



Round 12

# Positive Psychology Coach



# What is Positive Psychology?

Positive psychology is the scientific study of what makes life most worth living . It is the science of happiness that examines how we can move beyond surviving to flourishing.

Positive psychology began to develop in the late 20th Century and was officially recognized, as an area of study, in the late 1990s, when the Father of Positive Psychology, Martin Seligman, then President of the American Psychological Association, made positive psychology the focus of his presidency. Since then, a flood of research has been done on what thoughts, tools, attitudes, behaviors, and interventions promote well-being and help people flourish.

## How does positive psychology help coaches to help their clients?

Positive psychology is a natural fit with coaching. Clients seek out coaching for a full range of issues, but underneath all of these issues is a generally unstated desire to increase their overall sense of happiness and well-being. Positive psychology provides important empirical underpinnings to the techniques and strategies that coaches use to help clients realize their goals on the path to greater well-being.



# What are the benefits of studying positive psychology?

Research has demonstrated that a number of positive psychology practices can effectively raise our level of happiness. The benefits of happiness are significant and widespread and extend far beyond just feeling good.

Happier people tend to enjoy better health, live a longer life, have closer friendships, are more creative and productive at work and in life, and achieve greater success. Research studies show that the happiest people tend to:

- ✓ Express gratitude—that is, counting their blessings.
- ✓ Nurture relationships with family and friends.
- ✓ Practice optimism regarding the future.
- ✓ Savor the positive experience in their lives.
- ✓ Commit to and realize meaningful goals.



# Program Outline

## Chapter 1:

### What is Positive psychology?

- The Objectives of Psychology
- The Inspiration Behind Positive Psychology: Seligman's Roses
- Defining Positive Psychology
- Positive Psychology Foundation
- Positive Psychology Misconceptions

## Chapter 3:

### Understanding Emotions

- Emotions VS. Moods
- What Use Are Negative Emotions?
- The Value of Positive Emotions
- The Positive Impact of Negative Emotions
- Where Do Positive Emotions Come From?

## Chapter 5:

### Code of Ethics

- Part One: Definitions
- Part Two: The ICF Standards of Ethical Conduct
- Part Three: The ICF Pledge of Ethics

## Chapter 2:

### Core Coaching Competencies

- Setting the Foundation
- Co-Creating the Relationship
- Communicating Effectively
- Facilitating Learning and Results

## Chapter 4:

### The Science of Happiness & Wellbeing

- History of Happiness
- What is Happiness?
- Benefits of Happiness
- The Happiness Formula
- Letting Go of the Past
- Gratitude: An Ingredient of Happiness
- Forgiveness
- AIM approach for A Happy Mindset
- The Other Approach To Happiness
- Theories of Eudaimonic Wellbeing
- Issues With Eudaimonic Wellbeing

## Chapter 6:

### Meaning and Purpose

- Values
- Motivation
- Goals

# Program Outline

## Chapter 7: Optimism & Hope

- History of Optimism
- Optimism VS. Pessimism
- Learning Optimism
- Hope

## Chapter 8: Resilience

- Stress VS. Trauma
- Facing Traumas with Resilience
- Post Traumatic Growth
- Wisdom

## Chapter 9: Flow

- Defining Flow
- Characteristics Of Flow
- Benefits Of Flow
- Flow Activities
- Getting In Flow
- Dangers Of Flow

## Chapter 10: Love

- Love and Happiness Correlation
- Love Theories
- Love Styles
- What Makes Relationships Work?

## Chapter 11: Human Strengths & Virtues

- The Value Of Strengths
- Strengths Approaches
- Can Strengths Change Over Time?
- Issues With the Strengths Concept

## Chapter 12: Applying Positive Psychology

- Positive Therapy
- Positive Psychology Coaching
- Positive Psychology & Education
- Positive Parenting
- Positive Ageing
- Positive Psychology & Business Organizations

# Topics Covered

- ✓ Positive Emotions: The Tiny Engines of Positive Psychology
- ✓ The Mindscapes and Outcomes of Positivity
- ✓ Science of Happiness and the seven toxic believes .
- ✓ Positivity Resonance and Love
- ✓ Building fulfilling relationships .
- ✓ The psychology of hope and Resilience .
- ✓ Perspectives on Well-being
- ✓ Positive psychology and life complexities and challenges
- ✓ Core strategies for living a good life .
- ✓ Humanities and Human Flourishing
- ✓ Positive psychology in Practice .

## By the end of this Program participants will be able to :

1. Learn the distinction between the emerging positive psychology principles and other theoretical principles of psychology.
2. Develop an understanding of the dimensions of happiness/ subjective well-being and their application to your life.
3. Demonstrate applications of core concepts of positive psychology
4. Acquire skills to implement strengths based concept in your life.
5. Develop core strategies for living a good life.
6. Building fulfilling relationships with others.
7. Develop an understanding of positive emotions and their impact.

# About the Trainer

**Adel Pour Hakimi** is a qualified **Personal and Professional Coach** and **Corporate Facilitator** with over 10 years of experience in Business and Finance, and more than 4 years of expertise in Coaching and Training. He is an ICF-PCC accredited coach and an Ashridge Accredited Executive Coach (EMCC-aligned). He has recently completed his Master's in Executive Coaching from Hult Ashridge, UK, and holds a Master's in Finance from Hult International Business School. He is also a Certified Management Accountant (CMA), recognized by the Institute of Management Accountants (IMA), USA.

Adel's focus lies in Executive Coaching and Corporate Training, with a strong emphasis on Emotional Intelligence, Leadership, Communication, and Healthy Workplace Relationships. He has delivered over 800 coaching sessions and facilitated more than 70 training sessions, collaborating with a wide range of institutions and organizations across sectors in Lebanon and GCC.

Driven by a passion for growth and excellence, Adel is committed to empowering individuals and organizations through transformative coaching

and impactful learning experiences. He is also dedicated to advancing the coaching profession across Lebanon and the MENA region, firmly believing in the power of coaching and advocating for its expansion, professionalization, and ethical regulation.



## Quick Summary Highlights:

- Personal & Professional Coach
- Corporate Facilitator
- ICF-PCC Accredited Coach
- Member of ICF Lebanon Chapter
- Ashridge Accredited Executive Coach (EMCC-aligned)
- 800+ Coaching Sessions
- 70+ Training Sessions
- Completed Master's in Executive Coaching Program – Hult Ashridge (UK)
- Master's in Finance – Hult International Business School
- Certified Management Accountant (CMA – IMA, USA)
- Featured guest on 10+ media appearances, including MTV and LBCI

# Adel Pour Hakimi

## About the Trainer

Aya Refaat is a highly skilled and experienced wellbeing and mental health expert with over 15 years of combined experience in both corporate and educational fields. She is a Positive Psychology Practitioner and ACC Coach from ICF , a certified trainer from IBM and currently pursuing her Masters degree in Business Psychology from University of East London.

Aya's approach is rooted in positive psychology, using her extensive and combined knowledge to help clients and coaches reach their full potential and lead happier, more fulfilling lives. She is passionate about helping individuals and organizations improve their mental health and wellbeing through her workshops , training programs and one-one sessions.

### Aya is:

- Positive Psychology Practitioner
- ICF ACC Coach
- ICF Egypt board member
- Certified Trainer
- NLP Practitioner from - ABNLP
- CBT Practitioner
- Trauma and Grief Specialist
- Positive Discipline Parent Educator

# Aya Refaat



# About the Trainer

With a dynamic background that bridges the fields of medicine, coaching, and positive psychology, Sherein Abo El Goukh brings a unique blend of scientific knowledge and human insight into the field of personal development. Coming from a family rooted in entrepreneurship and having co-founded a successful startup, she integrates practical business acumen with profound psychological understanding.

As a certified life coach and passionate advocate for empowerment, Sherein has facilitated over 500+ coaching hours and hundreds of development sessions for diverse audiences—ranging from youth, women, and professionals to multinational corporations. Her work focuses on emotional intelligence, self-awareness, leadership, and positive psychology.

## Dr. Sherein is:

- Founder – 3aglitak.net (Since 2016) of Egypt's first online bicycle store.
  - Life & Leadership Coach (Since 2020).
  - Co-Founder – A Step Forward (Since 2022)
  - Empowerment platform offering coaching and group workshops for women.
  - Repeated guest speaker for AUC's Heya Ra'eda program for female entrepreneurs.
  - A Judge & Mentor – United Nations Women, National Council for Women, AUC.
  - A featured Coach – MagnaV Magazine.
    - A TV & Radio Guest – Featured on several media platforms including MBC, Heya TV, and other popular talk shows.



In PPC (Positive Psychology Coach) program, Sherein is deeply committed to creating safe, transformative learning experiences for attendees to explore their potential, rewrite their inner stories, and rise with confidence.

**Dr. Sherein Abo Elgoukh**

# Program Information



150 ICF  
Accredited hours



Delivery  
**Online** (Zoom)



Date  
**4 May - 17 Aug 2026**



Schedule

**30 Training session** Monday & Wednesday  
**7 - 10 PM (Cairo Time)**

## MAY

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# Program Reviews



Noha Ahmed

3 reviews



★★★★★ Edited 10 months ago

من بداية اتصالي بهم و مساعدتي في التسجيل و المتابعة... كريشن آية... مع positive psychology mentarcise...  
رفعت كمان من اصدق الماء، و عددها ملائمة و وضوح كبير في اسلوبها في الشرح  
نفسها و سطمان كل يوم على قلب بعض و كل حد يرتكب يساعد غيره بـ community و بمساحة آنامكنت اكبر من الكورس بكثير، انا اخوالي في الـ  
...اللى يقدر عليه...  
بمساحة تجربة مأكثوصفن من جمالها و رؤيتها في الاستفادة و المعاملة ، و هي فعلا تجربة لا تنتهي لاني حاسمة انى جزء بسيط من مجتمع علمي

See translation (English)



1



Mohamed Abdelaziz

Local Guide · 12 reviews · 8 photos



★★★★★ a year ago

Excellent experience I am gaining this year by joining positive psychology coaching program,  
Thanks to instructors I understood the best out of it, I do recommend this program, specially one can do it  
online with no need to travel to Egypt  
Thanks so much!



1



Maison Etiquette

6 reviews · 1 photo



★★★★★ a year ago

I recently enrolled in positive psychology course, it's an exciting experience with transformative journey.  
Thank u mentarcise team for this exciting experience



1



Soraya Rady

4 reviews



★★★★★ a year ago

I would recommend Mentarcise 'Positive Psychology Coaching' for those who would like to develop a  
practical experience in coaching due to having numerous opportunities to practise it with others.



Hover to react



# Certificate Sample



## Certificate of Completion

This is to certify that

*Name Goes Here*

has completed 150 hours of ICF (International Coaching Federation) accredited training and has fully participated in all instructional modules and academic coursework encompassed within the program. The recipient is hereby awarded and formally recognized as a

**'CERTIFIED POSITIVE PSYCHOLOGY COACH'**

Aug - Dec 2028

Sherein Abo Elgoukh  
Coach Instructor

Adel Pour Hakimi  
Coach Instructor

Aya Refaat  
Coach Instructor

M. Moamen El Magedy  
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PEOPLE EMPOWERING PEOPLE