



**A clinically grounded, refreshingly
practical approach to children's behaviour
and mental health — for the adults who
spend their days with kids.**

TRUSTED BY MCMASTER UNIVERSITY, THE ONTARIO CAMPS
ASSOCIATION, THE YMCA, THE WATERLOO REGION DISTRICT
SCHOOL BOARD, AND 900+ EDUCATORS, CLINICIANS,
PARENTS, AND CAMP LEADERS ACROSS CANADA.



www.aimee-msw.com



contact@aimee-msw.com



226-929-1029



What We Believe

Every Aimee MSW training is grounded in these three core ideas—offering more than quick-fix techniques, but a meaningful shift in how teams see, think, and respond to children's behaviour.



Behaviour Is Communication

A child's hardest moment is almost always their best attempt to show us that something deeper is going on beneath the surface.



Connection Must Precede Correction

You cannot teach, redirect, or de-escalate a dysregulated child until their nervous system feels safe enough to receive what you're offering.



A Child's Capacity For Regulation Is Shaped By The Adult's

The most powerful intervention in any moment is the adult who can stay regulated, connected, and grounded when things get hard.



Our Impact In Numbers



98%

of participants rated their training experience 4 or 5 out of 5

(responses from 900+ participants)



Over 90%

reported gaining practical tools and strategies they could use immediately

(Connect Before You Correct and Balanced Care cohorts)



100%

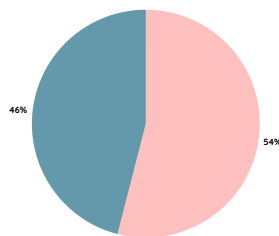
reported feeling ready to apply trauma-informed strategies

(Trauma-Informed Care training)

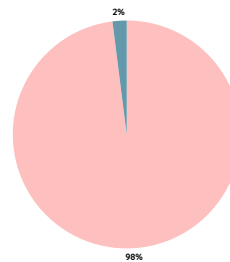
Confidence Shift, Before and After

Participants were asked to rate their overall confidence responding to challenging behaviour in children and youth.

Before Training



After Training



● Low Confidence ● High Confidence

Based on responses from participants in a "Connect Before You Correct: Training session"

Trusted By:



Meet Your Facilitator

AIMEE VANKOUGHNETT



As a child and youth mental health therapist, public speaker, and group training facilitator, Aimee brings **over a decade of experience supporting children and youth** in schools, hospitals, summer camps, and clinical treatment settings.

Known for blending warmth, play, and evidence-based practice, Aimee is a **Master's-level Registered Social Worker and Certified Play Therapist** (also known as a "Master of Fun"). She has travelled across Canada delivering training for educators, clinicians, camp staff, and parents, and also operates a private therapy practice serving children and families in Waterloo, Ontario.

Her training style reflects the way she works with children and families: relational, practical, and grounded in real-world experience. Sessions help participants better understand behaviour, strengthen relationships, and build realistic, sustainable strategies for everyday settings.



Education



Master of Social Work (MSW) - Wilfrid Laurier University

Bachelor of Social Work (BSW) - Trent University

Certified Play Therapist (CPT) - Canadian Association for Play Therapy (CAPT)

Registered Social Worker (RSW) - Ontario College of Social Workers and Social Service Workers



Wondering If Our Training Programs Are Right For You?



For schools, camps, child care centres, and youth programs

Staff may be feeling unsure, burnt out, or inconsistent in how they respond to children's behaviour and emotions. Teams are looking for practical, realistic strategies that fit the day-to-day realities of their setting.

See Pages 6-8



For mental health clinicians and clinical teams

Grad school gave you the theory; now you're looking for the toolkit. You want support translating theory into practice, with creative, developmentally appropriate tools for clinical work with children and youth.

See Page 9



For parents and caregivers

Mornings, transitions, or bedtime have become battlegrounds. You've read the books and you may already understand the theory, but are looking for realistic strategies that support both your child's needs and your relationship with them.

See Page 10

If This Feels Familiar, You're In The Right Place!



For Child-Focused Professionals

(SCHOOLS, SUMMER CAMPS, CHILD CARE CENTRES, AND BEYOND)

Foundational Training

MOST-BOOKED TRAINING

Connect Before You Correct: Practical Behaviour Strategies That Really Work



SUGGESTED TIME: 2-3 HOURS

The foundational session. Explore practical, research-informed strategies for understanding and responding to “challenging” behaviour in children and youth. Grounded in developmental psychology, attachment theory, and relational neuroscience, it centres on the “Connect Before You Correct” approach. Participants will learn to read behaviour as communication, build relationships that make correction possible, and respond to the hardest moments with confidence and care.

LEARNING OUTCOMES

- ◆ Understand the neuroscience behind behaviour and reframe behaviour as communication
- ◆ Recognize the role of connection and co-regulation in supporting regulation and behaviour change
- ◆ Learn practical, relationship-based strategies for responding to challenging moments

This training helped me shift my entire mindset about children’s behaviour - it is so helpful to see the bigger picture. I also gained tangible strategies we can use in our program right away.

- Elementary Educator, Public School Board



Deepening Learning

RECOMMENDED AFTER FOUNDATIONAL TRAINING

Balanced Care: Nurturing Others, Nurturing Self



SUGGESTED TIME: 1 HOUR

MOST OFTEN PAIRED WITH “CONNECT BEFORE YOU CORRECT”

Explore the link between supporting children and sustaining ourselves as caregivers. Grounded in trauma-informed, nervous system-aware practice, participants will examine how stress, emotional labour, and burnout impact co-regulation and explore practical strategies to support both children and their own well-being.

LEARNING OUTCOMES

- ◆ Recognize signs of stress and burnout in caregiving roles
- ◆ Understand the link between adult regulation, co-regulation, and child outcomes
- ◆ Develop a toolkit of self-care strategies to support personal well-being in high-demand caregiving roles

Trauma-Informed Care: A Brain-Based Approach to Understanding Childhood Trauma, Behaviour, and Resilience



SUGGESTED TIME: 2 HOURS

Drawn from Aimee’s work with children and families affected by trauma in clinical and residential settings, this interactive training explores how childhood trauma and early adverse experiences impact brain development, behaviour, and emotional regulation. Participants will learn practical strategies to support resilience, and self-care strategies for emotionally demanding roles.

LEARNING OUTCOMES

- ◆ Understand the impact of trauma on brain development, behaviour, and regulation
- ◆ Reframe behaviour through a trauma-informed, nervous-system lens
- ◆ Learn strategies to support safety, connection, resilience, and post-traumatic growth
- ◆ Identify self-care strategies to support sustainability in caregiving roles



Deepening Learning

RECOMMENDED AFTER FOUNDATIONAL TRAINING

Brave Leadership: Courage, Boundaries and Conflict Confidence



SUGGESTED TIME: 2 HOURS

FOR STAFF WITH LEADERSHIP RESPONSIBILITIES

Tools and confidence for the people running groups of children and youth - head counsellors, educators, program coordinators. Learn how to navigate conflict, set boundaries, and respond to challenging group dynamics with clarity instead of avoidance.

- ✦ Recognize emotional challenges in leadership, including fear, imposter syndrome, and conflict avoidance
- ✦ Apply self-regulation and courageous communication strategies under stress
- ✦ Practice boundary-setting and restorative practice responses within group settings for children and youth
- ✦ Develop a self-leadership toolkit for real-time challenges in dynamic group environments



Key Learning Activities Across All Professional Trainings

- | | |
|--|---------------------------------------|
| ✦ Interactive scenarios and role-play | ✦ Nervous system regulation practices |
| ✦ Small- and large-group problem-solving | ✦ Expert-led Q&A |
| ✦ Guided self-reflection | ✦ Take-home resource package |



For Mental Health Clinicians

(PSYCHOTHERAPISTS, COUNSELLORS, PLAY THERAPISTS, SOCIAL WORKERS,
AND ALLIED MENTAL HEALTH PROFESSIONALS)

Play-Based Interventions for Assessing and Treating Children and Youth (4 -16 Years)



SUGGESTED TIME: 2-3 HOURS

Drawn from her experience as a Certified Play Therapist (CPT), Aimee offers this interactive training to equip clinicians with practical, play-based strategies for every phase of clinical work with children and youth. With developmentally attuned adaptations for young children, pre-teens, and teens, the session is highly experiential, with opportunities to try tools in real time and reflect on their application to practice.

LEARNING ACROSS THE FOUR PHASES



Engagement & Rapport - Play-based activities to establish safety, introduce confidentiality, and build trust in early sessions



Assessment - Creative methods for gathering information about emotions, behaviours, relationships, and internal experience



Intervention - Age-specific strategies to help children process experience, practise new skills, and build resilience



Termination & Closure - Activities to support the ending phase of therapy

Professional Consultation/Supervision Sessions



1:1 Sessions = 50 Minutes



Group Sessions = 90 Minutes

VIRTUAL OR IN-PERSON

A collaborative space to think through clinical questions, case conceptualization, and complex presentations. Grounded in play therapy theory and attachment-based approaches. Hours may be applied toward CAPT and CRPO certification requirements, depending on individual circumstances.



For Parents And Caregivers

PARENT WORKSHOPS

Helping Little Kids with Big Worries



SUGGESTED TIME: 2 HOURS



THEME: STRESS, ANXIETY, SEPARATION

This interactive workshop helps parents understand how stress and anxiety show up in young children and builds practical skills to support them through big feelings. Participants will leave with increased confidence in responding to worries, separation anxiety, and emotional distress across home and school settings, using developmentally attuned, relationship-based approaches.

LEARNING OUTCOMES

- ◆ Understand how stress and anxiety present in young children's behaviour and emotions
- ◆ Learn practical, relationship-based strategies to support children through big feelings
- ◆ Build confidence in responding to worry and separation anxiety at home and in school

Chill Skills: Supporting Children Through Anger Outbursts, Defiance, and Power Struggles



SUGGESTED TIME: 2 HOURS



THEME: ANGER, CO-REGULATION, DE-ESCALATION

This interactive workshop focuses on helping parents understand and respond to children's anger outbursts, defiance, and power struggles. Participants will learn how to interpret behaviour through a regulation and connection-based lens, while developing practical strategies to support co-regulation, de-escalation, and calmer interactions in emotionally charged moments.

LEARNING OUTCOMES

- ◆ Understand the brain-body science behind dysregulation, anger, and defiance
- ◆ Recognize how adult responses can escalate or de-escalate challenging interactions
- ◆ Learn co-regulation and de-escalation strategies for calmer, more connected responses



Participant Feedback



Aimee's energy, insight, and expertise will no doubt have a lasting impact... After two amazing days of training, our entire group has been empowered and feels better equipped for the summer ahead.

- Director, Overnight Summer Camp



Aimee is a lovely presenter- warm, genuine, and so much great info grounded in theory and research!

- Mental Health Clinician,
Private Practice

This was one of the most impactful Professional Development sessions I've ever been to in my 14 years as an ECE. Thank you for being so prepared with materials and engaging content.

- Elementary Educator, Public School Board



You were absolutely wonderful to learn from. You are a wealth of knowledge and I loved the energy and passion you brought to your work; it made me feel just as excited and passionate about working with children.

- Graduate Student, University of Guelph

Our entire team loved the training—from the virtual session with our leadership team to the in-person training with our counsellors. Everyone walked away with new insights, practical strategies, and increased confidence in responding to challenging situations.

- Program Coordinator, McMaster University



Participant Feedback



Aimee has a masterful way of bringing concepts to life through stories and imagery, making key ideas stick and giving staff practical tools they can immediately apply.

- Director, Overnight Summer Camp



You gave me more confidence in challenging scenarios. Your role plays and wording to work through situations showed me new ways to address it with my own children. Really enjoyed our time together.

- Parent, Child Care Centre



It was an amazing experience to learn new strategies not only for students but also for our own self-regulation too.

- Elementary Educator, Public School Board

Thank you for acknowledging our challenges as educators in the field but also giving us so many great strategies for us and the kiddos we work with.

- Elementary Educator, Public School Board



I loved how thoughtful you were about people's energy levels, and adapting your presentation to meet our needs.

- Staff, Overnight Summer Camp



How to Choose

NOT SURE WHERE TO START?

- ✦ If your team is new to this work or could use a refresher → Start with **Connect Before You Correct**
- ✦ If your team has the foundation and is ready to go deeper → Add **Trauma-Informed Care** or **Brave Leadership**.
- ✦ If your team is feeling exhausted → Pair **Connect Before You Correct** with **Balanced Care**.
- ✦ If you're a clinical practice → **Play-Based Interventions**, with the option for ongoing consultation.
- ✦ If this is for a parent group → **Helping Little Kids with Big Worries** or **Chill Skills**.

Custom Workshops

Looking for something tailored to your group's unique needs? Custom workshops are designed around the population you serve, your organization's goals, and the realities of your setting. Together, we'll shape the content, format, and delivery to fit your timeline and budget—whether you're looking for a brief introductory session or a more in-depth, skill-building experience.

Format

Available virtually or on-site, sessions range from single presentations to half-day/full-day workshops and ongoing partnerships throughout a school year or camp season. Travel is welcome—Aimee thrives on the energy of in-person groups and has experience delivering training in remote and rural communities, including travel by plane, long-distance driving, and boat access.

Investment

Pricing reflects group size, format, travel, and whether the engagement includes follow-up consultation. Every proposal includes a clear, itemized estimate — no surprises.



Let's Connect!

Email contact@aimee-msw.com or call **226-929-1029** to set up a free 30-minute exploration call. Together, we'll discuss your needs, your team or practice, and how training can be tailored to best fit your specific setting. No pitch, no pressure.



From First Email to Follow-up: Six Steps

1

A free 30-minute exploration call to understand your team and your goals.

2

A customized proposal with content, format, and a clear cost estimate.

3

Booking confirmed with a deposit.

4

A pre-training check-in two to four weeks out, to fine-tune and ensure the training is aligned with your team's needs.

5

The training itself — practical, interactive, and yes, fun.

6

Optional follow-up coaching or case consultation, to help make learning stick.

