

**Joseph Kelly/ Patrick Ryan**

1300 S. 13th Street

Philadelphia, PA 19147

Phone: 215.467.4939; Fax: 267.386.2329; e-mail: [pryan19147@gmail.com](mailto:pryan19147@gmail.com); <http://www.cultmediation.com>

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We provide a *Free Initial Evaluation* - thirty-minute telephone consultation after reviewing your [Background Information for Case Evaluation](#) form and signed [Release](#).

We are normally available (Thursday - Saturday) for telephone consultations.

In addition to this cover letter, there are *ten documents* included in this e-mail:

1. [Our Philosophy](#)
2. [Do No Harm](#)
  - Ask yourself
  - Before you act
3. [Educate](#)
  - Read
  - Explore
  - Gather
  - Interact
4. [Resource List](#)
5. [Consulting Services and Descriptions](#)
  - Free Initial Evaluation
  - One-Day Assessment,
  - Three-day Intervention/Mediation Preparation
  - Intervention/Mediation
6. [Background Information for Case Evaluation](#) \*
7. [Fee Schedule - Joseph Kelly](#)
8. [Fee Schedule - Patrick Ryan](#)
9. [Release](#) \*
  - Documents
  - Research
  - Fees
10. [Ethical Standards for Thought Reform Consultants](#)

Take the time to review the enclosed documents; they should serve as a guide -- to assist you -- in evaluating the necessity of an Intervention/Mediation.

Feel free to contact us if you have any questions.

Upon receipt of a completed *Background Information for Case Evaluation*, we will be pleased to provide you with an initial evaluation.

We look forward to your response.

Sincerely,

Joseph Kelly/ Patrick Ryan

Enclosures

\* Required

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### ***Our Philosophy 1/10***

- Each person is unique
- Each group is different
- Groups change over time and can vary from place to place
- People respond to the same group differently
- To be useful, information must be accurate and relevant
- Information without understanding can negatively affect a relationship
- Understanding takes time and effort

Based upon our philosophy and the needs of those whom we serve, we provide access to:

- a vast library of quality information
- perspectives on how to evaluate and use information effectively
- the opportunity to network with families, former group members, helping professionals
- researchers, and others interested in this field
- case assessments
- Intervention/Mediation preparation
- Intervention/Mediation

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Rev: 10/11 "Our Philosophy"

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### ***Do No Harm 2/10***

#### *Ask yourself*

The following is a helpful list of questions to aid you in assessing your situation -- and a guide to the available educational resources -- relating to Thought Reform Consultations (Intervention/Mediation):

- Is the person in a controversial group?
- What evidence do you have that the person is in the group?
- What evidence do you have to show the person is more than a casual member?
- Do you consider the group to be benign, high demand or destructive?
- Do you have information/documentation to support your views?
- How is the person's group involvement adversely affecting their life?
- Who sees the adverse effects of group membership on the person, other than yourself?
- What is the quality of your interpersonal relationship with the group member?
- Does the person have a weak or strong bond with the family?
- Is there a stable family environment?
- Are you emotionally prepared for the possible ramifications of an Intervention/Mediation?
- Are you prepared for all possible outcomes of an Intervention/Mediation?
- Were there signs of mental illness, or adjustment problems before joining the group? Has this changed?
- Are there resources available if the member decides to sever their ties to the group?

#### *Before you act*

- Before you act, examine the possible consequences of your actions.
- Intervening prematurely may preclude the possibility of a future Intervention/Mediation.
- Explore available options.
- Before you speak with the group member about their involvement, slow down and educate yourself as to your options.
- Each person is unique
- Each group is different
- Groups change over time and can vary from place to place
- People respond to the same group differently
- To be useful, information must be accurate and relevant
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### **Educate 3/10**

Read about the specific or related group(s):

- Articles (available on [cultmediation.com](http://cultmediation.com)):

**"On using the term "Cult"**

Herbert L. Rosedale, Esq. and Michael D. Langone, Ph.D.

***The Definitional Ambiguity of "Cult" and ICSA's Mission***

Michael D. Langone, Ph.D.

***Religious Conflict Resolution: A Model for Families***

Patrick Ryan and Michael D. Langone, Ph.D.

***From Deprogramming to Thought Reform Consultation***

Presentation by Carol Giambalvo, Discussants: Joseph Kelly, Patrick Ryan, Hana Whitfield

***What Is a Thought Reform Consultant?***

Carol Giambalvo, Joseph F. Kelly, Patrick L. Ryan, & Madeleine Tobias

***Post-Cult Problems: An Exit Counselor's Perspective***

Carol Giambalvo

***Inner Experience and Conversion***

Michael D. Langone, Ph.D.

- Books:

***Coping with Cult Involvement: A Handbook for Families and Friends***

Livia Bardin, M.S.W.

(available Free from ICSA: [free.icsa.name](http://free.icsa.name))

***Take Back Your Life: Recovering from Cults and Abusive Relationships***

Janja Lalich, Ph.D., and Madeleine L. Tobias, M.S., R.N., C.S. a former member of a new age cult and a psychotherapist. This book is an informative and useful introduction to the cult phenomenon.

*Take Back Your Life* provides hands-on help for former members, their families, and professionals. It includes personal stories of healing and recovery, an analysis of cult leaders, an extensive list of resources, and sections on family issues.

(available from ICSA's Bookstore: [http://icsahome.com/infoserv\\_respond/bookstore.asp](http://icsahome.com/infoserv_respond/bookstore.asp))

***Cults in Our Midst: The Hidden Menace in Our Everyday Lives***

Margaret Singer, Ph.D.

Read the whole book with special attention to Chapter 3 (thought reform), and Chapters 6 and 7 (psychological and physiological techniques). Know the basic theories of how cults are formed and operate, what makes people vulnerable to them, and know the specific examples as parallels. Know the concepts of dissociation and levels of suggestibility.

(available from ICSA's Bookstore: [http://icsahome.com/infoserv\\_respond/bookstore.asp](http://icsahome.com/infoserv_respond/bookstore.asp))

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Chapters: 1, 5, 9, 16, 20

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### ***Educate 3/10 continued***

- **Subscribe:**  
Subscribe to publications put out by both the scholarly and popular press: for example, the ***ICSA Today***, ***International Journal of Cultic Studies***, ***ICSA News***.
- **Look:**  
Be aware of and watch current television coverage on cults, new age, frauds, and related topics.

### *Explore*

- Learn what resources are available.
- Search the internet, web pages and newsgroups.
- Be aware of and watch current television coverage on cults, new age, frauds, and related topics.

### *Gather*

- Original source material, including any books, pamphlets, audiotapes, or tracts:
  - a. Organizational materials
  - b. Membership information
  - c. Organizational leadership structures
  - d. Resources on doctrines and beliefs

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Rev: 10/11 "Educate"

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### **Resource List 4/10**

#### *Interact*

- Interact with individuals that have had a group experience.
- Talk with families of members of the specific group or related group(s).
- Talk with families that have participated in successful and unsuccessful Intervention/Mediation.
- Interview former members if possible.
- Contact service organizations that offer information, education, workshops, support groups and mental health professionals for you and your family.
- Seek the assistance of others for information on the specific group.

#### *People*

##### **Patrick Ryan**

Cult Information: Resources, Support, and Assistance

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web: <http://www.cultmediation.com>

##### **Joseph Kelly**

Cult Information: Resources, Support, and Assistance

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web: <http://www.cultmediation.com>

#### *Internet*

##### **ICSA: Information About Cults and Psychological Manipulation**

<http://www.icsahome.com>

#### *Organizations*

##### **ICSA: Information About Cults and Psychological Manipulation**

P.O. Box 2265, Bonita Springs, Florida 34133

Tel.: 239.514.3081; fax: 732.352.6818; Email: [mail@icsamail.com](mailto:mail@icsamail.com)

Online bookstore: [http://icsahome.com/infoserv\\_respond/bookstore.asp](http://icsahome.com/infoserv_respond/bookstore.asp)

##### **Info-Cult**

<http://infosect.freeshell.org/>

##### **Inform**

<http://www.inform.ac/>

##### **CIAOSN**

<http://www.ciaosn.be/>

#### *Support Groups*

##### **reFOCUS**

P.O. Box 2180, Flagler Beach, FL 32136

386.439.7541

<http://refocus.org/>

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Rev: 01/01, 07/03, 9/06, 12/08, 09/11 "Resources"

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**Consulting Services descriptions and requirements 5/10**

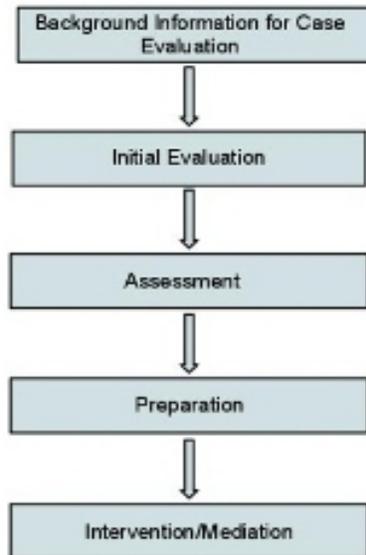
**Service we offer**

- 1. Free Initial Evaluation\*
- 2. One-Day Assessment++
- 3. Three-day Intervention/Mediation Preparation++
- 4. Intervention/Mediation

\* There is no fee for reviewing your *Background Information for Case Evaluation* and *Free Initial Evaluation* (thirty-minute), thereafter retainer is required.

**++ One-Day Assessment and Three-day Intervention/Mediation Preparation can be combined into a four-day Combined Case assessment/Intervention/Mediation preparation.**

**Our Process**



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***Consulting Services descriptions and requirements 5/10 (continued)***

**Free Initial evaluation**

*Description:*

We provide a *Free Initial Evaluation* - thirty-minute telephone consultation after reviewing your *Background Information for Case Evaluation* form.

*Prerequisite:*

- a. completed *Background Information for Case Evaluation*,
- b. Signed Release.

*Financial Requirement:*

*none*

*Schedule:*

*Call to schedule Free Initial Evaluation* (thirty-minute telephone consultation).

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***Consulting Services descriptions and requirements 5/10 (continued)***

**One-day assessment**

*Description:*

In-depth assessment, evaluating situation:

Review basics of situation and family's concerns, including impressions from each family member.

Review questionnaire and updates on situation, including particular vulnerabilities, changes in personal behavior (positive, neutral, negative), changes in lifestyle, changes in personal goals, changes in financial commitment.

Information gathering on leader and group: What do we know? What do we need to find out? What does the group believe? What are the practices? How does the group gain loyalty and submission? What is the 'experience'?

Why people join and leave high-control, abusive groups?

What is an intervention?

What is mediation?

Explore Intervention/Mediation approaches and options.

Ethical issues.

When an Intervention/Mediation might be appropriate and an overview how to prepare.

Reasonable expectations of the Intervention/Mediation.

Discussion of post-cult recovery issues.

*Financial Requirement:*

1. Travel and lodging arraignments,
2. Retainer required for scheduling.

*Prerequisites:*

1. completed Background Information for Case Evaluation,
2. Signed Release,
3. complete Free Initial Evaluation,

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### ***Consulting Services descriptions and requirements 5/10 (continued)***

#### **Three-day Intervention/Mediation preparation**

##### *Description:*

- Introduction of Intervention/Mediation team to participants (parents, siblings, friends, professionals present).
- Review what has and has not been read.
- What is and is not clearly understood.
- Communication strategies to make contact, begin meaningful dialogue, maintain communication, and access.
- How to communicate most effectively with your loved one.
- Overview of cults and influence techniques:
  - theories of a thought reform environment,
  - themes of a manipulative system,
  - theories on sleep deprivation,
  - False Memory Syndrome (FMS),
  - altered states' as part of group activity,
  - How does the influence work in this group?
  - What are the main forms of pressure?
- 'Culture' as applies to groups.
- Explore how leader are viewed by group members.
- History of the group, group ideas, lineage.
- Use of videos, books, and documents. Demonstration of method of using materials in an Intervention/Mediation.
- Intervention/Mediation basics,
- Intervention/Mediation strategies,
- Intervention/Mediation content,
- Detailed Intervention/Mediation planning,
- Determine participate roles,
- Recovery:
  - Post Intervention/Mediation issues if member chooses to leave group.
  - Family is the main support base for a recovering ex-member.
  - Understanding processes of leaving a high-control, abusive group with or without an Intervention/Mediation.
- Formulating a strategy,
- Roles of participants,
- Interviews,
- Maintaining journal of contact with group member from telephone calls and correspondence,
- Information gathering needs and assignments,
- Next Steps.

##### *Time Requirement:*

###### *Three eight hour days (example):*

- Session one: 9am - 12pm (with consultant)
- Lunch: (without consultant)
- Session two: 1pm - 5pm (with consultant)
- Home work: one to three hours

##### *Financial Requirement:*

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1. Travel and lodging arraignments,
2. Retainer required for scheduling.

**Consulting Services descriptions and requirements 5/10 (continued)**

**Three-day Intervention/Mediation preparation (continued)**

*Prerequisites:*

1. Completed Background Information for Case Evaluation,
2. Signed Release,
3. Free Initial Evaluation,
4. Complete one-day assessment,
5. Complete worksheets: Group Profile, Friends and Family Network, and member's present situation ***Coping with Cult Involvement: A Handbook for Families and Friends*** Livia Bardin, M.S.W. (available Free from ICSA: [free.icsa.name](http://free.icsa.name))
6. All participants have completed minimum reading requirements:

Articles (available on [cultmediation.com](http://cultmediation.com)):

***"On using the term "Cult"***

Herbert L. Rosedale, Esq. and Michael D. Langone, Ph.D.

***The Definitional Ambiguity of "Cult" and ICSA's Mission***

Michael D. Langone, Ph.D.

***Religious Conflict Resolution: A Model for Families***

Patrick Ryan and Michael D. Langone, Ph.D.

***From Deprogramming to Thought Reform Consultation***

Presentation by Carol Giambalvo, Discussants: Joseph Kelly, Patrick Ryan, Hana Whitfield

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***Post-Cult Problems: An Exit Counselor's Perspective***

Carol Giambalvo

***Inner Experience and Conversion***

Michael D. Langone, Ph.D.

Books:

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Livia Bardin, M.S.W.

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***Take Back Your Life: Recovering from Cults and Abusive Relationships***

Janja Lalich, Ph.D., and Madeleine L. Tobias, M.S., R.N., C.S. a former member of a new age cult and a psychotherapist. This book is an informative and useful introduction to the cult phenomenon.

*Take Back Your Life* provides hands-on help for former members, their families, and professionals. It includes personal stories of healing and

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recovery, an analysis of cult leaders, an extensive list of resources, and sections on family issues.

(available from ICESA's Bookstore: [http://icsahome.com/infoserv\\_respond/bookstore.asp](http://icsahome.com/infoserv_respond/bookstore.asp))

***Consulting Services descriptions and requirements 5/10 (continued)***

***Cults in Our Midst: The Hidden Menace in Our Everyday Lives***

Margaret Singer, Ph.D.

Read the whole book with special attention to Chapter 3 (thought reform), and Chapters 6 and 7 (psychological and physiological techniques). Know the basic theories of how cults are formed and operate, what makes people vulnerable to them, and know the specific examples as parallels. Know the concepts of dissociation and levels of suggestibility.

(available from ICESA's Bookstore: [http://icsahome.com/infoserv\\_respond/bookstore.asp](http://icsahome.com/infoserv_respond/bookstore.asp))

*Prerequisites:*

Books:

***Recovery from Cults: Help for Victims of Psychological and Spiritual Abuse***

Edited by Michael D. Langone, Ph.D.,

Chapters: 1, 5, 9, 16, 20

(available from ICESA's Bookstore: [http://icsahome.com/infoserv\\_respond/bookstore.asp](http://icsahome.com/infoserv_respond/bookstore.asp))

7. Travel/Accommodations

- Business standard hotel accommodations are necessary,
- Pre-paid airplane or rail tickets,
- Arrangement for travel to and from the airport.

8. Finance:

- required retainer received to confirm scheduling.

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### **Consulting Services descriptions and requirements 5/10 (continued)**

#### **Intervention/Mediation**

*Consulting Services descriptions and requirements*

*Intervention/Mediation*

*Time Requirement:*

*Three to five days (example)*

*Financial Requirement:*

1. Travel and lodging arraignments,
2. Retainer required for scheduling.

*Prerequisites:*

1. Completed Background Information for Case Evaluation,
2. Signed Release,
3. Free Initial Evaluation,
4. Complete one-day assessment,
5. Complete three-day Intervention/Mediation preparation,
6. Complete worksheets:
  - a. Group Profile, Friends and Family Network, and member's present situation  
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**Consulting Services descriptions and requirements 5/10 (continued)**

**Intervention/Mediation (continued)**

*Prerequisites:*

Books:

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Rev: 01/01, 07/03, 9/06, 12/08, 09/11 "Consulting Services descriptions and requirements"

***Background Information for Case Evaluation 6/10***

Please answer the following confidential questions and return it as soon as possible.

Ask other family members and friends for their input: they will often provide an additional perspective. If friends feel uncomfortable giving this information, feel free to have them contact me directly.

It is very important to have all relevant personal information that may have a bearing on the case. It is assumed that the group member will have divulged this information to the group. The more information you can give, the more easily an Intervention/Mediation can be planned.

Use additional paper.

Please include a recent photo of the group member.

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Date:

Your name:

Address:

City:

State:

Zip:

Country:

Phone numbers:

Fax number:

E-mail:

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Who referred you?

What is your relationship to the group member?

What is the name of the group?

Group members name?

Age?

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**Background Information for Case Evaluation 6/10 (continued)**

**FAMILY BACKGROUND**

Father's name and occupation:

Mother's name and occupation:

Parents: Married [ ] Separated [ ] Divorced [ ]

Spouse/Siblings:

Age:

Sex:

Name:

Occupation:

Married:

Education:

Telephone:

Fax:

Email:

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**PERSONAL BACKGROUND**

1. Is he/she Married [ ] Separated [ ] Divorced [ ] In a committed relationship [ ]

If so, provide name, age, education, occupation, and other relevant information about spouse or partner.

Include whether that person is also affiliated with the group.

2. Is she/he a parent? If so, provide name, age, education, and other relevant information about the child(ren).

3. Where does he/she currently live? Alone or with others?

4. Who has been the closest to him/her? Briefly describe their relationship, including the following points:

a) Has the relationship remained the same since group involvement?

b) If not, specify how the relationship has changed?

5. How often do you see him/her since involvement? Under what circumstances and for what length of time? What do you talk about? Has this changed from how he/she previously related to you?

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***Background Information for Case Evaluation 6/10 (continued)***

**PERSONAL BACKGROUND**

6. Generally describe the family (or person's) environment or lifestyle before involvement with the group.
- a) Significant relationships, such as best friends, boy/girlfriends, and any especially close relatives, or lack of such intimate friendships:
  - b) Communication patterns between family members, both good and bad:
  - c) Fights and estrangements in the family that may have had an impact on him/her and/or other family members:
  - d) Significant emotional or other personality changes noticed by the family or friends:
  - e) Any history of alcohol or drug abuse in the family (Note: this space for family only, later this same question is asked about the individual):
  - f) Any history of physical or sexual abuse in the family, and if so, who was involved:
  - g) Describe any family dysfunction's or long-term or recent difficulties, if any:
7. Who within immediate family or friendship network is or is not willing to help with the Intervention/Mediation? If someone is unwilling to help, why?
8. Describe how family members have emotionally reacted to the person's group involvement. Include the types of reactions and by whom.
9. Does he/she react positively to specific family members or friends?  
Is there someone he/she talks with more freely?
- 

**EDUCATIONAL BACKGROUND**

10. What level of education has been completed?
- a) Major or field of specialty:
  - b) List degrees or credentials received:
  - c) Grade point average:
  - d) Any problems at school or academically:
  - e) Special interests:
  - f) Special talents:

**Joseph Kelly/ Patrick Ryan**

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g) Other:

***Background Information for Case Evaluation 6/10 (continued)***

**PHYSICAL AND MENTAL HEALTH**

11. Describe her/his general health condition, to the best of your knowledge.

12. Describe physical and health condition prior to joining group.

13. Has she/he ever experienced any trauma, such as:

- a) Accident
- b) Hospitalization
- c) Extreme illness
- d) Psychiatric problems
- e) Victim of a rape or an assault
- f) Death of a loved one
- g) Death of a pet
- h) Concussion or coma

If yes to any of the above, please describe in as much detail as possible the following:

- a) When it occurred
- b) How long it lasted
- c) What recovery was like and how long it took
- d) Any medications taken
- e) Any temporary or lasting personality changes after the trauma
- f) Diagnosis given by a doctor involved at the time, if any
- g) How she/he subsequently dealt with the experience
- h) Any change in his/her method of dealing with traumatic or upsetting situations since group involvement, and if so, describe

14. Has there been any prior drug or alcohol use? If so, when, what was used, and to what degree? To your knowledge, is there still a problem? If not, how has this been dealt with?

15. Describe his/her social, emotional, and psychological well-being prior to involvement.

16. Include any history of previous problems, including but not limited to the following:

- a) Death of a relative or close friend

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- b) Breakup of a meaningful relationship
- c) Difficulty with intimate relationships
- d) Other

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***Background Information for Case Evaluation 6/10 (continued)***

**PHYSICAL AND MENTAL HEALTH**

17. Any history of mental illness? If so, please describe in as much detail, including diagnosis, when it occurred, duration, treatment, and so forth. Please indicate if he/she is currently on any medications, the diagnosis, and who prescribes the drugs.

18. Any history of psychotherapy or other type of counseling?

19. Any history of involvement with criminal activity? Detention? Halfway house? Prison?

---

**SOCIAL SKILLS**

20. Describe his/her communication skills and abilities prior to group involvement. Was she/he

a) Generally ready to join in conversations?

1) with family

2) with peers

3) with strangers

b) Naturally withdrawn?

c) Rarely responsive, no matters what the situation?

d) Only able to communicate on certain subjects, and if so, which?

21. Describe how any of the above has or has not changed since joining the group. Be specific.

22. How did she/he relate on an emotional level prior to group involvement?

a) Generally show or express feelings or emotions freely?

b) Usually try to hide feelings and emotions?

c) Whether a or b, describe how feelings and emotions were handled.

d) If this has changed, specify exactly how:

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***Background Information for Case Evaluation 6/10 (continued)***

23. What were his/her typical physical reactions, or body language, when:

- a) Nervous
  - b) Anxious
  - c) Angry
  - d) Resentful
  - e) Fearful
  - f) Defensive or hostile
  - g) Ready to leave in anger
- 

**PHYSICAL AND MENTAL HEALTH**

24. Describe if and how any of the above responses have changed since involvement with the group. Be as specific as possible.

25. In the past, how did she/he respond during times of stress? For example, run away, hide, deny what was going on, make fun, get angry, get defensive, try to resolve issues through talking, try other methods of resolving matters?

26. Describe if and how his/her response to stress has changed since involvement with the group.

27. Who has the most influence or clout with her/him in the following ways:

- a) Emotionally and how does this transpire?
  - b) Intellectually or logically, and how does this transpire?
  - c) Other:
- 

**PRIOR BACKGROUND**

28. What were his/her primary interests?

29. Was she/he involved with social or political activities?

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***Background Information for Case Evaluation 6/10 (continued)***

30. What were his/her hobbies or favorite pleasurable interests?

31. Has she/he ever been involved with other "alternative" groups or ideas? If so, describe.

32. Please list all prior group and/or religious involvement, other than that of the family.

33. What is the family's religious or spiritual background, including degree of involvement in related activities over the years? Also describe his/her degree of interest and involvement in the family's religion prior to joining the group.

34. What is or was her/his primary interest in literature? Provide authors and titles.

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**PRIOR BACKGROUND**

35. Has he/she ever practiced meditation or other such practices (e.g., yoga, bodywork, chanting)?

If so dates, length of time.

36. Any prior involvement with metaphysics?

37. Any prior involvement with holistic healing or alternative medicines?

38. Any prior involvement or attraction to "extreme" ideologies or groups?

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**EMPLOYMENT HISTORY**

39. How does the person support himself/herself financially? Include current occupation.

40. List previous occupations (what, where, for how long, reasons for leaving).

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41. Describe previous career goals.

***Background Information for Case Evaluation 6/10 (continued)***

42. Does the family provide any financial support at this time? If so, when and how much?

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**HISTORY OF GROUP INVOLVEMENT**

43. Date recruited?

44. Where recruited?

45. Describe to the best of your knowledge, how the recruitment transpired, the events that led up to it, where and how initial contact was made, and who was involved. What was the length of time from initial contact to present level of commitment?

---

**HISTORY OF GROUP INVOLVEMENT**

46. Please supply whatever of the following you have knowledge of:

- a) Names of group members and their areas of responsibility:
- b) Names and description of top leader (or leaders):
- c) Describe your family member's level of commitment to the group (e.g., full-time, taking courses, with group several times a week):
- d) Describe what he/she does in the group, including group studies, practices, and any areas of responsibility that you are aware of:
- e) Where he/she is located, including whether living with the group or other members:
- f) Describe to the best of your understanding what the group says it stands for:

47. What reason did she/he give for joining the group?

48. What kind of communication he/she has had with family and friends since joining the group?

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49. How much time does he/she spend with the family now, and with which family members?

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***Background Information for Case Evaluation 6/10 (continued)***

50. How does he/she talk about the group? Its practices? The leader? Activities? Does he/she speak readily about the group? Or rarely? What is generally said? To whom? Who initiates the conversation?

51. What group level or title has he/she attained?

52. Has she/he ever expressed any doubts or difficulties with the group? If so, what were they? Be as specific as you can. Include to whom and under what circumstances.

53. Has his/her personality and/or behavior changed since joining the group? If so, in what way? Be as specific as you can.

54. Do her/his emotions/feelings get activated when group or someone brings up his/her involvement with it?

a) If so, what specific statements trigger her/him the most?

b) How does he/she respond at those times?

c) How does he/she respond to criticism?

55. Describe what contact you have had with the group or any of its members. What are your impressions? How do members act around you or respond to you?

***Background Information for Case Evaluation 6/10 (continued)***

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**Intervention/Mediation PREPARATION**

56. List books you have read related to this issue.

57. List other professionals to whom you have spoken.

58. Describe any actions you have taken or conversations you have had with him/her up to now. Include how she/he has reacted.

59. Is there any limitation of resources that I should know about?

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60. Is there anything else pertinent that I should know about?

***Background Information for Case Evaluation 6/10 (continued)***

61. Are your goals to give her/him a more informed basis for choice regarding his/her involvement or affiliation with the specific group?

62. What other expectations do you have for the Intervention/Mediation?

By returning this *Background For Case Evaluation Form*:

1) I acknowledge that I have received, read, understand and accept Patrick Ryan's "FEE SCHEDULE," dated 10/11, and effective until 12/31/11,

2) and I acknowledge that I have received, read, understand Joseph Kelly's "FEE SCHEDULE," dated 10/11, and effective until 12/31/11.

**Send via (Mail, Fax, e-mail):**

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Rev: 01/01, 07/03, 8/04, 9/05, 4/06, 9/06/ 12/08, 09/11 "Background Information For Case Evaluation"

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**FEE Schedule - Joseph Kelly 7/10**

*Joseph Kelly's Services:*

- *Free Initial Evaluation,*
- *One-Day Assessment,*
- *Three-day Intervention/Mediation Preparation,*
- *Intervention/Mediation,*

**Free Initial Evaluation:**

I provide a free Initial Evaluation (thirty-minute telephone consultation) after receiving and reviewing your "Background Information for Case Evaluation" form; thereafter a \$750.00 initial non-refundable retainer is required in advance of all consultations.

Priority e-mail, telephone, and scheduling are given to retainer clients.

**Case assessment:** \$1000.00/one-day\*

\$1000.00 retainer is required to confirm scheduling

**Intervention/Mediation preparation:** \$2250.00/three-day\*

\$2500.00 retainer is required to confirm scheduling  
(prerequisite: one-day case assessment)

**Combined Case assessment/Intervention/Mediation preparation:** \$3000.00/four-days\*

\$3500.00 retainer is required to confirm scheduling

\*Travel and any additional days billed at Daily flat rate, plus expenses.

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*Other Services and Expenses:*

- *Research,*
- *Information Gathering,*
- *Post-Intervention/Mediation Consultations,*
- *Travel Time*

*Additional Days (Assessment, Preparation, and Intervention/Mediation), Travel Time, Research, Information Gathering, Post-Intervention/Mediation Consultations, Legal Case Research, e-mail correspondence:*

**Hourly rate:** \$100.00 per hour

**Daily flat rate:** \$850.00 per day/\$1000.00 per day outside the US

**Telephone Consultations:** \$100.00 per hour

**Travel time:** \$100.00 per hour/ \$750.00 per day plus travel expenses

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**Research:** \$100.00 per hour

**Legal case research:** \$150.00 per hour

**Expenses** (travel, accommodations, meals, transportation)

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**FEE Schedule - Joseph Kelly 7/10 (continued)****Travel/Accommodations**

Business standard hotel accommodations are necessary. Accommodations should provide: front-desk, high-speed Internet, 24-hour phone/fax access-incoming and outgoing, and security.

**airfare** Pre-paid airplane tickets should be mailed or arrangements made to have them available for pick-up at the airport. Arrangement for travel to and from the airport should also be planned.

**other** Including airport transfers, taxi, trains, airfare, rental vehicles, tolls, fuel.

**miscellaneous** fax/telephone toll charges, duplication, etc. additional.

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**Payments payable in US currency**

Balance is expected at end of the consultation, case assessment, Intervention/Mediation preparation and/or Intervention/Mediation

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**Refunds & Cancellations**

**Initial Retainer** Non-refundable

**Case Assessment - one-day**

Joseph Kelly reserves the right to cancel a scheduled Case Assessment. If Case Assessment is cancelled, full payment will be refunded to you or you may apply your payment to a future Case Assessment. In the event of Case Assessment cancellation, Joseph Kelly is not responsible for any non-refundable charges or fees incurred as a result of changing or canceling airline or hotel reservations.

If Joseph Kelly is notified of a cancellation more than fifteen business days before a scheduled "Case Assessment," you can receive a fifty percent refund for the cost of the "Case Assessment."

If Joseph Kelly is notified of a cancellation less than fifteen business days before a scheduled "Case Assessment," we will charge one hundred percent of the cost of the "Case Assessment."

If Joseph Kelly is given no cancellation notice, we will charge one hundred percent of the cost of the "Case Assessment."

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**FEE Schedule - Joseph Kelly 7/10 (continued)****Intervention/Mediation Preparation - three-days**

Joseph Kelly reserves the right to cancel a scheduled Intervention/Mediation Preparation. If an Intervention/Mediation Preparation is cancelled, full payment will be refunded to you or you may apply your payment to a future Intervention/Mediation. In the event of an Intervention/Mediation Preparation cancellation, Joseph Kelly is not responsible for any non-refundable charges or fees incurred as a result of changing or canceling airline or hotel reservations.

If Joseph Kelly is notified of a cancellation more than fifteen business days before a scheduled "Intervention/Mediation Preparation," you can receive a fifty percent refund for the cost of the "Intervention/Mediation Preparation."

If Joseph Kelly is notified of a cancellation less than fifteen business days before a scheduled "Intervention/Mediation Preparation," we will charge one hundred percent of the cost of the "Intervention/Mediation Preparation."

If Joseph Kelly is given no cancellation notice, we will charge one hundred percent of the cost of the "Intervention/Mediation Preparation."

**Case Assessment/Intervention/Mediation Preparation - four-days**

Joseph Kelly reserves the right to cancel a scheduled Case Assessment/Intervention/Mediation Preparation. If a Case Assessment/Intervention/Mediation Preparation is cancelled, full payment will be refunded to you or you may apply your payment to a future Intervention/Mediation. In the event of a Case Assessment/Intervention/Mediation Preparation cancellation, Joseph Kelly is not responsible for any non-refundable charges or fees incurred as a result of changing or canceling airline or hotel reservations.

If Joseph Kelly is notified of a cancellation more than fifteen business days before a scheduled "Case Assessment/Intervention/Mediation Preparation," you can receive a fifty percent refund for the cost of the "Case Assessment/Intervention/Mediation Preparation."

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If Joseph Kelly is given no cancellation notice, we will charge one hundred percent of the cost of the "Case Assessment/Intervention/Mediation Preparation."

**Intervention/Mediation - three to five days**

Joseph Kelly reserves the right to cancel a scheduled Intervention/Mediation. If an Intervention/Mediation is cancelled, full payment will be refunded to you or you may apply your payment to a future Intervention/Mediation. In the event of an Intervention/Mediation cancellation, Joseph Kelly is not responsible for any non-refundable charges or fees incurred as a result of changing or canceling airline or hotel reservations.

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the "Intervention/Mediation."

***FEE Schedule - Joseph Kelly 7/10 (continued)***

If Joseph Kelly is notified of a cancellation less than fifteen business days before a scheduled "Intervention/Mediation," we will charge one hundred percent of the cost of the "Intervention/Mediation."

If Joseph Kelly is given no cancellation notice, we will charge one hundred percent of the cost of the "Intervention/Mediation."

**Dispute resolution**

If any dispute arises under the terms of this agreement, the parties agree to select a mutually agreeable neutral third party mediator/ arbitrator to assist them in mediating it. Any mediation undertaken will be conducted for a maximum of four hours or as determined mutually by the parties at the time.

If the parties have failed to resolve the matter after the allotted mediation time allowance, the mediator shall become the arbitrator and, after a short break as mutually agreed to or as determined by the arbitrator, the parties shall commence a one hour arbitration hearing if the parties and the mediator all reside within two hours drive of each other, otherwise, mediation/ arbitration will be by a "documents only" submission through e mail.

The fee for the mediation and/or arbitration will be split equally by the parties and paid before the award is issued. In the event the arbitration is by hearing, the arbitrator will present his or her award verbally and immediately at the hearing and the parties will comply with the award immediately and at the hearing.

If by e mail, the arbitrator will present his or her award by e mail and the parties will comply as directed by the arbitrator.

The decision of the arbitrator shall be final (this avoids the possible expense and hassle of going to court).

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**Special Financial Considerations**

If there are special financial considerations, please inform me of them. I strongly believe that no one should remain in a high-demand group because of lack of family resources and will attempt to assist all those in need.

For former members unable to pay my regular fees I offer a reduced rate for telephone and in person counseling at my office.

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**FEE Schedule - Patrick Ryan 8/10**

*Patrick Ryan's Services:*

- *Free Initial Evaluation,*
- *One-Day Assessment,*
- *Three-day Intervention/Mediation Preparation,*
- *Intervention/Mediation,*

**Free Initial Evaluation:**

I provide a free Initial Evaluation (thirty-minute telephone consultation) after receiving and reviewing your "Background Information for Case Evaluation" form; thereafter a \$750.00 initial non-refundable retainer is required in advance of all consultations.

Priority e-mail, telephone, and scheduling are given to retainer clients.

**Case assessment:** \$1000.00/one-day\*

\$1000.00 retainer is required to confirm scheduling

**Intervention/Mediation preparation:** \$2250.00/three-day\*

\$2500.00 retainer is required to confirm scheduling  
(prerequisite: one-day case assessment)

**Combined Case assessment/Intervention/Mediation preparation:** \$3000.00/four-days\*

\$3500.00 retainer is required to confirm scheduling

\*Travel and any additional days billed at Daily flat rate, plus expenses.

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*Other Services and Expenses:*

- *Research,*
- *Information Gathering,*
- *Post-Intervention/Mediation Consultations,*
- *Travel Time*

*Additional Days (Assessment, Preparation, and Intervention/Mediation), Travel Time, Research, Information Gathering, Post-Intervention/Mediation Consultations, Legal Case Research, e-mail correspondence:*

**Hourly rate:** \$100.00 per hour

**Daily flat rate:** \$850.00 per day/\$1000.00 per day outside the US

**Telephone Consultations:** \$100.00 per hour

**Travel time:** \$100.00 per hour/ \$750.00 per day plus travel expenses

**Research:** \$100.00 per hour

**Legal case research:** \$150.00 per hour

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**Expenses** (travel, accommodations, meals, transportation)

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---

**FEE Schedule - Patrick Ryan 8/10**

**Travel/Accommodations**

Business standard hotel accommodations are necessary. Accommodations should provide: front-desk, high-speed Internet, 24-hour phone/fax access-incoming and outgoing, and security.

**airfare** Pre-paid airplane tickets should be mailed or arrangements made to have them available for pick-up at the airport. Arrangement for travel to and from the airport should also be planned.

**other** Including airport transfers, taxi, trains, airfare, rental vehicles, tolls, fuel.

**miscellaneous** fax/telephone toll charges, duplication, etc. additional.

---

**Payments payable in US currency**

Balance is expected at end of the consultation, case assessment, Intervention/Mediation preparation and/or Intervention/Mediation

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**Refunds & Cancellations**

**Initial Retainer** Non-refundable

**Case Assessment - one-day**

Patrick Ryan reserves the right to cancel a scheduled Case Assessment. If Case Assessment is cancelled, full payment will be refunded to you or you may apply your payment to a future Case Assessment. In the event of Case Assessment cancellation, Patrick Ryan is not responsible for any non-refundable charges or fees incurred as a result of changing or canceling airline or hotel reservations.

If Patrick Ryan is notified of a cancellation more than fifteen business days before a scheduled "Case Assessment," you can receive a fifty percent refund for the cost of the "Case Assessment."

If Patrick Ryan is notified of a cancellation less than fifteen business days before a scheduled "Case Assessment," we will charge one hundred percent of the cost of the "Case Assessment."

If Patrick Ryan is given no cancellation notice, we will charge one hundred percent of the cost of the "Case Assessment."

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**FEE Schedule - Patrick Ryan 8/10 (continued)****Intervention/Mediation Preparation - three-days**

Patrick Ryan reserves the right to cancel a scheduled Intervention/Mediation Preparation. If an Intervention/Mediation Preparation is cancelled, full payment will be refunded to you or you may apply your payment to a future Intervention/Mediation. In the event of an Intervention/Mediation Preparation cancellation, Patrick Ryan is not responsible for any non-refundable charges or fees incurred as a result of changing or canceling airline or hotel reservations.

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If Patrick Ryan is given no cancellation notice, we will charge one hundred percent of the cost of the "Intervention/Mediation Preparation."

**Case Assessment/Intervention/Mediation Preparation - four-days**

Patrick Ryan reserves the right to cancel a scheduled Case Assessment/Intervention/Mediation Preparation. If a Case Assessment/Intervention/Mediation Preparation is cancelled, full payment will be refunded to you or you may apply your payment to a future Intervention/Mediation. In the event of a Case Assessment/Intervention/Mediation Preparation cancellation, Patrick Ryan is not responsible for any non-refundable charges or fees incurred as a result of changing or canceling airline or hotel reservations.

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If Patrick Ryan is given no cancellation notice, we will charge one hundred percent of the cost of the "Case Assessment/Intervention/Mediation Preparation."

**Intervention/Mediation - three to five days**

Patrick Ryan reserves the right to cancel a scheduled Intervention/Mediation. If an Intervention/Mediation is cancelled, full payment will be refunded to you or you may apply your payment to a future Intervention/Mediation. In the event of an Intervention/Mediation cancellation, Patrick Ryan is not responsible for any non-refundable charges or fees incurred as a result of changing or canceling airline or hotel reservations.

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scheduled "Intervention/Mediation," you can receive a fifty percent refund for the cost of the "Intervention/Mediation."

***FEE Schedule - Patrick Ryan 8/10***

If Patrick Ryan is notified of a cancellation less than fifteen business days before a scheduled "Intervention/Mediation," we will charge one hundred percent of the cost of the "Intervention/Mediation."

If Patrick Ryan is given no cancellation notice, we will charge one hundred percent of the cost of the "Intervention/Mediation."

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**Dispute resolution**

If any dispute arises under the terms of this agreement, the parties agree to select a mutually agreeable neutral third party mediator/ arbitrator to assist them in mediating it. Any mediation undertaken will be conducted for a maximum of four hours or as determined mutually by the parties at the time.

If the parties have failed to resolve the matter after the allotted mediation time allowance, the mediator shall become the arbitrator and, after a short break as mutually agreed to or as determined by the arbitrator, the parties shall commence a one hour arbitration hearing if the parties and the mediator all reside within two hours drive of each other, otherwise, mediation/ arbitration will be by a "documents only" submission through e mail.

The fee for the mediation and/or arbitration will be split equally by the parties and paid before the award is issued. In the event the arbitration is by hearing, the arbitrator will present his or her award verbally and immediately at the hearing and the parties will comply with the award immediately and at the hearing.

If by e mail, the arbitrator will present his or her award by e mail and the parties will comply as directed by the arbitrator.

The decision of the arbitrator shall be final (this avoids the possible expense and hassle of going to court).

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**Special Financial Considerations**

If there are special financial considerations, please inform me of them. I strongly believe that no one should remain in a high-demand group because of lack of family resources and will attempt to assist all those in need.

For former members unable to pay my regular fees I offer a reduced rate for telephone and in person counseling at my office.

**Joseph Kelly/ Patrick Ryan**

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**Release - Joseph Kelly/Patrick Ryan 9/10**

**Permission to copy and distribute documents** *Check one*

- 1.  I give my permission for the copying and distribution of "Background Information For Case Evaluation," and any other materials provided, to additional thought reform consultants, and/or mental health professionals, and/or ex-members, and/or others for the purposes of evaluation and preparation.
  - 2.  I do not give my permission for the copying and distribution of "Background Information For Case Evaluation," and any other materials provided, to additional thought reform consultants, and/or mental health professionals, and/or ex-members, and/or others for the purposes of evaluation and preparation.
- 

**Agreement of non return of document** *Check to accept*

- 1.  By checking box I understand that documents (forms, pictures, books, and audio/visual) will not be returned. Please send copies only.
- 

**Research Permission** *Check one*

- 1.  I give my permission for the copying and distribution of "Background Information For Case Evaluation," and any other materials provided, for the purposes of follow up and research and development.
  - 2.  I do not give my permission for the copying and distribution of "Background Information For Case Evaluation," and any other materials provided, for the purposes of follow up and research and development.
- 

**Fees Agreement** *Check to Agree and accept*

- 1.  I acknowledge that I have:  
received, read, understand and accept **Patrick Ryan's "FEE SCHEDULE,"** dated 10/11, and effective until 12/31/11,
- 2.  I acknowledge that I have:  
received, read, understand **Joseph Kelly's "FEE SCHEDULE,"** dated 10/11, and effective until 12/31/11.

Name: \_\_\_\_\_

Signed: \_\_\_\_\_ (When sending via e-mail, type your name and the word "signed.)

Date: \_\_\_\_\_

**Send via (Mail, Fax, e-mail):**

1300 S. 13th Street

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Rev: 01/01, 07/03, 8/04, 9/05, 4/06, 9/06/ 12/08, 10/11 "Release"

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***Ethical Standards for Thought Reform Consultants 10/10*****RATIONALE**

Thought reform includes the use of highly manipulative methods and processes such as undue social and psychological influence, behavioral modification techniques, disguised hypnosis and trance induction, and other physiological and psychological influence techniques. These techniques are used in a coordinated and systematic way without the informed consent of an individual. Thought reform is commonly associated with cults, but it can occur in other contexts. For our purposes here, cult refers to groups that tend to be deceptive, psychologically and/or physically abusive, and exploitatively manipulative.

Many different approaches have been applied to the problem of freeing people from the hold of thought reform programs. Early in the history of the problem, some concerned families resorted to methods which we in the 1990's, consider unethical. Deprogramming was the process of countering the cults' programming; the process often meant taking adult children off the street or detaining them until they listened to a detailed critique of the cultic group.

Later, as the techniques and process evolved, the term exit counseling was adopted, indicating a voluntary respectful approach. However, there was no universal consensus among those in the field about ethical criteria. This created some problems. First, anyone could declare him- or herself as an exit counselor. Second, the terms exit counseling and deprogramming were often confused and used interchangeably. The labels did not indicate what the individuals were doing or their competency, ethics, or approach. The ethical standards here have been developed and subscribed to by approximately twelve consultants. We prefer the term thought reform consultant to describe our profession.

**PREAMBLE**

Consultation refers to a voluntary relationship between a professional helper and help-needing individual, family, group, or social unit in which the consultant is providing information that enables client(s) to more clearly define and solve the problem(s) for which they sought consultation. Thought reform consultation is the presentation of information concerning the principles and practical applications of thought reform. This presentation is done in a manner that is legal and conforms to the following ethical standards.

The consultation involves a respectful dialogue in an open environment, supplemented by educational materials, such as pertinent literature, generic source materials, informational multi-media presentations, and personal testimonies.

A Thought Reform Consultant is an individual who conducts these consultations and voluntarily agrees to abide by these ethical standards.

The existence of ethical standards also stimulates consultants to show greater concern for their own professional functioning and for the conduct of fellow professionals, such as educators, counselors, psychologists, psychiatrists, social workers, clergy, and others in the helping professions.

As an ethical code, this document establishes principles that define the ethical behavior of those who have subscribed to it.

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***Ethical Standards for Thought Reform Consultants 10/10 (continued)***

**SECTION I. RESPONSIBILITY OF CONSULTANTS TOWARD PROFESSIONALISM**

1. Each individual subscribing consultant influences the development of the profession through continuous efforts to improve professional practices, teaching, services, and research. Professional growth continues throughout the consultant's career and is exemplified by the development of a set of criteria that defines why and how a consultant functions in the helping relationship.
2. To ensure competent service, subscribing consultants recognize the need for continued sharing of information.
3. Subscribing consultants will obtain a minimum amount of continuing education credits agreed upon by the majority of consultants subscribing to these standards.
4. Each subscribing consultant has an obligation to continued professional growth, including active participation in the meetings of fellow consultants as well as participation in research and public education programs.
5. Subscribing consultants are encouraged to devote a portion of their time to related work for which there is little or no financial return.

**SECTION II. RESPONSIBILITY OF CONSULTANTS TOWARD CLIENTS**

This section refers to practices and procedures of individual and/or group consulting relationships. The term "client" herein is defined as: the person(s) coming to a consultant for guidance or information in order to help an individual involved in a cultic relationship. If the client decides to pursue an intervention aimed at helping the involved person reevaluate his or her commitment to the group practicing thought reform, the involved person becomes the primary "client" when the intervention begins.

**A. General Standards for the Consulting Relationship**

1. The subscribing consultant's primary obligation is to respect the integrity and promote the welfare of the client(s), whether the client(s) is (are) assisted individually or in a group relationship.
2. When working with clients, a subscribing consultant avoids discrimination due to race, religion, sex, political affiliation, social or economic status, or choice of lifestyle.
3. When a subscribing consultant cannot offer service for any reason, he or she will make appropriate referrals, when possible.
4. A subscribing consultant will not use his or her consulting relationship for personal needs or to further religious, political, or business interests.
5. A subscribing consultant will not employ methods or techniques such as neuro-linguistics programming, hypnosis or Ericksonian hypnosis or other techniques similar to those employed by cult groups without fully informed consent of the client.
6. Subscribing consultants recognize their boundaries of competence and provide only those services for which they are qualified by training or experience. Consultants should only accept those cases for which they are qualified.

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***Ethical Standards for Thought Reform Consultants 10/10 (continued)***

7. The consulting relationship must be one in which client self-direction is encouraged and cultivated. The subscribing consultant must maintain this role consistently and not become a decision-maker for the client or create within the client a future dependency on the consultant.
8. The Human Services field is becoming increasingly complex and specialized. Few thought reform consultants are able to deal with every cult problem, and many potential clients have difficulty determining the competence of thought reform consultants. Selecting one is difficult because of the lack of knowledge about pertinent qualifications. In some cases, stress itself may impair judgment. Subscribing consultants should help potential clients make informed evaluations of consultants they are considering.
9. The subscribing consultant must inform the client of the purposes, goals, rules of procedure, and limitations that may affect the relationship at or before the time the consulting relationship is begun.
10. Before an intervention can be initiated, subscribing consultants and client(s) must agree on the definition of the problem, the goals of the intervention, and the range of possible consequences.
11. A subscribing consultant must inform the concerned party(ies) that should a client be prevented from leaving the site of the consultation or physically restrained in any manner (unless legally sanctioned permission has been obtained); the consultant will terminate the consultation immediately.
12. After obtaining the client's permission (if confidentiality is placed at risk), a subscribing consultant may choose to consult with any other professionally competent person about a client or aspects of the situation. If the client refuses to allow consultant to seek outside consultation when the consultant deems such consultation necessary, the consultant should consider terminating with that client.
13. When the subscribing consultant is engaged in individual or group consulting (e.g., group sessions with persons who have walked away from cultic relationships with individuals and/or groups), the consultant should be cognizant of mental health resources available.
14. Ethical behavior among professional associates, including consultants subscribing to these ethical standards and those not subscribing, must be expected at all times. When information is possessed that raises doubt as to the ethical behavior of professional colleagues, whether subscribing consultants or peer consultants, the member should take action to attempt to rectify such a condition. Such action shall use the procedures established by these ethical standards.
15. The subscribing consultant must have a high degree of self-awareness of his or her own values, knowledge, skills, limitations, and needs in entering a helping relationship that involves decision-making capacity and critical thinking skills, and that the focus of the relationship should be on the issues to be resolved and not on the person(s) presenting the problem.

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16. Dual relationships with clients that might impair the consultant's objectivity and professional judgment (e.g., with close friends or relatives) should be avoided and/or the consulting relationship terminated through referral to another competent professional.

***Ethical Standards for Thought Reform Consultants 10/10 (continued)***

17. Subscribing consultants do not condone or engage in sexual harassment, which is defined as deliberate or repeated comments, gestures, or physical contacts of a sexual nature.

18. The subscribing consultant will avoid any type of sexual contact with clients. Sexual relationships with clients are unethical and are forbidden.

19. When the subscribing consultant concludes that he or she cannot be of professional assistance to the client, the consultant must terminate the relationship.

20. A subscribing consultant has an obligation to withdraw from a consulting relationship if it is believed that employment will result in violation of the Ethical Standards.

21. If subscribing consultants encounter situations in which appropriate ethical behavior is not clear, they should seek the advice of the Ethics Committee.

**B. Confidentiality and Records:**

1. Records of the consulting relationship, including interview notes, family intake information, correspondence, tape recordings, electronic data storage, and other documents are to be considered confidential information. Revelation to others of such material must occur only upon the expressed written consent of the client.

2. Use of data derived from a consulting relationship for purposes of consultant training or research shall be confined to content that can be disguised to protect the identity of the subject client unless written permission of the client is obtained.

**C. Financial matters**

1. A subscribing consultant recognizes the importance of clear understandings on financial matters with clients. Arrangements for payments are settled at the beginning of the consultation relationship. Each consultant will provide a written and dated schedule of fees to potential clients.

2. In establishing fees for professional services, subscribing consultants must consider the financial status of clients and family. In the event that the established fee structure is inappropriate for a client, consultants are encouraged to assist families in finding appropriate and available services at an acceptable cost.

3. A subscribing consultant will neither offer nor accept payment for referrals, and will actively seek all significant information from the source of referral (with the permission of the client).

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***Ethical Standards for Thought Reform Consultants 10/10 (continued)***

**SECTION III. Responsibility Toward the Public**

**A. Educational Programs**

1. Products or services provided by the subscribing consultant in interventions, public lectures, demonstrations, written articles, radio or television programs, or other types of media must meet the criteria cited in these standards.
2. When subscribing consultants provide information to the public or to subordinates, peers, or colleagues, they have a responsibility to ensure that case-related information is sufficiently disguised to protect confidentiality and that other information is as unbiased and factual as possible.

**B. Advertising and Presentation to the Public**

1. A subscribing consultant shall not, on his or her own behalf or on behalf of a partner or associate or any other thought reform consultant subscribing to these ethical standards, use or participate in the use of any form of paid public advertising of services which:
  - a. Inappropriately uses statistical data or other information based on past performance or prediction of future success;
  - b. Contains a testimonial about or endorsement of a thought reform consultant;
  - c. Is intended or is likely to attract clients by use of self-praise.
2. The subscribing consultant neither claims nor implies professional qualifications exceeding those possessed and is responsible for correcting any misrepresentations of these qualifications by others.
3. Subscribing consultants may not compensate another person for recommending him or her, or to encourage future recommendations. Advertisements and public communications, whether in directories, announcement cards, newspapers or on radio to television, should be formulated to convey information that is necessary to make an appropriate selection. Self-praising should be avoided.
4. In advertising services as a private consultant, the subscribing consultant must advertise the services in a manner that accurately informs the public of professional services, expense, and available techniques of consulting.
5. The subscribing consultant may list the following: highest relevant degree, type and level of certification and/or license, address, telephone number, and type and/or description of services. Such information must not contain false, inaccurate, misleading, partial, out-of-context, or deceptive material or statements.
6. Subscribing consultants do not present their affiliation with any organization in such a way that would imply inaccurate sponsorship or certification by that organization.

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***Ethical Standards for Thought Reform Consultants 10/10 (continued)***

7. A subscribing consultant shall not knowingly make a representation about his or her ability, background, or experience, or that of a partner or associate, or about the fee or any other aspect of a proposed professional engagement, that is false, fraudulent, misleading, or deceptive, and that might reasonably be expected to induce reliance by a member of the public.

8. Without limitation, a false, fraudulent, misleading or deceptive statement or claim in this context includes a statement or claim which:

- a. Contains a material misrepresentation of fact;
- b. Omits any material fact that is necessary to make the statement, in light of all circumstances, from being misleading;
- c. Is intended or is likely to create an unqualified expectation;
- d. Relates to professional fees other than:
  1. a statement of the fee for an initial consultation; a statement of the fee charged for a specific service and any refund policy;
  2. a statement of the range of fees for specifically described services, provided there is a reasonable disclosure of relevant variables and considerations so that the statement is not likely to be misunderstood;
  3. a statement of specified hourly or daily rates provided the statement makes clear that the total charge will vary according to the number of hours or days devoted to the matter.

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