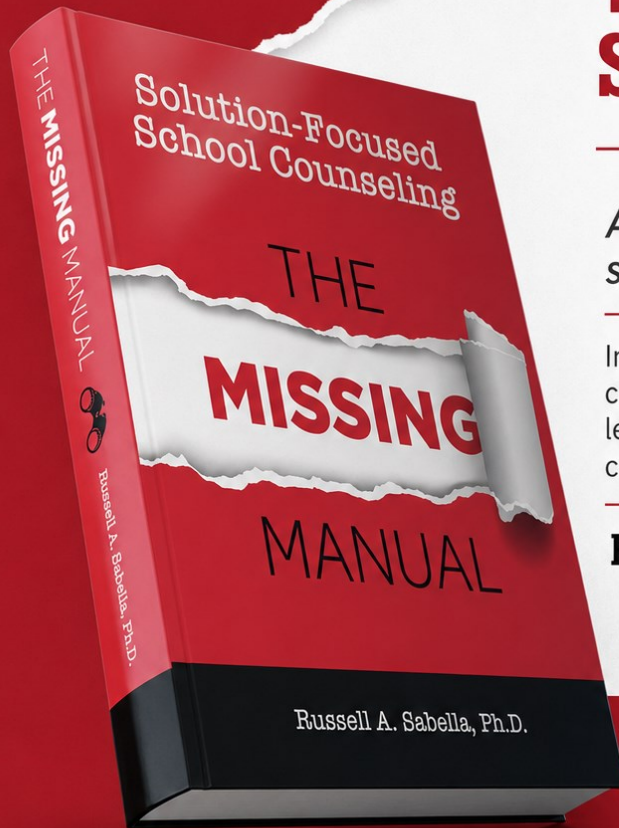
- Solution-Focused Brief Counseling
- AI in School Counseling
- Cyberbullying & Digital Reputation
- Data Boot Camp for Counselors

Notable Venues

- ASCA Annual Conferences (20+ years of presentations in over 40 states)
- State School Counselor Associations
- International Schools (Guatemala, virtual global reach)

Format Breakdown





Solution-Focused School Counseling

— THE **MISSING** MANUAL —

A practical guide written specifically for school counselors.

Includes applications for individual counseling, small groups, classroom lessons, parent conferences, teacher consultation, and more.

Russell A. Sabella, Ph.D.

 Scan to learn more



PRACTICAL. SOLUTION-FOCUSED. STUDENT-CENTERED.
TOOLS AND STRATEGIES THAT WORK.

schoolcounselor.com/professional-development/themissingmanual/