Growth Consulting: Practical Methods of Facilitating Growth Through Loss and Adversity



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Hold The Door For Others

The way that people lead themselves and others through crisis, loss, and adversity impacts their future and the future of those around them. Traditionally, mental health professionals have emphasized the negative consequences of crisis and loss. I present a story of how the simple act of holding the door for others on September 11th created a foundation for positive interventions. I offer the OTHERS(S) model and the process of growth consulting as practical means of creating growth as a result of loss or adversity. A case illustration and examples of clinical methods to facilitate Growth Through Loss and Adversity (GTLA) are provided. © 2009 Wiley Periodicals, Inc. J Clin Psychol: In Session 65: 532–543, 2009.

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Prior to the formal introduction of psychotherapy, people did learn and grow. Although psychology has added a great deal to the health and well-being of others, it also seems to lack an emphasis on essential aspects of life, such as nurturing talent and growth, especially in times of adversity. Historically, people were able to heal through community, connections, and relationships. It is well known that human relationships are essential and possibly the most influential ingredient in healing emotional and mental distress.

I have personally learned the power of relationships and focus on growth, while not ignoring challenges, in the realm of crisis, loss, or adversity. When I was in the third year of my doctoral training in counseling psychology at Virginia Commonwealth University, I was surprised by a phone call from my brother a little past 9:00 a.m. on a Tuesday morning. My brother started by saying, "Dad is OK." I replied by asking, "Well, why wouldn't he be?" He then proceeded to tell me to turn on any TV. To my surprise and horror, what I saw would change my life and

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the lives of many other people in this world. The North Tower of the World Trade Center had been struck by a plane and was in flames.

We, like most other American families, were absolutely confident that my dad was alive and well for three reasons. First, he phoned my mom from the Towers telling her that he loved her and that he was safe. Second, he worked in the South Tower, and the plane had hit the North Tower. Finally, loss just does not happen to middle class, nuclear families from Bergen County, New Jersey. My confidence dropped when, glued to the television, I witnessed the second plane cut through the South Tower. Still, I was confident my Dad was alive and well. I went to work, and it was on the TV there that I witnessed the collapsing of the Towers. Still, I was somewhat confident that my father was alive and well. I knew that he would do anything he could to stay alive and get home to his loved ones.

It was not until three weeks after September 11th that I was willing to accept that my father was gone. I attribute my resistance to many things. First and foremost, my resistance allowed my family and me to walk the streets of New York and look for my father. Second, I, like many people, just did not expect sudden loss to happen. These reasons lead me to believe that my father was alive. However, what I learned after his death made me absolutely sure that the last minutes of his life would positively influence the rest of mine and countless others. I learned from many of his colleagues that in the last moments of his life he was literally holding the door to help others leave the towers safely and return home to their loved ones. I have decided to make that my mission in life: With the help of family, friends, and colleagues, we have started a nonprofit organization, Hold The Door For Others (HTDFO).

Our mission is simple: to empower people to grow through loss and adversity and to achieve their dreams. We do so by providing resources and creating opportunities to connect people. We define loss broadly to reach a large range of people and to include their challenges or adversities. We define loss as any event or nonevent that alters an individual's life experience (Fazio & Fazio, 2006). Therefore, loss does not have to be due to death of a loved one; loss can be a divorce, cancer, or losing your job. We extend our services outside those affected by September 11th. The way we go about this is even simpler. We help people heal through connections, community, and relationships. We are convinced that our healing and growth are directly related to the connections made with the people around us. It was not science; it was human.

In this article, I present Growth Through Loss and Adversity (GTLA), a framework for the process of growth consulting, a strength-and skills-based model that can be used in a variety of domains. I then illustrate its clinical methods in a detailed case example.

Growth Through Loss and Adversity

The study of what leads to growth following loss and crisis has been of growing interest. Recent research has been conducted to identify those factors that buffer the negative effects of loss and what factors lead to growth (e.g., Affeck & Tennen, 1996; McMillen, 1999; Park, 1998; Tedeschi & Calhoun, 1996). The research has grown to such an extent that a meta-analysis of 39 empirical studies (Linley & Joseph, 2004) and large research reviews (Fazio, Rashid, & Hayward, 2008) have been published.

These reviews concluded that emotional social support was positively associated with growth, and greater levels of perceived threat and harm were associated with higher levels of growth.

The positive outcomes were stronger at intermediate, rather than high or low levels of exposure. Also, in terms of cognitive appraisal variables, awareness and controllability of the event were generally associated with higher levels of adversarial growth. Women reported more growth than men, and younger respondents were more likely to report growth once a given level of developmental maturation was achieved (i.e., older adolescents were more likely to report growth). In terms of personality, four traits of the Big Five—extraversion, openness to experience, agreeableness, and conscientiousness—were positively related to growth, while neuroticism was negatively associated.

These same research reviews conclude that self-efficacy and hardiness were both associated with growth, although sense of coherence was not. Those with higher self-esteem and more optimism were more likely to report growth. Finally, problem-focused coping, positive reinterpretation, and positive religious coping were also positively associated with growth. In terms of the temporal course of growth, passage of time was unlikely to influence growth, unless intervening events and processes mediated growth, and growth tends to stabilize over time (Linley & Joseph, 2004).

A review of 87 cross-sectional studies suggested that growth from loss and adversity may be an outcome of interest in its own right and one that reflects the positive outcomes from trauma rather than a mere lack of distress (Helgeson, Reynolds, & Tomich, 2006). Furthermore, it is difficult to imagine that true growth can occur within days of a traumatic event. It appears that benefit finding is more likely to be related to a good outcome when a longer time has elapsed since the trauma. However, because people respond to situations differently, it is possible that a person may experience aspects of growth, such as a new perspective, shortly after an event.

Growth Consulting

Growth consulting is based on the worldview that people have the ability to grow, especially in times of adversity and crisis. I use the term *consultant* because the helper is a trusted advisor who helps the helpee gain insight and connects the person to resources that are useful and aligned with their goals. Growth consulting is not restricted to a traditional therapy session, nor does it need to be a one-on-one relationship. My background in executive coaching, sport psychology, and counseling psychology all influenced my approach to growth consulting. The case example presented later in this article represents a nontraditional approach and involves a number of resources including conversation, networking, and providing suggestions on actions.

The interaction between a helper and helpee is just as important, if not more important, than the content or challenge. Subtle shifts in how a helper thinks about his or her work with clients can have a large impact on the process and outcome. I use the term *growth consultant* (GC) to describe anyone who is working with a client or delivering a community intervention where the ultimate goal is growth (Fazio & Fazio, 2006). Systems thinking taught me how important interactions and the impact a helper's mindset has on the process. I have learned that people can break down more barriers when they think of themselves as GCs rather than psychotherapists. This also allows more people to partake in a helping relationship. The essential characteristics of a GC are in Table 1.

Table 1
Core Characteristics of Successful Growth Consultants

Components	Descriptors
Self-awareness/	Understanding our reactions, values, and biases.
Self-influencing	Practitioners need to be gifted as knowing when to use ourselves as tools and when to practice self-care.
Common sense	Common sense and intuition should guide you what to say, when to say it, how to say it, and when to be quiet. A good rule of thumb is to ask yourself before you say or ask something, "Is there a chance that this can be more hurtful than helpful?" If the answer is yes or maybe, then you either need to not ask it, find another way to ask it, or be strategic and have a conversation with the client about your concern.
Timing	There are eight resources in the OTHERS(S) model. It is your job to identify what resource fits when, where, and how. It might be appropriate immediately following sudden loss to help the client identify and express their emotions, which is part of emotional intelligence.
Connecting skills	At the core of interventions when working with people on living with loss is the relationship. It is through this emotional connection and willingness of the client and therapist to trust one another that healing and growth take place.
Ability to normalize	So many emotions, thoughts, behaviors, and physical ailments can result from a traumatic loss. It is the GC's job to identify what is healthy and at what point. I tend to normalize as a way to deepen my connection with clients and then give honest feedback about change if the reactions are unhealthy.
Confidence, competence and confidence in your competence	Practitioners can maximize our effectiveness by having not only confidence and strong therapeutic skills sets but also confidence in what we are doing and when we are doing it. By keeping oneself in check and making sure that your confidence is in the right place, you can navigate through the healing and growth process with much more intensity and efficiency.
Passion	There may not be anything that helps a person more then when they can sense you have passion and are dedicated to helping them. Having passion to help others help themselves is evident and is a great connection builder.
Multicultural competency	Having respect for the person in front of you, their worldview, and their ethnic background is absolutely essential. Our work with people who have experienced loss has taught us that grieving to one culture may be seen as weakness to another. Therefore, gaining an understanding of a person's culture has a large effect on the healing and growth process.

Note. Adapted from "Finding your way through sudden loss and adversity," by R.J. Fazio & L.M. Fazio (Eds), 2006, Closter, NJ: Hold The Door For Others.

Growth consulting is designed to be more inclusive rather than exclusive, within the constraints of ethics and competency. However, one does not require a graduate degree to facilitate growth in the people around you. As a matter of fact, many of the strategies that will be presented are used on a daily basis in loving relationships, executive coaching, and talent management. In my experience, people with master's level training in psychology or with a strong background in teaching and training, will do quite well in implementing growth strategies.

As psychological distress becomes more complicated or intense, we recommend that helpees seek formal treatment, such as individual or group therapy from a licensed psychologist. It is also essential that anyone working with this population not only know the diagnostic criteria for Post-Traumatic Stress Disorder, Acute Stress Disorder, Depression, and Bereavement, but also know how to probe for the criteria.

We know that what a psychotherapist brings into a relationship largely affects the outcome (e.g., Norcross, 2002). Self-awareness, as well as subtle shifts in attitude and philosophy, is necessary when working with clients who are experiencing loss. The Hold The Door team chooses to use a philosophy of moving in rather than moving on when it comes to loss (Fazio & Fazio, 2006). I believe in inviting clients to learn about themselves and move into their loss for a variety of purposes. We want people to get comfortable with emotion. We want them to be real with their feelings, become more aware of their emotions, and learn how to express and manage themselves especially in times of extreme emotion. In the process of healing and growth, gaining insight and letting yourself feel the deep pain of loss is often necessary. The manner in which we invite clients to move into their loss is *Connect*, *Care*, and *Challenge*. The purpose is to help people self-connect, self-care, and self-challenge and develop the necessary resources to grow through their adversity. Alone the three are powerful, but combined and integrated with a helper they are an incredible source of inspiration and influence toward GTLA.

Connect

The foundation of any process is the relationship that the client and the practitioner share throughout therapy (Fazio & Fazio, 2006). The therapeutic relationship may account for up to 30% of client improvement (Lambert, 1992). Considering the number of factors that can contribute to therapeutic success, the relationship is absolutely at the core of healing and growth, especially when working with people who have lost a loved one.

The relationship we seek is characterized by comfortable professionalism, mutual respect, and attentive listening. I also believe that therapy starts as soon as you greet your client. Having your client's comfort as a priority is essential. The more barriers that you can break down the better chance you have of connecting quickly and deeply. Too often therapists become consumed with theory, science, and technique, and they forget about being human.

Care

You cannot truly care about someone until you put some effort into understanding his or her experience and worldview. Clients do not care what you know until they know that you care. During growth consulting, I need to be certain that the client knows that I care and that I am whole-heartedly on their team. If I am not able to access and express my genuine concern for the client in front of me, it detracts from our process and therefore progress.

Challenge

Support and challenge are essential to developing resilience (Neil & Dias, 2001). When my client just gets by or when their symptoms are reduced, I do not consider myself a successful therapist. I am happy with myself as a therapist when the client

walks out of the room more resilient and more emotionally intelligent than when they walked in.

Challenging our clients after we have a connection and care can be a powerful motivator. Challenging a client is not about confrontation, nor is it about telling a client what to do. It is about helping a client gain insight and inviting them in creative ways to challenge themselves. By the act of challenging clients, we send them a direct message that says, as a professional, "I believe in you, I am with you, and I know you can help yourself." Caring and connecting are essential, but used alone they become too focused on support rather than support and growth. Challenge and the application of a variety of clinical methods facilitate healing and growth.

The OTHERS(S) Model

The Hold the Door for Others team designed the OTHERS(S) model to promote growth. We have used this model as a guide for personal, professional, and community interventions (Fazio & Fazio, 2006; Fazio et al., 2008). Please see Figure 1.

The OTHERS(S) model is an acronym for eight resources that promote growth following loss and adversity: optimism, true meaning, humor, emotional intelligence (EI), resilience, spirituality, self-confidence, and others (relationships). The basis for the eight core resources are three foundational resources, connect, care, and challenge, that allow people to enhance the necessary life skills associated with the OTHERS(S) model.

The OTHERS(S) model is strength and skills based on fostering positive emotions and strengths. Strengths serve us best not when life is easy, but when life is difficult. During challenging times helping people to discover their strengths such as

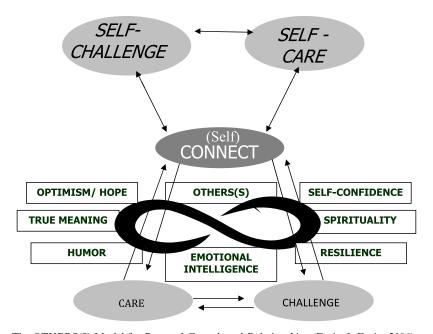


Figure 1. The OTHERS(S) Model for Personal Growth and Relationships (Fazio & Fazio, 2006).

optimism, hope, humor, social and EI, resilience, meaning, and spirituality takes added importance. For too long, clinicians largely have short-changed trauma survivors by focusing predominately on reducing symptoms of trauma (Zoellner & Maercker, 2005).

The OTHERS(S) model also focuses on the process of connecting, caring, and challenging before, during, and after teaching the key messages and skills. Reducing symptoms or returning people to their normal levels of functioning is not the driving force for the OTHERS(S) model. The goal is to help people learn that they can grow as a result of their experiences even if the experience is traumatic. We encourage people to gain insight and take action to leverage their strengths to develop their personal resources. Clinicians can help clients to explicitly explore the benefits from adversity when possibilities of growth are as salient as attention to pain, grievance, and suffering. Therefore, we emphasize healing and growth as well as pain and suffering. Rather than encouraging people to move on, we believe in helping people understand themselves and their specific situation. Therefore, much of the work is focused on self-understanding and building relationships.

The descriptions, key messages, and skills needed to foster these resources are presented in Table 2. These are divided into three components. First, the foundational resources (self-connect [self-understanding], self-care, and self-challenge) are for self-development or growth. They are an essential platform needed to develop the resources for GTLA. Second, the relational resources (connect, care, and challenge) focus on the process of helping a person enhance the eight core resources in the OTHERS(S) model.

Case Illustration

Client Description and Presenting Challenge

At initial contact, Carla was a 48-year-old woman living on the West Coast. She recently became a widow. She had no history of taking psychiatric medication or relevant medical history. Her husband died of a progressive illness. The couple did not have any children. Carla had been working for a small company. She experienced mild depressive feelings, such as sadness, loneliness, lack of motivation, and loss of meaning. She also expressed feeling frustrated at times and feelings of loss and weakness. She contacted me because she became aware of our nonprofit work at HTDFO. It was made clear at the beginning of the relationship that I would not serve as her psychotherapist, but I could help her help herself. I outlined the importance of her seeking psychotherapy to supplement our conversations. I let her know that I would be happy to guide her in a direction associated with growth and positive outcomes to loss. Carla was simultaneously attending a bereavement group for the loss of her husband.

Case Formulation and Diagnosis

The unexpected loss of Carla's husband complicated her grief. Her husband died at a much earlier age than she had anticipated, but he also lived much longer with his illness than most do. The process of seeing him "let go" proved to be a very difficult experience. Because she was losing her life partner at an early age, Carla's feelings of loss were intensified by being slighted out of their future together. In the beginning, Carla's four goals were (a) managing the painful feelings of her loss, (b) finding

Table 2				
Foundational,	Relational, and	Core Resources	of the OTH	VERS(S) Model

Foundational resources	
Self-connect	Definition: Self-awareness and understanding others. Self-connecting facilitates trust between you and others, and encourages you to bond with people on a deeper level. Key skill: <i>Journal writing</i> . Become aware of your personal thoughts, feelings, and behaviors.
Self-care	 Key probe: Tell me something you have become more aware of lately? Definition: Being compassionate to yourself and others. Taking steps toward health. Key skill: Reflection. Listen to and accommodate your physical and emotional needs, you can better equip yourself to not only maintain ground through difficult times but also thrive despite challenging obstacles.
Self-challenge	 Key probe: What do you need to do in order to be healthier physically and emotionally? Definition: Self-challenge. Emphasize finding your inner strength, even in the most painful and a challenging time of your life. Key Skill: Challenge affirmations. Think about how you can achieve your personal goals, and providing specific reasons for your success. Key Probe: What is one thing you are going to do differently that will help you grow?
Relational recour	rses (when you are the helper)
Connect	Establish and deepen the relationship with the person you are helping grow. This process is the beginning of letting the other person know you are on the "same team."
	Key probe: I am dedicated to helping you help yourself. Tell me more about what is most challenging right now.
Care	Express empathy and let the person know that you are helping that you are genuinely interested in their healing and growth. Key probe: I want to make sure I am seeing things from your perspective. Help me
Challenge	understand. Connect, care, and then challenge the person toward growth. Leverage your relationship and collaborate with the person to identify specific growth opportunities, commitments, and action steps. Key probe: I know this is very hard. I am going to push you a bit here. Let's talk about a couple strategies that will help you take somewhat of a break and focus on the your growth. How do you feel about learning some new skills?
Core resources (OTHERS(S))
Optimism/hope	Definition: Ability to develop and maintain a positive attitude and hope even during challenging times. Key skill: Find the positive and refocusing.
True meaning	 Key probe: How have you become stronger since losing? Definition: Ability to make meaning of losses/adversity and finding purpose for the future. Key skill: Self-questioning/ growth stories. Ask yourself positive and purposeful questions. Write your story of loss and growth. Key probe: What meaning and/or purpose have you found as a result of your loss or
Humor	adversity? Definition: Ability to laugh and use humor to lighten the load of loss and adversity. Key skill: Find the lighter side. Strike a balance between taking things seriously enough and not taking them too seriously. Key probe: What is the dumbest thing someone has said to you since has passed away?

Table 2 Continued

Resilience

Spirituality

Core	resources	(OTHERS(S))	١

Emotional intelligence (EI)

Definition: Ability to be aware of your emotions, connecting with people, reading emotions in others, and communicate your emotions to others. EI also involves the successful integration of thought and feeling.

Key skill: Emotion coaching. Become aware of your emotions, understand them, and then channel them into positive responses to adversity.

Key probe: What are you feeling right now? When are your feelings most challenging? Why do you think that is?

Definition: Ability to adapt, bounce back, and respond with strength to adversity,

loss, and challenge. Key skill: Self-talk. Communicate with yourself and teaching yourself to be adaptive.

Key probe: What other difficult times have you been through before? What has helped you bounce back?

Definition: This resource can only be defined by you, as it is the most personal of all resources. An example of a personal definition is: the level of connectedness to people and the surrounding world. Spirituality may also be defined as the inner spirit and passion for relationships with others.

Key skill: Leveraging your spirit. Personally define the passion within you that encourages you to thrive. An example of this could be the connectedness I share with others.

Key probe: Share with me what spirituality means to you?

Self-confidence

OTHERS(S)

Definition: Belief in yourself and your personal resources.

Key skill: "Canning the T." Think about how you "can" accomplish something. Instead of saying "I can't," think about a smaller step toward your goal and figure out what you "can" do in the present and grow from there. "Can't is can with a T. Therefore, you have to can the T."

Key probe: Can you rate your self-confidence on a scale of 1 to 10, 10 being the highest? Describe to me what a 10 looks like for you?

Definition: OTHERS(S) ties all personal resources together and emphasizes relationships. It is the ability to build relationships in your social-network and heal through helping others.

Key skill: Hold the door for others. By reaching out and connecting with others, people can often heal and grow through loss. Volunteer to help someone in any way you can.

Key probe: What can you teach others as a result of your loss?

Note. Adapted from "Growth through loss and adversity: A choice worth making," by R.J. Fazio, T. Rashid, H. Hayward, 2008. In S. J. Lopez (Series Ed.), Positive psychology: Exploring the best in people: Vol. 3. Growing in the face of adversity (pp. 1–28). Westport, CT: Praeger Publishers.

meaning and purpose for her future, (c) reconnecting to people, and (d) feeling like "herself" again.

Course of Treatment

My role as a growth consultant was clear both to Carla and to myself. This clarity served a number of important purposes. For one, boundaries were clear. She was to continue to engage in her bereavement group and seek professional treatment if and when she needed. The goal for our conversations was to provide her with some insights and strategies to help her learn from her loss and grow. For another, this

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clear relationship allowed me to provide her with many options and resources. Although many treatment formats would work with Carla, our conversations were via phone. The frequency and duration of our conversations varied. At times, it ranged from every 2 weeks to once every few months. The timing of conversations was agreed upon need, as well as time needed to complete growth activities, such as writing or connecting with others. We spoke by telephone approximately 8–10 times over a year.

An essential component of healing and growing through loss and adversity is self-understanding. To help Carla gain a better understanding of her strengths related to the OTHERS(S) model, she completed a self-awareness questionnaire. The OTHERS(S) Resources Competency Indicator (ORCI) is designed to help people learn about themselves and currently is not an empirically valid or reliable instrument. It was developed to help people better understand their strengths and areas of growth as well as open doorways to conversations. This tool gave Carla a better understanding of what areas she could work on over time. (The ORCI can be downloaded at www.holdthedoor.com/resources). This also gave Carla a basis for focused conversations with other people outside of our communications.

I worked with Carla to develop resources and skills that have been found to buffer the negative effects of adversity and lead to growth. Although we spoke about all aspects of the OTHERS(S) model, I focused on helping her enhance her EI and inviting her to experience the benefits of healing through helping others.

EI was chosen as a primary focus because it serves as a foundation from which to build other resources. EI is also a great way to build hope in turbulent times and teach people skills that will increase their motivation and hope. In addition, we have found that EI and resilience are predictors of growth after crisis and there is a strong correlation between the two (Fazio, Strunk, & Danish, 2004). I choose to simplify and clarify EI by breaking the concept into two core areas, *reading* and *influencing*. I use this approach to help people become more aware of themselves and their impact on others in a variety of domains. I included aspects of reading and influencing throughout our conversations to demonstrate the importance of self-understanding, as well as self-influencing and understanding her impact on others.

Throughout the course of growth consulting, Carla was encouraged to find ways to find meaning in her loss. Carla was encouraged to attend Hold The Door Day as part of her growth. This is a day created by HTDFO where people who have experienced loss or adversity come together to learn growth strategies. The day is facilitated by experienced growth consultants, many of whom are licensed psychologists. The OTHERS(S) model is reinforced, and participants are introduced to a number of new skills. The day flows in a manner that mirrors the foundational skills related to the OTHERS(S) model (self-connect, self-care, self-challenge). The morning starts with people sharing their stories and gaining insight into their loss or adversity (self-connect), midday focuses on practicing strategies to maintain your health, such as relaxation techniques (self-care), and the afternoon emphasizes action planning and learning new strategies to grow (self-challenge).

One method we often use at Hold The Door Day is having people write their story of growth. We have found it an effective means to connect to their loss or adversity and identify aspects of the OTHERS(S) model that they have developed. We know that many ways of sharing trauma can be beneficial (e.g., Affeck & Tennen, 1996; Janoff-Bulman & Frantz, 1997; Taylor, 1989; Nolen-Hoekesma & Davis, 2004). Sharing your story helps individuals to coherently integrate multiple themes of the OTHERS(S) model in a personalized narrative which, over time, can be used as an

evolving vehicle of dynamic growth (Fazio et al., 2008). I encouraged Carla to write her story of growth based on the framework in HTDFO's workbook, *Finding Your Way Through Sudden Loss and Adversity* (Fazio & Fazio, 2006).

Outcome and Prognosis

Over the course of the last 6 years, Carla has attended four Hold The Door Days. She has become an inspiration to many people and helps people grow through loss and adversity by her actions. The support and challenge provided seemed to serve as a foundation for Carla's progression. She was open to learning even while she was in great pain. I believe that the emphasis on helping her understand her pain and develop new skills provided her with a sense of hope, which allowed her to create her own meaning. Her dedication to healing through helping others was an impetus for her starting her own foundation that comforts people when facing cancer.

Case Summary and Clinical Issues

Our intention is to influence practitioners to integrate the GTLA methods into their therapeutic repertoire. Doing so may enrich the repertoire and broaden practitioners' perspective. Clinicians may better recognize that someone's struggle related to adversity does not rely on perceived deficits and losses but also potential gains and growth.

The OTHERS(S) model, the ORCI questionnaire, and many of these specific methods would benefit from scientific support for their effectiveness. We have not conducted controlled trials on the approach. We only know from anecdotal evidence how the approach has positively impacted people's lives and helped them grow. Research on the model's effectiveness would be beneficial and be another way to examine the impact. Although the model is informed by and grounded in research, more research is needed to determine the effectiveness of growth consulting and whether it may or may not be preferable to current empirically supported treatments.

Coming out of my personal traumatic event, I wanted to present a nontraditional, positive approach to helping people in times of their adversity and loss. The skills are transferable into formal psychotherapy and widely applicable into community interventions, coaching, and everyday conversations.

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