



EMOTIONAL LOGIC

TURNING LIFE'S CHALLENGES INTO
INNER STRENGTH

Charity no: 1107527 | Registered no: 04756998



What we believe

Life can be difficult, and everyone struggles at times to know how to deal with unexpected challenges. We provide a range of unique practical tools that help people to unlock their emotional turmoil and release their energy to move on. You can learn how to use these tools and pass the skill on to others.



Applications

Individuals and Families

Emotional Logic is more than a coping strategy. Emotional Logic is a personal development tool used by people of all ages to improve emotional intelligence in difficult situations. It makes sense of unpleasant emotions. People can then harness that emotional energy to face life's challenges, build emotional resilience and embrace change.

Schools

Emotional Logic is trauma responsive and is used in schools worldwide to help children, families and staff move forward during challenging times. For pupils and their families in schools, areas of anger, depression, anxiety or self-harm are commonly addressed. By feeling heard, and safe, pupils become more resilient and academic levels improve. For staff it is often used in the areas of stress reduction, workload, work life balance or conflict resolution.

Businesses

Emotional Logic is more than a coping strategy. It's a coaching model for individuals which improves employees' mental health.

- It's ideal for business owners
- Supports your workforce's mental health
- Provides support to individuals who are struggling



Individuals and Families

Personal Learning Appointments

When we need support, it's not always possible to meet face to face. We offer personal learning appointments online and over the phone as well as face-to-face sessions. We can work with couples, individuals, friends and family groups. Once you have begun to learn, you can teach others. It becomes an everyday language wherever you are and whomever you are with.



We provide a very quick response

Everyone struggles with life's ups and downs and sometimes we need help. We pride ourselves on providing a quick service. Phone us to briefly explain your situation, and within a week we can usually arrange a date for a personal learning appointment by teleconference if you cannot meet one of our national coaches in person.

A self-help tool for you and others

You will discover how to make sense of your unpleasant emotions as part of a healthy adjustment process, even including anxiety, anger, guilt or depression. It'll help you to get your energy back for life. Emotional Logic is not counselling or therapy. It is a conversational skill that you learn, so you can plan your way through life



Stop gap whilst waiting for NHS appointment

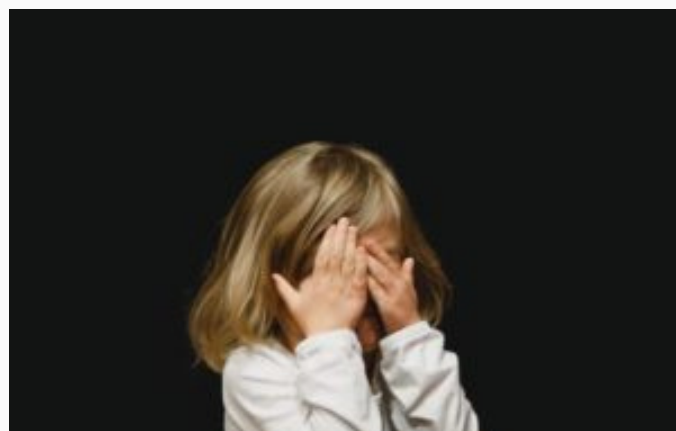
Activating your Emotional Logic is a safe life skill for change that does not conflict with any therapies. You can learn it while on a waiting list for therapy. We can help you now, so you're empowered straight away to take action/make change. Many people find that after just one or two sessions they begin to feel better and have more energy to influence their future.



Schools

Improve pupil behaviour by training your staff to be trauma responsive

Pupils and staff can learn how to make sense of their emotions; recognise the impact of trauma on behaviour and deal with this in practical terms. Using Emotional Logic throughout the school has helped numerous schools to improve communication, reduce incidents of aggressive behaviour and build emotional resilience.



Improve your pupils' ability to learn and make accelerated progress

We all know effective learning is underpinned by feeling safe and understood. Learning Emotional Logic will help your pupils make sense of their emotions. It will help them to feel safe, heard and valued. They will learn effective, non-aggressive ways to negotiate. Relationships at all levels will improve and pupils will be ready to learn at a more rapid pace.

Reduce stress and improve staff retention and attendance

School governing bodies have a statutory duty of wellbeing for their staff. Emotional Logic training provides a tool to help staff improve communication, feel heard and design a way forward based on their personal values. It reduces stress for staff, pupils and carers by providing a shared language and understanding of our emotions when we adjust to challenge and change.



Providing training for your staff that fits within school budgets

As a charity led by education and medical professionals, we provide a bespoke model that offers a range of training options from 90-minute introduction sessions and two-day training to full coaching qualifications over a period of several months. We can also provide support for staff, pupils or families who are struggling. **Accredited by the DfE matrix standard.**



Business

Reduce absenteeism by improving resilience

Emotional Logic enables people to talk about what is truly important to them without shame, lessening the feelings of isolation that lead to stress-related illnesses. Early intervention can reduce absenteeism, enable early return to work and ongoing workplace wellbeing. Solution-focused action plans based on named personal values encourage adaptability and realistic self-belief.



Improves productivity

Emotional Logic improves self-respect, insight and responsiveness in relationships. By enabling feedback to managers and teams based on named values, target-focused productivity can improve along with the cooperation and honesty needed for early intervention for problems. Team members carry less worry back and forth between work and home, improving efficiency and wellness at work.

Improves team relationships and communication

When Emotional Logic language becomes a normal part of workplace communications and humour, your teams will improve their levels of honesty, responsiveness and shared adaptability. Innovation will include human values alongside performance indicators. Customers and colleagues will benefit from safe and empathic ways to constructively challenge difficult behaviour.



Flexible training and support

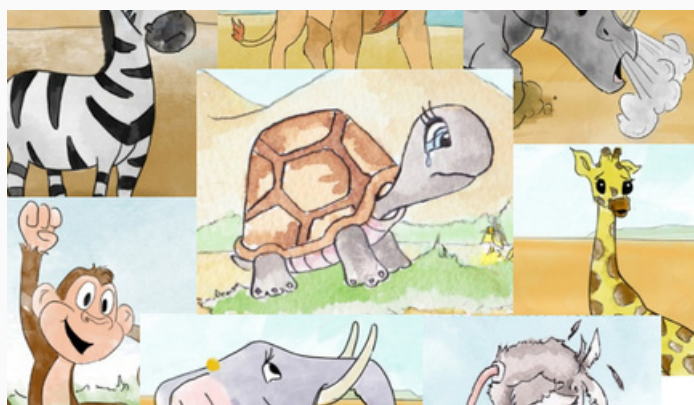
We pride ourselves on being able to offer bespoke training to individual teams in any business context. Our training can be face to face or online. We can work with individuals, small teams or large conference-style groups. We offer introductory sessions, two-day training and qualifying training over several months to equip in-house coaches, or ongoing one-to-one support for individuals.



Materials and Support

We have a wide range of materials and options to support you.
A full range can be seen on our resources site:

elcentre.org/shop



Resources Include:

Personal Learning Appointments

Online Courses and Training

Bespoke Training Packages

Emotion and Feeling Cards

Shelly and Friends 7 Book Series

Emotional Survival Kit

Get 10% off the online Introductory Course with code ELINTRO



Training Pathway

Find out more about Emotional Logic



Online Introductory Course

Nine 3-8 minute videos and supporting documents to give an overview of the healthy adjustment process in 1-2 evenings. Online emotion-mapping tools site to share understanding with others. An ideal introduction for several people in an organisation to have their own for private study. Watch also with family or friends to start helpful conversations.

Get a 10% discount with code **ELINTRO**

Foundation Award 2026

For personal development to qualify with a full understanding of the healthy adjustment process to change, setbacks, disappointments and hurts. Develop and practise the conversational skills to share your understanding with family, friends and colleagues. Become a change facilitator in your everyday life settings in eight weeks.

Accredited by the DfE matrix standard and 30 CPD points.

Coaching Award 2026

A casework supervision module in which you will learn how to guide other people's self-help learning to untangle complex life problems. This equips you for a self-employed sole trader franchise as an EL Coach, or to integrate the Emotional Logic method into your existing work practices.

For support workers and professionals.

Accredited by the DfE matrix standard and 120 CPD points.



Training Pathway

Tailored Training for Organisations



Schools

Emotional Logic Facilitator Award (The school's ELF)

Learn to train teachers and pastoral staff how to use Emotional Logic for their own inner strengthening, and to use six lesson plans to introduce EL to the pupils. Learn our 'safe coaching method' to work with individual pupils and/or parents to resolve behavioural, attendance and work problems. Prevent mental illness and disruptive behaviour using a whole school community approach.

Business

Emotional Logic Business and Leadership

Personalised business coaching and leadership training are run through our partner organisation, the Devon Business and Education Centre (DBEC) and at other venues. Courses apply foundational principles of change and adaptability to personal inner strength and family health. From this stable base, sustainable corporate performance and workforce development can follow, and wellness at work programmes.



Testimonials

"I have been a GP for 25 years and am amazed by Emotional Logic. I have seen it completely transform lives – lifting people out of depression and other distress states in just one or two sessions."

Dr Julie Henshelwood,
GP in Dorset.

"The support we have had from the Emotional Logic Centre through our journey has been outstanding"

Deputy Headteacher

"Not so angry anymore.
Smile more"

Year 11 Boy

"We read about Reggie and it was really good. It tort me a lot. It was really good. It tort me how to use my anger and turn it into a good things and how I can turn a bad thing into a good thing."

A 10 year old boy after reading 'Reggie the Rhino' with his Mum and sister.

"I am now fully trained and use this in my school. I feel this has helped me, the children and adults approach problems in a new way, breaking down the problem into smaller, achievable steps."

Cath, member of staff at Ernesettle Community School

"Emotional Logic is a game changer in the world of business coaching"

Director, DBEC



Find Out More



Further information and pricing is available on our website

elcentre.org

Follow us on social media for updates and news



Contact us to discuss your needs:

hello@emotionallogiccentre.org.uk

07939 406 244

Come Through Stronger



**Emotional
Logic**



**Committed to
improving the
mental health
of young
people**



Our Mission

To train and support networks of skilled practitioners who enable individuals and families to learn practical life skills that help to turn the stress of unpleasant emotions into an ability to build adaptability and stronger relationships.



Our Vision

One day, people everywhere will feel empowered to harness their unpleasant emotions during times of change or hurt, and turn them to constructive, useful purposes.



Contact Us

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Emotional Logic is a personal development tool used by people of all ages to improve emotional intelligence in difficult situations. It makes sense of unpleasant emotions. People can then harness that emotional energy to face life's challenges, build adaptability and embrace change.

Emotional intelligence builds self-respect, empathy and the capacity to make better decisions. This goes beyond resilience, to knowing how to adapt and bounce forward to develop your relationships and interests after disappointments, hurts and setbacks. This tried-and-tested strategy is a safe and strong foundation to promote healthy emotional conversations across generations.

Early detection of emotional distress and stuckness is vital to prevent mental illness. The EL method and materials allow for quick assessment and solution focussed action planning for all ages.

Main Services



Schools and Education Settings

The trauma responsive method is used to support whole school communities. Providing a practical tool for students, staff and parents to enable healthy creative emotional conversations.



Families and Individuals

A personal development tool used by people of all ages to improve emotional intelligence in difficult situations. People can then harness that emotional energy to face life's challenges, build emotional resilience and embrace change.



Healthcare

As waiting times for NHS mental health support increase, we offer a quick responsive practical support system to untangle emotional confusion and provide clarity and movement forward.



had improved behaviour at school

After just 4-6 sessions of Emotional Logic student's behaviour dramatically improved. This positively impacts the student's academic learning and their, other pupil's and staff's mental wellbeing.



wellbeing and resilience scores improved

The validated Emotional Logic Development Profile (ELDP) show an increased capacity for resilience and adaptability as well as improved mental wellbeing following Emotional Logic sessions.



patients needed to go on for NHS treatment

Research conducted at a GP surgery offered 53 patients on an NHS mental health referral waiting list 4 sessions of Emotional Logic. Only 3 continued on to access NHS support: dramatically reducing the cost and burden on NHS provisions.

Quotes

“I think Emotional Logic is one of the missing pieces of the trauma jigsaw. The team have really thought of everything, including tools and strategies that we can use to support the trauma recovery process, and reduce or prevent the repetition of negative choices and behaviours.”

Amy Whiteley, Specialist Speech and Language Therapist – Social Emotional Mental Health (SEMH) and Multiple Childhood Traumas

“I have been a GP for 25 years and am amazed by Emotional Logic. I have seen it completely transform lives – lifting people out of depression and other distress states in just one or two sessions.”

Julie Henshelwood, GP

“You have truly made such an impact on our young people, and I cannot rave enough about the power that the Emotional Logic sessions have. Those young people feel valued and more able to then tap into strategies to help them in life/school/home.”

Gemma Parker, Safeguarding Lead and Director of Student Support, Callington College

“I worry less and I think my confidence has improved. Even my mum agrees! After last week’s session it made me feel relaxed and really calm about everything. I don’t feel stressed anymore and I think it even helped me score a goal in the football match!”

10 year old boy

“Emotional Logic is a game changer in the world of business coaching. The Emotional Logic approach provides accessible and engaging tools that can unlock the situation in a conversational and optimistic way.”

Chris Lorimer, Director, Devon Business Education Centre

“The Emotional Logic training, support and instructors are phenomenal. The knowledge and skills I have gained from them have enabled me to help both children and adults make massive improvements along their emotional journeys”

Nathan White, SENDCo and EYFS Lead, Mayflower Community Academy

The Leadership and Faculty Team

The Emotional Logic Centre is run by a core Leadership Team and Faculty. The core team are supported by volunteers. Emotional Logic Coaches and Trainers are self employed and combine the EL method with many different complementary roles e.g. teacher, therapist, business consultant and doctor.



Abby Turton

CEO

Abby has been involved with the Emotional Logic Centre for 20 years as a Coach and has been CEO since 2010. She is a qualified children's psychologist and is passionate about systemic support.



Christiaan Stirling

Schools Lead

Christiaan was a headteacher for 7 years and found his mental health was pushed to its limit. Having found EL extremely helpful on a personal level, he has worked with the ELC since he left teaching to support the mental health of children and staff.



Dr Marian Langsford

Health and Social Care Lead

Marian is a retired GP of 40 years. She now supports the ELC as a Tutor and Supervisor. She is passionate about the mental wellbeing of NHS staff and young people.



Lisa Savill

Coach, Tutor and Trainer

Lisa runs Flourish Education and is a passionate advocate for young people's mental health. She is one of our most active Tutors and supports the training of new EL Coaches.



Sven Lauch

Business Lead

Sven is the owner of Eyes Up Ltd. He is an Emotional Logic Coach and Trainer and integrates the Emotional Logic framework to create a culture of emotional awareness within organisations



Jill Shephard

Coach, Tutor & Trainer

Jill owns Thriving and is a mental health practitioner. She is proud to support families and individuals with their mental wellbeing. She is a member of the faculty supporting the development of EL training.



Lynne Kennedy

Administrator

Lynne is a self employed virtual assistant and has been working with the ELC for 5 years. She has been involved with many aspects of the organisation and is a vital member of the team.



Sue Williams

Finance Officer

Sue owns Sapphire Bookkeeping and provides us with our finance administration and oversight. She is involved in forecasting and project finance management.

You can discover more of our national and international Coaches, information on our trustees and volunteers on our website:

[**DISCOVER MORE**](#)

The History and Evidence



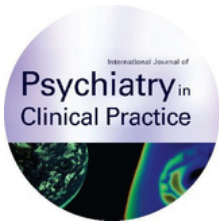
Founded in science

Dr Trevor Griffiths

In the early 1990s a family GP discovered that many physically unwell patients had many major life transitions and challenges. He discovered a method that helped people to recognise their emotional patterns and their challenged values in the limited time in a doctor's session - and a wonderful trend emerged - the patient's mental health improved **and** they physically got better too!

Research and Evidence

As a method that prevents mental illness by improving relationships, the impact of Emotional Logic is difficult to quantify. To measure the improvements in the quality of people's lives and their ability to adapt and thrive following adversity is a challenge! However, Prof Sylvia Downs showed us a way to do so using qualitative and quantitative measures. Discover some of our papers and research below:



Daniel Zahra, Marian Langsford & Trevor Griffiths (2016):
Emotional logic development profiles – validating the benefits and safety of emotional logic training,
International Journal of Psychiatry in Clinical Practice,
DOI: 10.1080/13651501.2016.1197270

[DOWNLOAD ARTICLE](#)

[VIEW ARTICLE](#)

Abigail Turton, et al (2020): **An audit of emotional logic for mental health self-care improving social connection,** European Journal of Integrative Medicine,
Volume 37, 2020, 101167, ISSN 1876-3820,
<https://doi.org/10.1016/j.eujim.2020.101167>.



[DOWNLOAD ARTICLE](#)



Impact data from over 500 student and school support sessions over 3 years in the South West of England. This data was collated by Exciting Education and the Emotional Logic Centre in 2025.

[VIEW ARTICLE](#)

Impact data from a project conducted with NHS Somerset Wellbeing. We provided free Emotional Logic support to the NHS staff to reduce mental distress, sickness and improve resilience.



Please get in touch - we can do more with your support:

elcentre.org

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