

Renowned Ph.D's Collaborate To Create Online Resiliency Assessment Tool

Relationship Research Institute of Michigan launches B4CouplesCounseling.org; Ph.D creators say "relationship resiliency" can be cultivated through positive assessments and enjoyable exercises

February 1, 2013 (FPRC) -- The Relationship Research Institute of Michigan today announced the opening of B4CouplesCounseling.org, a website designed to provide couples with online access to a proprietary assessment tool. Joseph Horak Ph.D. cofounder of the institute explains, "The Resiliency Assessment tool is designed to help couples deal with conflict by highlighting unique strengths as well as growing edges. Using the tool is as simple as sorting a deck of cards and the results are available immediately."

Robert Lee Ph.D., cofounder of the institute and a co-creator of the resiliency assessment adds, "Social science shows that relationships not only can withstand challenges but also grow from the experience. Our assessment report and enjoyable follow-up exercises give couples the tools they need to overcome problems and draw closer as a couple."

Stephen Antisdell, manager of Precept Partners, the website developers said, "The B4CouplesCounseling site is built using the latest HTML5 compliant standards. It performs well across the different devices people use now to access the Internet, including iPads, iPhones, as well as Android, PC and Mac platforms."

"Our purpose is to challenge the tendency of many experts and most couples to worry over relationship crises and, in rehashing them, to feel worse about themselves. Empirical studies in the social sciences strongly indicate that couples are better off recognizing and appreciating their strengths as a couple, learning from each other, and thereby growing stronger together," concluded Dr. Horak. More information on the Resiliency Assessment tool is available at www.B4CouplesCounseling.org.

About The Relationship Research Institute of Michigan

The Relationship Research Institute of Michigan is in the forefront of this innovative approach to helping couples grow through tight spots. Headquartered in Grand Rapids, the Institute is directed by two internationally known clinicians and academics. Joseph Horak, Ph.D., is a gifted couples therapist and relationship consultant who has received the highest award possible for a clinician from the American Association for Marriage and Family Therapy. Robert E Lee, Ph.D., a former professor at Michigan State University and Florida State University, has trained doctoral-level family therapists for three decades while becoming a social science researcher. His specialty has been the development of relationship assessment tools and applying discoveries of the social sciences to family relationship issues.

About Precept Partners

Precept Partners provides award winning website design, development and marketing services. The company has served clients in retail, e-commerce, OEM manufacturing, technology and not-for-profit sectors including Carhartt, Crown Audio, Fernwood Botanical Gardens, Foamiture, OleeCreative, PromoQuip, SC Supply, Veada, and Wear to Win. Media recognition includes

coverage in The Wall Street Journal, BusinessWeek, and NPR. Client awards include the Inc. 500, the Internet Retailer 500, the Hot 100 Best Retail Websites, the Webby Award and many others. For more information visit www.PreceptPartners.com.

Contact Information

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