

REPORT OF SURVEY OF CCI TRAINERS

March 2024

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1. Summary

This paper reports the results of a survey of seventeen CCI co-counselling core trainers and training course helpers carried out in late 2023. The aim of the survey was to investigate how potential trainees are currently being recruited on to CCI training courses, and how effectively CCI's various outlets on the internet are supporting that recruitment. The survey was carried out by a small working group of Kevin Smith, Louis Hall and Sally Cooke, in response to discussions at the 2023 International Teaching and Development weekend held at Avon Tyrrell, Hampshire, UK, in summer 2023.

Thirty-eight CCI trainers and training course helpers were invited to take part, 29 expressed interest, and 17 completed the survey. The conclusions were that much of CCI's web presence is old-fashioned and due for improvement, and that a central reference point for finding CCI trainers would be helpful. Other suggestions were also made for enhancing the reach and effectiveness of CCI as a training network and peer community.

2. Introduction and context

Immediately after the week-long European annual CCI in summer 2023, a weekend workshop was held for co-counsellors interested in the teaching and development of CCI co-counselling. It was attended by 30 people from eight countries. One of the working sessions during the weekend focused on CCI's online presence, and how far it helps to attract new people into CCI, via the core training that many teachers offer.

The working session identified that our web presence needed to be improved, and this view was shared by most people at the teaching and development weekend. Three people (Kevin Smith, Louis Hall and Sally Cooke) offered to explore the matter further, and created the following brief for an inquiry:

“The communications workshop has identified that our web presence is a bit dated. We have focused on the information that we currently provide in the lead up to fundamentals courses. Our proposed next step is to talk with current trainers, primarily those who train online, particularly how they identify participants and what resources would be helpful to them.”

The team prepared a draft survey in September 2023. It was piloted in October with three active, UK based, teachers / facilitators of CCI core trainings. The survey was refined slightly and further invitations were sent out in November to a broader group of 35 co-counselling trainers or co-counsellors who support them during courses. A copy of the final survey form is at Appendix II. Fourteen new replies were received and were combined with the three replies to the pilot survey, to provide the base for the analysis and recommendations in this report.

We've standardised the term used in this report for the initial training (fundamentals) attended by someone learning co-counselling as *Core Training*. Some call the person providing the training a teacher and others a learning facilitator, we'll be referring to them as a *Trainer*.

We completed a draft of the report and shared it with contributors. We received some valuable feedback, which is shown in Appendix III. We are grateful for the care and time put in by all the respondents to the survey.

We hope to ensure that this work is shared throughout the wider CCI community. We want it to bear fruit by helping CCI to continue to thrive and grow in the future. We've also appreciated the opportunity that this project has given us to extend our skills in collaborative decision-making, and to enrich our connection as peers.

3. Questionnaire Responses

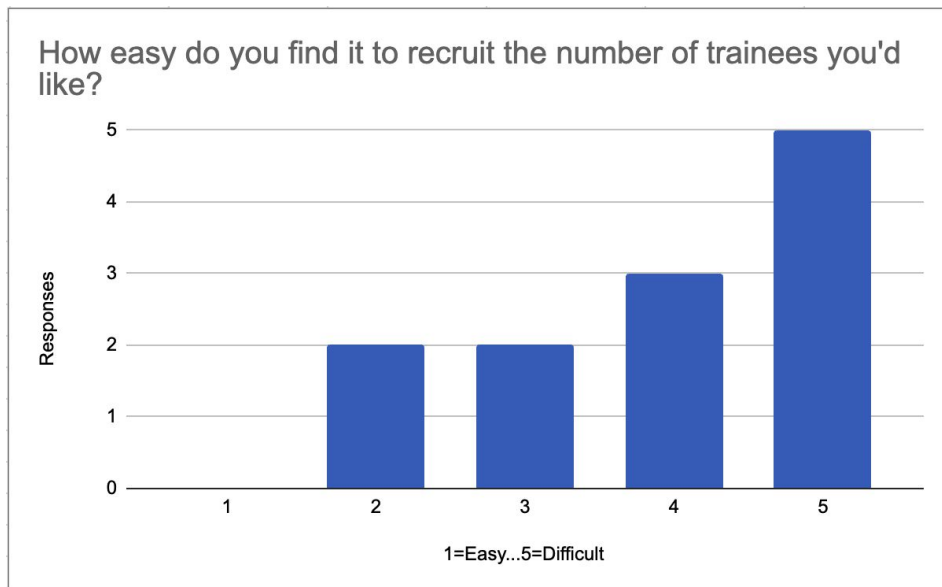
This section contains a summary of the quantitative responses (questions 2 to 8). Question 1 asked for respondents' names and is not included here. Questions 9 and 10 requested written (narrative) responses which we've paraphrased and categorised. We have included also a comprehensive listing of all responses to questions 9 and 10 in Appendix I, and additional comments received after the survey closed in Appendix III, so that these valuable perspectives are available for wider consideration.

Question 2: How do you deliver your teaching?

- 11 People responded to this question
- 3 face-to-face only
- 2 online only
- 6 mixed (online, hybrid, face-to-face)

Question 3: How easy do you find it to recruit the number of trainees you would like?

- 12 People responded to this question
- No one finds it easy to recruit – a problem for most teachers
- Two exceptions – both are active high volume teachers

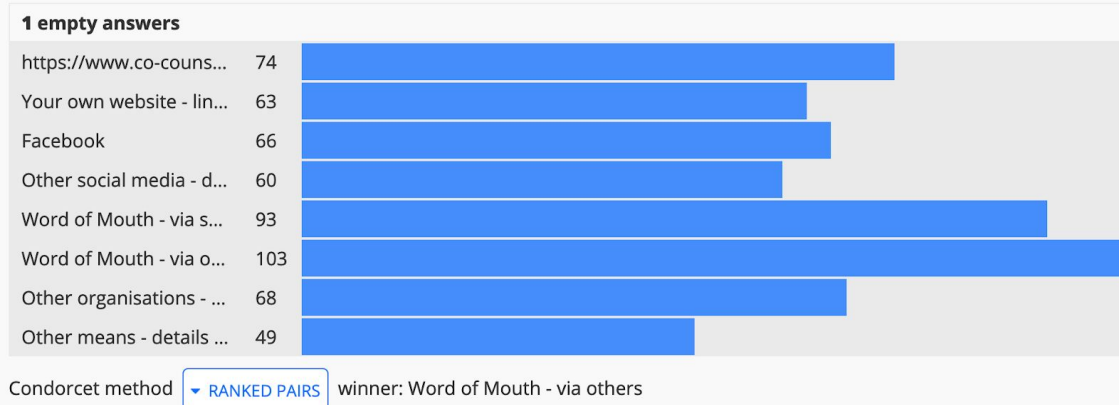


Questions 4 and 5: Sources of recruitment?

- The predominant source is: word of mouth by others
- Closely followed by: word of mouth by trainers
- Followed by: the website co-counselling.info and others listed below

The results show the importance of personal contact in attracting people to try co-counselling. Online information can support this initial interest.

Put this list of sources of recruitment in order from, biggest source at the top, to smallest source at the bottom. Please provide any details in Question 5 below. Ordered list



The score shown for each recruitment method is based on the ranking achieved by that method when all respondents' answers are combined. The Condorcet method was used to combine the rankings.

Question 6: What are the main online sources of information about CCI co-counselling for potential trainees that you know of?

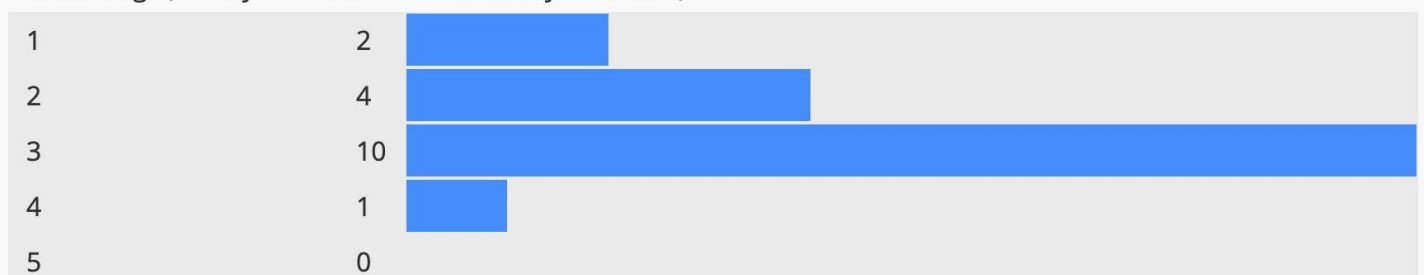
And Question 8: Which sources do you recommend to potential trainees?

- Co-counselling.info and national websites were most mentioned (see table on page 5)

Question 7: To what extent do these sources give potential trainees a clear and accurate expectation of CCI co-counselling?

- Mean score of 2.6 – roughly mid-way between very accurate and very confused.

To what extent do these sources give potential trainees a clear and accurate expectation of CCI co-counselling? (1=very clear & accurate, 5=Very confused)



Logo or livery of websites mentioned, listed in order of frequency mentioned in replies

Qs 6 and 8 - Online Sources of Information about CCI

Q6: know of

Q8: recommend



www.co-counselling.info

10

6



Co-Counselling International (UK)

www.co-counselling.uk

4

2

(www.co-counselling.org.uk also directs to this site)



www.co-counseling.nl

4

1



Wikipedia

4

0

personal websites:



www.orchardox.net

3

0

www.littlewhitefeather.co.uk



Facebook

3

0



www.findcocouk.org.uk

2

1



www.cocohungary.com

1

1

JOHN HERON
Human Inquiry Archive

<https://johnheron-archive.co.uk/>

1

1



www.co-counselling.co.uk

1

0



www.cci-usa.org

1

0



www.facebook.com/groups/789901214455206/

1

0



google search

1

0



<https://dpets.uk/training/co-counselling.html>

0

1

<https://dpets.uk/training/co-counselling.html>

Note: respondents by geography:

UK 9, Rest of Europe 7, USA 1

Question 9: Is there anything else you would like to say about how CCI co-counselling is presented to the public?

And Question 10: Are there any ways in which you would like to receive more support with training people in CCI co-counselling?

These two questions generated many ideas about how we as a network could better support CCI's presentation to the public and its teaching. The ideas are summarised here, with selected quotes to give a flavour of the replies. The full text of all the replies is included at Appendix I. (Not all the ideas suggested fall within the remit adopted by the authors of this report, but we are keen that respondents' suggestions receive attention.)

The ideas can be summarised under the following headings: general online presentation of CCI, helping would-be trainees to find the right trainer, support and collaboration among trainers, and support for new 'graduates'.

General online presentation of CCI - the suggestions here included livelier content (less text, more graphics and image-based material, and vividly connecting coco with a healthy emotional life), Other ideas focused on the practical (or technical) effectiveness of our web presence, such as the need for good 'landing pages', easy navigation within websites, and a common identity that is recognisable among all websites, whilst still respecting their individual styles.

"It's not very modern in the way it's presented... maybe a bit weird for some people."

"I think its presentation is 'old fashioned' and not 'bringing alive' the potential for people to learn how they might become more emotionally intelligent and resilient."

"I think the means of contacting the network (nationally, regionally) is very out dated and in need of technological overhaul"

One comment pointed out that current approaches do not address the gap between the current demographics of the CCI community and the population as a whole. It suggested that there should be a more explicit priority to ensuring that our communication and support are inclusive, and aimed at increasing the diversity and inclusion of young people, people of colour, people with disabilities, LGBTQIA+ people etc.

"(E)nsure that our communication and support are inclusive - which is key to the objectives of coco."

Helping would-be trainees to find the right trainer - some replies alluded to a

"I'd love to see CoCo teachers everywhere have something like a shared Etsy page - where each can post their uniqueness and people don't have to search all over."

need for a clear, personalised list of trainers, with their costs and presumably dates for their courses online or by location.

Support and collaboration among trainers -

respondents emphasised the peer structure of CCI. This makes mutual support particularly important. It was pointed out that this is already happening in the form of peer mentoring of newer trainers by some who are more experienced. However the lack of a clear process for training up new trainers was mentioned as holding back

"A peer 'supervision' process could potentially emerge in CCI. This might give it a more 'cohesive' image and give more 'gravitas' ..."

"I find the lack of clear process, avenues and teacher trainers for people like me who really want to teach and spread Coco further - a huge limitation."

prospective new trainers, and hence slowing the spread of CCI co-counselling.

Among the future opportunities that were suggested were provision for peer supervision, even more international collaboration, and co-operation on advanced workshops and current topics related to coco, like spirituality or grief work. One person mentioned the value of seed finance to support trainers starting off, e.g. with advertising costs.

"CCI is VERY unusual in the peer structure it offers."

Support for new 'graduates' - There was a sense that people, once trained, can find it hard to access the rest of the coco network. Suggestions included an interactive map which co-counsellors could add themselves to, local 'rings' of co-counsellors linking into online classes, and clearer signposting to online community activities.

"More network support for people after they are trained, to access other co-counsellors and opportunities in network. e.g. an interactive map where co-counsellors could add themselves (by postcode, not address) so they could see and access more localised opportunities."

"An online platform which integrates online opportunities available - internationally and by language"

4. Recommendations

We wish to highlight the suggestions that we believe will have the biggest impact on improving the online resources for recruiting to core training classes.

Personal networking has been highlighted as currently the strongest tool for recruiting new co-counsellors. Normally this would be backed up by readily available, consistent, up-to-date and attractively presented information on-line. However responses have shown that in some cases, our online presence is reducing confidence in co-counselling, instead of increasing it. In order to improve the appeal of our existing websites we could refresh their appearance, agree on a common visual identity across sites, cross-link between sites and add dynamic visuals e.g. videos and diagrams. We could make more prominent mention of our wish to respect and include anyone of any culture, gender identity, race, age, background or political beliefs. A necessary way to achieve this is to encourage communication between website custodians.

An international core training resource will not only make it easier for potential recruits to find the training that suits them but will better showcase the quality and vibrancy of the CCI training options. It would feature a clean interface, ease of navigation and be optimised for search engines. Listings could be standardised to: trainer name, photo, location, mode e.g. online/in-person/blended, cost, a personal statement, and website link for further info.

Expand our reach on the web by improving the description of co-counselling's benefits. We need to identify the mental health benefits potential recruits are seeking and the search terms they are using. Examples of the kinds of health benefits co-counselling can claim are: dealing with uncomfortable feelings, building confidence and getting along with others. A further task is to submit likely queries to AI Chatbots to confirm that their knowledge-bases have harvested relevant and accurate information from our sites.

Establish TikTok and/or Instagram presences to attract users of these platforms who are seeking to improve their wellbeing.

We also gave respondents the opportunity to make suggestions that reach beyond our remit of looking at ways in which we attract new coco trainees. There are three that we'd particularly like to flag up for consideration by the CCI community. The first is building a postal code (zip code) map on which all co-counsellors can list themselves. The aim of this is to help newly trained cocos mesh into their local community. The second is to encourage the co-creation of peer learning / supervision support groups for emerging trainers. These could include the sharing of programme content, online presentation techniques, etc. The third is to clarify and better

publicise the pathways towards becoming a trainer of co-counselling, including opportunities for mentoring by experienced trainers.

We'd also like to note that the way these recommendations are implemented must take account of CCI's peer structure. It's necessary that in cases where standardisation is proposed, this should only be achieved by consent from the participants.

5. Next steps

The purpose of this report is to share findings and stimulate actions that can be agreed and supported within the CCI community.

The next question is: who wishes to take forward the agreed initiatives?

Appendix I- All answers submitted for questions 9 and 10

Below are all the written responses to questions 9 and 10. The comments are copied word-for-word as submitted.

Question 9: Is there anything else you would like to say about how CCI co-counselling is presented to the public?

- We need to improve our landing pages, particularly on co-counselling.info.
- CCI is VERY unusual in the peer structure it offers. There are (and can be) no policies, no global agreements, just a few principles (A definition of CCI and even that is not universal)
- Please avoid any attempt at a monolithic structure as that would require uniformity which is not part of CCI.
- Until recently I cringed by the Wikipedia pages for both RC and CCI - often people looking would start with a negative impression. HOWEVER since starting with AI, I have found that AI has some very appealing descriptions for someone looking for information. I think our biggest hurdle is "how come CoCo is so limited in size if it is so good and has been around for 50 years"
- Films, short instagram like snapshots, a lively global online community of events, references, pictures etc. cocoinfo -to me- is too static for needs of current interests
- Its not very modern in the way it is presented..maybe a bit weird for some people
- I think it's presentation is 'old fashioned' and not 'bringing alive' the potential for people to learn how they might become more emotionally intelligent and resilient. Emphasising that this will enable them to deal more effectively with their life as it is.
- In my experience people are yearning for a way to live a more meaningful, purposeful life in which they actively choose what's best for THEM. People need an emotional awareness process to support them to heal past hurts, experience some recovery and plan a more hopeful future for themselves and others. In my view we focus too much on 'teaching' 'techniques' that 'promise' change through 'emotional discharge' rather than presenting an invitation for personal growth that is self directed and wholesome. Supportive listening and acceptance/validation encourage this process. In my experience people seem to know instinctively their own learning process - CoCo facilitation needs to be sensitive to the diversities that emerge.
- In my view the CoCo process is subtle and effective when we do not 'teach' it from a position that implies it 'works' if I do the 'work' (ie using the techniques). Effective learning takes place when I discover what works for me in my own way! My listener supports me to do this by offering me compassionate attention. I learn how to do this by doing my own work!

- I believe we are not emphasising enough that these are useful social, interpersonal skills that enable effective living.
- after offering a experience off there own, i believe that ambassadors are important; g.p.'s, psychologist, ect
- I think it's important to grapple with past scandals around sexual misconduct. maybe generally, it would be good to talk more directly and openly about the risks and downsides, and how to mitigate them. i think this could be done in a good FAQ.
- It is in this moment quite difficult to get trainees in The Netherlands
- i think the written content describing cci coco online is pretty good. I think the means of contacting the network (nationally, regionally) is very out dated and in need of technological overhaul. I think this is a key barrier to new people training in coco and maintaining it.
- Not teaching now.
- Mainly taught before the age of social media, when it was more of a cottage industry using word of mouth and posters and fliers in local shops and noticeboards.
- Different set of skills needed these days which I don't have.
- our national website is not that inviting

Question 10: Are there any ways in which you would like to receive more support with training people in CCI co-counselling?

- I have never received any support from CCI as a whole. HOWEVER, if a financial bursary of some sort had been available (to help with raising awareness/ advertising for example), at times, it would have been very helpful!
- I suppose that an online forum/discussion space would be nice, with tips and insights shared.
- Maybe more co-operation with teaching online in the Kathleen and Tonya are doing. Maybe we should make links to The Neaaherlands and UK. There is already Carla working with Kathleen online with one Dutch participant, who is welcome to join CCN
- more network support for people after they are trained, to access other co-counsellors and opportunities in network. e.g. an interactive map where co-counsellors could add themselves (by postcode, not address) so they could see and access more localised opportunities. Also an online platform which integrates online opportunities available - internationally and by language, to facilitate international online coco connection.

- I would like it if there was a "place" where I could put my request for support. Now I'm just asking the people I know directly and keep asking the same people and visa versa
- I like the idea of "rings" of cocos, so that people who live in a locality recruit >1 person to attend a larger online class, thus getting the benefits of both approaches. This will lead to more contact between different areas and in 2024 I'll be looking for more experienced cocos to take part if they wish. It's also helpful for teachers to get together for mutual support as long as they don't start telling each other and everybody else, what to do.
- I'd love to see CoCo teachers everywhere have something like a shared Etsy page - where each can post their uniqueness and people don't have to search all over. Each of the various websites/FB pages could link and we could be a single source that embraces different styles.
- We could have more cross national froups and advanced groups and worksops where we amplify aspects of coco related to current themes, like mindfulness, spiritualitz, emotional work, grief work.
- A list of trainers and their costs
- I believe the International CoCo Network might have the potential to encourage the co-creation of "Peer learning/supervision Support Groups" for emerging Learning Facilitators. Where learning resources are shared (programme content/on line presentation techniques etc) and the group constantly reviews its practice to ensure coco quality and effectiveness.
- These support groups could also connect with other groups to 'cross pollinate' learning programmes and share experiences.
- A peer 'supervision' process could potentially emerge in CCI. This might give it a more 'cohesive' image and give more 'gravitas' that could be used for 'publicity'?
- I won't be able to manage a new campaign or a complete new fundamentals myself (after finishing the teachers trajet); but i will be happy to work together we somebody who's got both the skills and the energy; pr, marketing, acquisition, making contact and giving people trust to try a workshop is a strong quality

Appendix II - Survey Questionnaire

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Identifying CCI teachers' needs

Responses to this form are anonymized

Your responses will be stored in an encrypted format on servers located in the EU. When this information is shared beyond our workgroup (Sally, Louis, Kevin) it will be anonymised.

1. Name. We would appreciate it if you could include your name.

Required

2. How do you deliver your teaching?

Required

maximum 3 answer(s)

- ☐ Online
- ☐ Face-to-face
- ☐ Hybrid
- ☐ Not currently intending to teach

3. How easy do you find it to recruit the number of trainees you would like? (1=very easy, 5=Very difficult)

- ☐ 1 (very easy)
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5 (very difficult)
- ☐ Not Applicable - I'm not currently recruiting

4. Put this list of sources of recruitment in order from, biggest source at the top, to smallest source at the bottom. Please provide any details in Question 5 below.

Please drag these items from most (1) to least (8) preferred.

- ⌵ ? Facebook
- ⌵ ? Other means - details in comment box 5
- ⌵ ? Other social media - details in comment box 5
- ⌵ ? Your own website - link in comment box 5
- ⌵ ? Word of Mouth - via others
- ⌵ ? <https://www.co-counselling.info>
- ⌵ ? Word of Mouth - via self
- ⌵ ? Other organisations - details in comments box 5

5. Where relevant please elaborate on the sources of recruitment referenced above: What's your website link? What other social media? Which other organisations? Other types of sources?

Character limit: 0/5000

6. What are the main online sources of information about CCI co-counselling for potential trainees that you know of- list a maximum of 5.

Required

Character limit: 0/5000

7. To what extent do these sources give potential trainees a clear and accurate expectation of CCI co-counselling?
(1=very clear & accurate, 5=Very confused)

Required

- ☐ 1
☐ 2
☐ 3
☐ 4
☐ 5

8. Of the sources you listed in question 6, which ones do you recommend to potential trainees?

Required

Character limit: 0/5000

9. Is there anything else you would like to say about how CCI co-counselling is presented to the public?

Character limit: 0/5000

10. Are there any ways in which you would like to receive more support with training people in CCI co-counselling?

Character limit: 0/5000

Thank you for helping us assess the need around information that is available to potential trainees in the lead up to fundamentals courses.

Appendix III – Comments received on a draft of this report, after the survey had closed.

(Reply #1)

Thanks so much for leading and coordinating this process. I don't have much feedback. I just wanted to let you know that I read the results and very much agree with the issues raised as well as the solutions proposed. In particular I wanted to share just a few thoughts:

- When I first heard about coco and looked it up online, the outdated website made me question the legitimacy of coco so I believe an update will increase credibility
- I find the lack of clear process, avenues and teacher trainers for people like me who really want to teach and spread Coco further - a huge limitation as it blocks the possibility to train up and spread coco further
- One avenue that I thought was missing is the current demographics and ways to increase the diversity and inclusion of young people, people of colour, people with disabilities, LGBTIQ+ people etc. I think this needs to be made explicit as a priority to ensure that our communication and support are inclusive - which is key to the objectives of coco.

Thanks again and I look forward to hearing more.

(Reply #2)

This is super interesting! Thanks for all the hard work by you three and for making it happen.

I'm going to read it again this week when I'm a bit less tired and see if there's any further comments i'd like to add before Friday.

Thanks again :)

(Reply #3)

Firstly, thank you for this well produced and cogent report. I am sure you have all worked hard on it and thank you for that. The report is really clear and beautiful. I think you've hit a good balance between different viewpoints and painted a coherent picture.

As always when make comments, they are suggestions for you to take or leave. I'm sure you know that.

I've attached a "copy" of the words without formatting, replacing paragraphs where I had no comment, with "...". (1 page)

In the figure about sources of recruits, it's not clear what the numbers up the side refer to, Obviously not number of responses!

There are several spelling/grammar mistakes In appendix 1 – 2xits/it's, there own, grapp, froups, by the time I got bored with looking. Several respondent may not have English as their first language. Suggest some non-critical reference for the pedants among us e.g. The following comments are copied word-for-word as submitted “. This is not true of the rest of the document.

Over to you.

I hope this helps.

...

Questions 4 and 5: Sources of recruitment?

- The predominant source is: word of mouth by others
- Closely followed by: word of mouth by trainers

Suggest make more of this finding – it supports the idea of human contact being an effective thing, supported by info transfer

Question 9: And Question 10:

General online presentation of CCI – the suggestions here

“..Other ideas focused on the practical (or technical) ...bit weird for some people.” what does “weird” mean? Let’s face it, coco IS weird.(counter-cultural)

...

Helping would-be trainees to find the right trainer - some replies alluded to a need for a clear, personalised list of trainers, with their costs and presumably dates for their courses online or by location. I think most of this exists or did exist in NL – investigate?

...

Support and collaboration among trainers -

2x...

I am a bit surprised (and feathers a bit ruffled) that no-one mentioned mentoring of upcoming teachers by more experienced cocos.

4. Recommendations

...

We’d also like to note that the way these recommendations are implemented must take account of CCI’s peer structure. It’s necessary that in cases where standardisation is proposed, this should only be achieved by consent from the participants. YES and could even strengthen

5. Next steps

...

If there is agreement, then the next question is: who wishes to take forward the agreed initiatives?INDEED! Look at how many people run to help with providing photos, helping with tech work etc!

(Reply #4)

Hi Thanks you guys - this is great

I see you have Find COCO on the list of online places

For anyone who does not know it was created a few years ago after a teachers / development workshop by crowd funding as a way to reach UK CCI co counsellors in a social Media way with a logo that can get recognised and there is a map to click to link to your local teacher in UK

I still have some money left to complete it and get it properly active

Not got to the top of my to do list

Is there one or two people happy to form a small group to keep me on track and get it up and properly used??

it be one or two meetings

Let me know

Take a look at it here [Find CoCo/Change your life/Mental Health and Wellbeing \(findcocouk.org.uk\)](http://findcocouk.org.uk)

It is a Wix site and easy to change and add to - and if we want more we can use the money to pay Emma the co-coer who built it and fid the design of the site and logo

(Reply #5)

Thanks a lot all three of you for doing this work.

Some of the items mentioned that can do with improvement should be straightforward - once I can get this dammed Drupal 10 web site working properly!

Otherwise, I am thinking that it is all very well getting ourselves out on the web as best we can, but it is spread very thinly and up against a vast amount of competition for people's attention.

I think we need to be doing more up close and personal, i.e. in our immediate areas. My aim would be to try to ensure that everyone in, in my case Worcestershire and the West Midlands, who should know about co-counselling does know about it. This, I think, means contacting local organisations, schools, voluntary organisations, NHS, councils, police etc. etc. and following up.

It is not something one person can do and I would like a team with me and teams elsewhere doing it.

I think also we should be putting it about that people who are involved in work or other activities that put them in positions of authority should be trained in giving emotionally competent free attention and in making use of such attention. This should be seen as an ethical requirement to avoid abuse through countertransference and to process stressful activities.

Of course, the straightforward way of meeting this requirement would be to train as co-counsellors.

(Reply #6)

I have just read through the survey and think it is excellent. Well done you folks for putting it together.
No further comments.

(Reply #7)

I sent a similar survey to the CCI-USA members to ask their opinions around the USA website, and unfortunately I didn't get that many responses. But if you are interested here are the results.

<https://docs.google.com/document/d/1UNcKjikyKL8TFjwo-d9jMilPBVRhvw8WAHX8xy6fkg/edit?usp=gmail>

Just so you are also aware, this is a site map that I drew up for the proposed re-design of the CCI-USA website, and what I am hoping to work towards.

<https://drive.google.com/file/d/14MZRhA4D2DsSb9QnhQopvGmMKYbbcfR3/view?usp=gmail>

I have just finished my CCI-USA teacher apprenticeship with Kathryn Bass and am also looking to become a teacher once I sort out my business structure and other admin, so I am keen to be kept in the loop for any discussions that might help us attract more students - and that is also my goal with the new website.

I would absolutely love to keep in touch about the website and I'll add you all and John Talbut as he is in charge of coco info, (and anyone else who is interested) to a group discussion if that's ok, so that we can keep this conversation going.