

Business Mastery

§1 Set a Strong Foundation

Boost Career Longevity

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Boost Career Longevity

Career Longevity Components

- Personality Characteristics
- Client Interactions
- Technical Capabilities
- Business Savvy
- Strong Client Base

Prevent Burnout

- Self-Care and Stress Management
- Scarcity Consciousness
- Sloppy Time Management
- Poor Boundaries
- Boredom Syndrome

Professional Development

- Continuing Education
- Research

Cultivate Your Support System

- Create a Safe Harbor with Supervision
- Find the Right Mentor
- How to Choose Advisors
- Mastermind Groups
- Join Online Discussion Forums

KEY

Terms

- ❑ **Advisor**
- ❑ **Body Mechanics**
- ❑ **Boredom Syndrome**
- ❑ **Boundaries**
- ❑ **Burnout**
- ❑ **Career Longevity**
- ❑ **Client Base**
- ❑ **Client-Centered**
- ❑ **Communication**
- ❑ **Continuing Education**
- ❑ **Continuing Education Provider**
- ❑ **Ergonomics**
- ❑ **Flexibility**
- ❑ **Learning Environment**

KEY

Terms

- ❑ Mastermind Group
- ❑ Mentor
- ❑ Online Discussion Forums
- ❑ Peer Support Group
- ❑ Professional Development
- ❑ Research Capacity
- ❑ Research Literacy
- ❑ Scarcity
- ❑ Consciousness
- ❑ Scientific Method
- ❑ Self-Care
- ❑ Stress
- ❑ Stress Management
- ❑ Supervision

KEY

Terms

☐ **Support System**

☐ **Time Management**

Career Longevity Components

- **Personality Characteristics:** Successful practitioners are confident in their abilities, possess a positive mental attitude, maintain healthy boundaries, enjoy working with people, and are willing to take risks
 - The key personality characteristic is loving your work and appreciating people regardless of their physical condition.

Career Longevity Components (*cont.*)

- **Client Interactions:** Experienced practitioners revere the inherent magnificence of the human body and spirit.
 - Show compassion & respect to clients.
 - Use client-centered approach.
 - Customize sessions to address clients' long-term goals & immediate concerns.

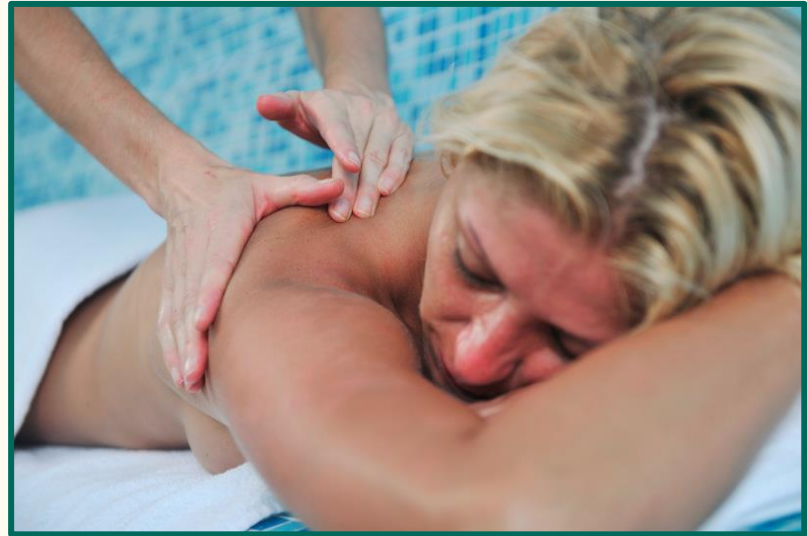


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Career Longevity Components (*cont.*)

- **Technical Capabilities:** Practitioners with staying power possess a high level of expertise and excel in what they do.
 - Pursue continuing education.
 - Stay current with the trends, read the new literature, attend seminars, and learn new techniques.



Career Longevity Components *(cont.)*

- **Business Savvy**: Plenty of books, classes, marketing products, and online resources abound to assist practitioners in expanding their business knowledge. The savvy practitioner takes advantage of these tools.
 - Take every opportunity to learn all you can about effective communication.
 - Work smarter—not harder.

Career Longevity Components *(cont.)*

- **Strong Client Base:** One key to career longevity is a solid base of clients.
 - Take action to attract new clients.
 - Effective marketing includes promotion, advertising, community relations, and publicity—with the emphasis on promotion.
 - Retain clients with a solid customer-service plan.

Prevent Burnout

- As wellness practitioners, personal wellbeing and balance impact everyday effectiveness.
- Common pitfalls contributing to burnout are:
 - *Inadequate Self-Care and Stress Management*
 - *Scarcity Consciousness*
 - *Sloppy Time Management*
 - *Poor Boundaries*
 - *Boredom Syndrome*

Prevent Burnout (*cont.*)

- **Self Care and Stress Management:**
Helping others is difficult if you neglect your own wellness.
- Signs of chronic stress include: high blood pressure, digestive problems, sleep disorders, mood shifts, depression, anxiety, and decreases in mental acuity



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Prevent Burnout (*cont.*)

- **Self Care and Stress Management:** To properly manage stress, a self-care routine should include:
 - ❑ *Breaks, stretches & breathing exercises*
 - ❑ *Proper diet and adequate hydration*
 - ❑ *Daily walking, yoga, or meditation*
 - ❑ *Regular exercise*
 - ❑ *Time enjoyed in nature*
 - ❑ *Daily play and laughter*
 - ❑ *Enjoying your friends and family*
 - ❑ *Fun outings*
 - ❑ *Sports that relax and energize you*
 - ❑ *Adjustments in your body mechanics and proper use of equipment*
 - ❑ *Weekly touch therapy sessions*

Prevent Burnout (*cont.*)

- Body Mechanics: Primary cause of physical burnout and injuries is poor body mechanics.
 - Find out what works best for your body.
 - Invest in a high-quality table for hands-on work
 - Purchase equipment and tools that enhance your own comfort, and invest in the proper training to use the equipment safely and effectively.



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Prevent Burnout (cont.)

- Scarcity
Consciousness:
Poverty thinking about your business burns you out faster than anything else.
 - Keeping a realistic frame of reference is crucial

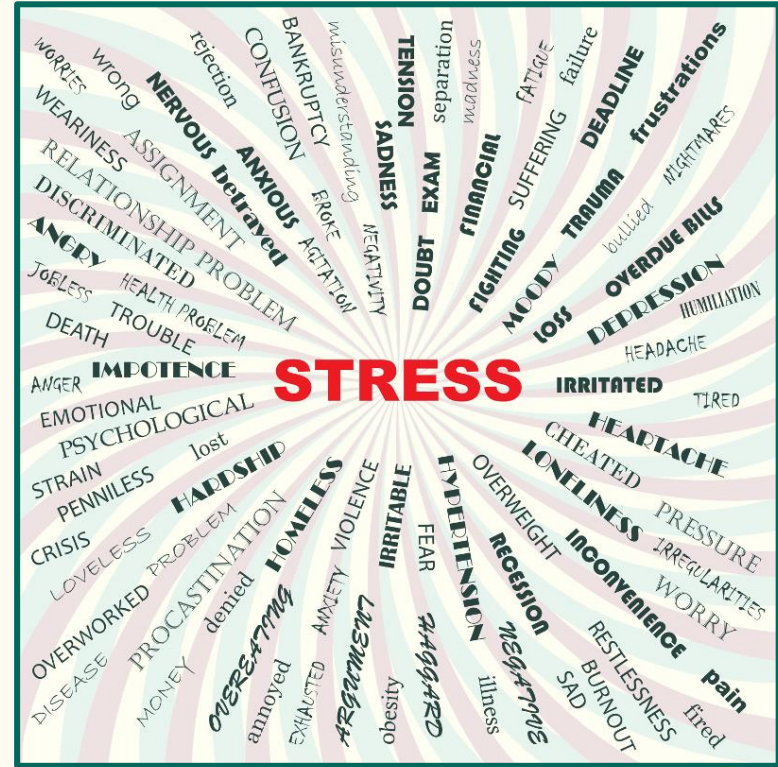


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Prevent Burnout (*cont.*)

- **Slopping Time Management:** Inadequate time management contributes to burnout & imbalance.
 - Set appointments at intervals
 - Pace yourself
 - Accommodate breaks for clearing & centering
 - Allow sufficient prep time
 - Schedule time for yourself
 - Include time for planning & thinking

Prevent Burnout (*cont.*)

- **Poor Boundaries:** Alongside physical injury, the inability to effectively maintain and manage boundaries with clients, co-workers, and management is the leading cause of burnout for wellness practitioners.
 - Boundaries protect respect and dignity.
 - Resentment builds if you allow boundaries to be crossed.
 - Learn to express your needs clearly & honestly.
 - Set policies & adhere to them.

Prevent Burnout (*cont.*)

- **Boredom Syndrome:** Ideas to help prevent ennui:
 - Diversify your practice
 - Alter your work environment
 - Work with other wellness providers
 - Start a whole new business
 - Take a sabbatical
 - Learn new skills
 - Volunteer your services.
 - Revamp your business plan



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Professional Development

- Professional growth can take many shapes:
 - Workshops or webinars
 - Books
 - Professional associations
 - Public speaking
 - Publishing in trade journals
 - Research projects
 - Developing a support system of like-minded professionals



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Professional Development (*cont.*)

- **Continuing Education:**
You keep the learning process active (and thus your professional and personal growth) by taking continuing education courses—either a series of short, specific classes or a long-term, advanced training program.



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Professional Development *(cont.)*

- **Continuing Education Requirements:** Check with your certifying or licensing bodies to find out continuing education requirements to keep certification or licensure current.
- **Sources:** Many individuals, companies, and organizations provide continuing education courses on a wide range of topics.

Professional Development (*cont.*)

- Continuing Education Learning Environments:
There are many formats outside of traditional school.
 - Read books
 - Distance-learning courses
 - Workshops
 - Self-exploration classes which benefit you directly and assist you in working with clients (e.g., movement, breathwork, communication skills)
 - Conferences

Questions for Colleagues about a CE Provider

- How easy was it to contact the provider about the course?
- What did you like the most/least about the course?
- What was the instructor's teaching style?
- Were the course materials beneficial and of high quality?
- On a scale of 1-10, how would you rate the overall value of this course?
- Did you learn what you expected?
- Were agreements kept?
- Were you given a certificate upon completion?
- Do you think this was the best way to learn this subject? Why? Why not?
- What is the likelihood of you taking another course from this company?
- How often do you use what you learned in your daily practice?

Figure 4.1, page 61

Professional Development *(cont.)*

- Reviewing Continuing Education Providers: Do proper research before enrolling in any course.
 - Review Marketing Materials
 - Investigate Business History
 - Obtain References



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Professional Development (*cont.*)

- **Research**: A method that levels the playing field and provides every technique an equal opportunity to prove its worth to today's savvy consumers.
 - Premised on the Scientific Method
 - Develop Research Literacy
 - Cultivate Research Capacity

Cultivate Your Support System

- Professional growth includes developing relationships with other professionals in your field:
 - Create a safe harbor by attaining professional supervision
 - Start a peer group
 - Find the right mentor
 - Choose advisors who inspire confidence, share your basic philosophy and by doing reliable research



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Cultivate Your Support System *(cont.)*

- **Mastermind Groups:** Strengthens your support system and widens professional circle.
 - Members are professionals with varied backgrounds, experiences, and areas of expertise.
 - Meet regularly to brainstorm with each other, give/receive feedback, share secrets for success, set goals, and share successes and challenges.
- **Online Forums:** Provide timely support.

Highlights

To boost career longevity, continue to expand your portfolio of skills and techniques. Other keys to career longevity include a positive attitude, good communication skills, and setting aside time for self-renewal.

You can avoid career burnout by steering clear of faulty logic and scarcity consciousness, as well as by establishing clear boundaries and managing stress.

If you want to reach your full career potential, you must make the effort (both physically and financially) for continued professional development. Many practitioners are required to take continuing education to keep their certification or licensure current.

Highlights (*cont.*)

The scientific method of research requires results to be repeatable, observable, and measurable.

Research literacy refers to an ability to find, read, evaluate, and apply relevant findings that may be useful in your wellness practice.

Research capacity refers to the ability to carry out research.

Organizing a monthly meet-up to discuss research articles is a great way to keep up with the latest developments, as well as network.

Highlights (*cont.*)

Building a strong support system involves finding the right mentors, advisors, and supervisors. It can also be helpful to meet regularly with a group of like-minded professionals to share insights and challenges.

Choosing the right advisors is important, so is getting those advisors chosen before they are **NEEDED**. You are going to be working with them for a long time, so you must share a similar philosophy and manner in which you like to get things done.

Highlights *(cont.)*

Joining a Mastermind group is another way to network with professionals who are committed to supporting one another by sharing their proven success strategies.

Online discussion forums can often give immediate responses to your questions since someone in the group is usually online.