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News Release

Local Calgary CEO named part of international psychotherapy web series on clinical excellence

Calgary, AB – July 26, 2011 – Calgary Counselling Centre (CCC) CEO, Robbie Babins-Wagner has been selected to participate in an international web series, “The Road to Clinical Excellence” this summer. The six-part video webcast for therapists will focus on increasing clinical excellence. As a recognized leader in counselling practice, Babins-Wagner joins the series in its fifth session on Aug. 9, 2011, presenting “Building a Culture of Excellence” from 1-2 p.m. EST.

Robbie Babins-Wagner leads one of the few counselling agencies in the world to fully integrate a feedback-centred approach to counselling. An early adopter for this new trend in counselling, the Centre’s work to build a culture of excellence has put the Calgary Counselling Centre on the map. CCC and its CEO are in demand throughout North America to consult on the integration of client feedback into their counselling culture.

“It is an honour for me to represent the Centre in this webinar,” says Babins-Wagner. “Calgary Counselling Centre has been working to achieve a culture of excellence for eight years now. This science-based approach to enhancing a counsellor’s effectiveness is the new trend in counselling. I am proud the Centre is a leader in this initiative. I’m sharing our journey as an inspiration for agencies just adopting a feedback-centered approach.”

In the session, Robbie will highlight ways to increase an individual counsellor’s skills. She’ll show how agencies can create a work environment that encourages and supports excellence. The Centre’s work will be profiled in the discussion.

“Becoming a centre of excellence furthers our clients’ success,” says Babins-Wagner. “In 2010, 8.9 per cent more clients experienced a favourable change in their outcomes than the year before.”

The Centre has been working to monitor and measure real time results with their clients for eight years. The integration of feedback gives clients what they need to reach their goals. Our therapists focus on how well clients are progressing in every counselling session and make necessary adjustments in treatment.

“Establishing a culture of excellence is a shift from traditional counselling,” says Babins-Wagner. “At CCC, we are more focused on the relationship with our clients and what they’re really telling us. Their feedback helps us be better at our jobs and ensures our clients have results they are proud of.”

Hosted by Psychology Networker, “The Road To Clinical Excellence” webinar plans to inspire therapists so they can achieve higher levels of performance. Babins-Wagner joins internationally renowned presenters: Scott Miller, Ph.D., Etienne Wenger, Ph.D., Barry Duncan, Psy.D., Michael Lambert, Ph.D. and William Pinsof, Ph. D. The online conference attracted over 1,000 therapists from 20 different countries for its first session on July 12 and nearly doubled interest in the second session.

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For more information, or to arrange an interview, please contact:

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Please note: Robbie Babins-Wagner is available for interview until Aug. 5, 2011.

Calgary Counselling Centre is a registered charitable organization, and the leading research and knowledge-based counselling facility in Canada. Since 1962, the Centre has been committed to providing compassionate, professional and affordable counselling services that help build better lives for Calgarians through positive outcomes. Offering barrier-free services, the Centre is also a recognized leader in the treatment of family violence, depression, eating disorders and self-esteem issues. Through its ongoing research and education programs, the Centre strives to meet the changing needs of our community.

