



Clinical Membership in Imago Relationships International (IRI)

Imago Relationships International is a global 501c3 consisting of an institute for professional training, a membership association, programs and workshops for relationship education, and a division of social outreach.

Members of IRI enjoy the benefits of belonging to a supportive, international community of professionals. IRI has helped thousands of clinicians all over the globe make couples therapy a flourishing and lucrative part of their clinical practice. With members in over 32 countries, IRI offers an extensive network of experienced clinicians who share your passion for helping couples and will support you as you build and expand your practice.

Member Benefits and Services

Practice Building and Support

IRI holds the belief that the success of Imago as an instrument of healing in the world is based on the success of our individual practitioners and helping professionals. We are committed to providing practice building resources that encourage and empower our members as they develop successful and thriving Imago-based businesses. We work for our members to present the most innovative tools in business development for growing their practices. Practice Building activities and programs include:

- IRI provides members a free 90 page practice-building guide to all new members that it full of useful and practical marketing tips.
- We provide opportunities to take discounted marketing tele-seminars and frequently offer free marketing advice through weekly Think Tank conference calls.
- The IRI website hosts around 12,000 visitors a month and features a member directory, workshop schedule, and clinical members have the option to purchase a web page template that will provide detailed information about h/her practice.
- All members have access to an on-line resource center of marketing materials and resources including links to free brochures, logos, pictures etc.
- IRI offers phone and email web support for individual practitioner web pages (Imago Premium Page) and member dashboards: secure, password protected web interfaces that allow members to view and edit information about them stored in the IRI database.
- The Imago Shop, our online store, offers members low cost marketing collateral, workshop materials, books, DVDs and CDs not offered to the general public.

- These materials can be used to successfully market and conduct workshops to a variety of populations including parents, pre-marital couples, and anyone interested in Imago.
- IRI is continually developing new programs and products to serve diverse communities and enable members to reach out to new populations. The Programs Committee devotes considerable time and effort to conceiving, nurturing, and launching these new programs. Some have been designed for use in other complimentary fields such as coaching and consulting. DialogFirst and the Professional Facilitator training allow Imago to be expressed in many forms and expand into areas of commerce and business. Community Educator training offers non-clinicians the opportunity to provide affordable marriage education services to a diverse range of people and communities. The Program and Training Standards Committee reviews and certifies that all of these new programs meet our highest standards and reflect the core principals of Imago Relationships International.
 - IRI facilitates and, in some instances, funds the translation of Imago materials to expand our global reach. IRI helps to ensure that thousands of members in dozens of countries have access to materials in their native languages.

Promoting Imago in the World

Using contemporary strategies and the latest innovations in marketing, branding, and social media, IRI is working tirelessly to promote Imago Therapy as a powerful healing modality. We interact with conventional media sources and employ the latest advances in social media marketing, to constantly educate and inform the public, professionals, and global communities about the power and promise of Imago theory and practice.

As the world increasingly recognizes the Imago brand, our members and their clients prosper and thrive.

- IRI uses social media outlets to foster a dialogue about relationship wellbeing and draw in visitors to the website
- We form alliances with social service agencies through our Partnership Program in order to provide community-based outreach. IRI offers short low-cost training programs to help community agencies to provide more effective counseling services to low-income families. The programs are supported by Imago's large network of highly-skilled couple's therapists.
- Imago Therapy is currently practiced in 30 countries worldwide and continues to spread to every part of the globe. The global proliferation of the Imago theory and practice is a testament to the association's dedication to community building as well as the efforts of individual members who donate considerable time and effort to reaching out to areas and populations.
- IRI facilitates and, in some circumstances, funds the translation of Imago materials to expand our global reach. IRI helps to ensure that thousands of members in dozens of countries have access to materials in their native languages.
- IRI Faculty members are dedicated to training therapists worldwide, planting the seeds for supportive local regions and nurturing growth within these burgeoning communities.

Brand/Trademark Protection

IRI contracts legal services to ensure IP protection and assist with administration. We maintain a commitment to protect the integrity of the products and services we provide by remaining vigilant against copyright infringement. In addition, we protect the integrity of the Imago

Certification and the Imago Brand by maintaining the highest professional standards of practice and licensure.

Ethical Guidelines

While Imago Relationships International promotes high ethical standards, we have not developed our own ethical code. We require clinical members to follow the codes of their respective professional associations. The organization itself is guided by the ethical code of the American Psychological Association.

This code can be found at: <http://www.apa.org/ethics/code2002.html>

IRI protects the integrity of the Imago certification by maintaining standards of practice and investigating ethical complaints. All ethical complaints are brought before the IRI Executive Committee, which then determines what procedural steps will be taken. Anyone, including clients, employees, employers and co-workers, may direct an ethics inquiry and/or question about the ethical conduct of a member of IRI to the Executive Committee.

Research

IRI maintains a standing committee dedicated to clinical research and funds and supports ongoing research projects concerning the efficacy of Imago Relationship Therapy. In 2008, IRI sponsored an unprecedented

research project that utilized quantitative electrocephalography (QEEG) to measure the patterns of participating couples before, during, and after a Couples Workshop. The result of this study and another measuring relationship satisfaction levels a year after the couple's workshop, will be published soon. Further projects are being developed.

Community Building & Networking

IRI is dedicated to providing opportunities for members to interact and stay connected on a continual basis. We provide many avenues for members to encourage and learn from each other, including an annual conference and online forums and teleconferencing. Our goal is to keep our community in a constant dialogue in order to foster dynamic growth for the individual member and the association. On-going community building activities and programs include:

- IRI has sponsored eight international conferences dating back to 2003. The annual conference offers our membership the opportunity to learn about new and ongoing research projects, to interact with other professionals in the field of human behavior, to discover the wide variety of resources our association has to offer, and provides a learning environment in which Imago clinical theory and practice can be explored and refined. Our conferences have featured leaders in the fields of couples therapy, human evolutionary studies, neuroscience, marriage education, feminism, and human sexuality. Reduced conference fees are offered to all of our members and nearly 70% of members attend at least one conference. The conference also affords clinical members the opportunity to collect a significant quantity of continuing education credits each year.

- ImagoShare is an e-mail listserv for IRI Members that provides a unique and private forum in which to discuss ideas, post announcements, solicit advice, and share stories or address concerns. ImagoShare is frequently the epicenter of debate and a place where new ideas germinate.
- Members receive a weekly newsletter called ImagoWorld which serves as a community bulletin board. Events, member news, upcoming trainings and the latest information about program development and research is shared with IRI members each week.

Professional Development and Continuing Education

IRI maintains a commitment to fostering clinical excellence and supporting the continued professional growth of its members in the following ways:

The International Faculty

Members have access to a gifted and distinguished faculty including recognized relationship experts, best-selling authors, and leaders in the field of marriage and family counseling. The faculty works to advance the development of Imago theory and practice:

- Designing and evaluating certification programs and courses for our members
- Ensuring all training programs to reflect the core values of IRI
- Education and consultation to community leaders and change agents
- Assisting in the development of Imago communities worldwide
- Conducting research concerning the efficacy of Imago theory and practice
- Producing articles, essays, books, and other writings for professional publications
- Presenting at the annual conference and at special events year round

- Creating and implementing advanced training experiences
- Mentoring members of the IRI community both personally and professionally

The Annual Professional Conference

Members are invited to attend an annual professional conference hosted by IRI. Members receive a discounted rate and CE credit to attend a wealth of workshops, general sessions, and keynotes presented by leading experts in the field of human behavior. Past keynote presenters include Helen Fisher, John Gottman, Harville Hendrix, Helen LaKelly Hunt, Susan Johnson, Pat Love, Dan Siegel, Rich Simon, and Dennis Stoica.

Advanced Trainings

Advanced trainings are offered throughout the year and members are invited to attend classes offered in a variety of ways to accommodate busy schedules. Teleclasses, workshops, traditional classes and, of course, the annual conference all offer CE opportunities and provide a constant learning environment for members.

Distance Learning Opportunities

IRI has taken the first steps toward creating an online learning management system (LMS) for members. This system will be developed using the latest methods and newest technology in the field of distance learning. Developing an LMS will support educational best practices and curriculum consistency worldwide. Providing an online curriculum will enable IRI to train new candidates at an unprecedented rate and facilitate

growth in areas of the world we have yet to reach. Members will benefit from a greater variety of convenient and cost-effective CE opportunities. The distance and time bending possibilities of online learning environments will transform the way we educate.

The Think Tank

IRI hosts weekly Think Tank teleconferences during which recognized experts from a variety of backgrounds and disciplines explore a wide range of topics. This is a member's only forum and participants are encouraged to join discussions. Recordings of Think Tanks are made available to members on downloadable MP3 files that can be saved on a computer and accessed anytime. The Think Tank archive includes recordings of diversity of topics such as: the treatment of sensory disorders, sex addiction, healing after infidelity, working with infertile couples, creating secure attachment, effective money management for families, getting your work published, marketing your practice, crises-proofing your practice, humor and happiness in therapy, Somatic Experiencing, Emotionally Focused Couples Therapy and much more. Past presenters include: John Gottman, co-founder of The Gottman Institute, Susan Johnson, originator of Emotionally Focused Therapy (EFT), Pat Love author of *Hot Monogamy*, and Dan Siegel, author of *The Mindful Brain*.

If you have a question or comment about the benefits of membership with Imago Relationships International, please contact the IRI Membership Director at 800-729-1121 or email info@imagorelationships.org