

PRIVATE PRACTICE BLISS SESSION ONE

Information + Strategies + Support = Private Practice Bliss

Presented by:
Charlene Richard B.S.W., M.S.W., RSW
Founder of Caring Safely®

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PRESENTER



Charlene Richard, B.S.W., M.S.W., RSW

- Clinical Social Work (addictions and mental health)
- Public mental health from 2005 to 2018
- Private Practice since 2008 (Manitoba, Ontario, Alberta)
- Founder of Caring Safely®: Education and training for individuals and organizations on trauma informed compassion fatigue resiliency at www.CaringSafely.org or email: team@caringsafely.org
- Instructor: University of Calgary, Faculty of Social Work

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WORKSHOP MATERIALS

- All of the replays, slides, handouts and recommended resources in the Caring Safely membership site.
- Your email contains your username and password and the link to access the site.
- Replays take up to 24 hours to be uploaded
- Your final quiz will be available after the 3rd live session

TERMINOLOGY

- Private practice
- Clinic
- Subject matter expert
- Speaker/Trainer
- Service provider

PARTICIPANTS - STATUS

Your current private practice status:

- In the planning stages
- Part-time private practice
- Full-time private practice – less than 2 years
- Full-time private practice 2-5 years
- Full-time private practice 5+ years

PARTICIPANTS - GOALS

Your goal is:

- To start a part-time practice or full-time practice
- To grow from part-time to full-time practice
- To grow the revenue and services of an established full-time practice

What is (or you believe to be) the best part of having a private practice?

SESSION ONE

Pre-foundation work:

- Three common mistakes that cost people time and money
- Clarify your personal fears/thoughts/barriers to starting or growing your ideal private practice.
- Clarify what you need from your private practice to live a value-based lifestyle.
- Private Practice Bliss™ Inventory
- Choosing your first specialization
- Clarifying your ideal client's current problems and desired outcomes

THE “WORRIED WENDY” OF PRIVATE PRACTICE

WORKBOOK
PAGE 1

- I won't be able to make enough money, charge enough or manage the finances of a business
- What if I start this and no one books with me? Then.....
- What if I do something wrong and I'm sued? Then....
- What if I succeed? Then I'll have to.....

Or Negative Nelly...

- It's going to be so hard to create what I want and/or I feel greedy for what I want, I don't really need it.
- I don't have the skills or experience to offer these services on my own.
- I don't have the support I need and/or my relationships will be impacted.

FINISHING THE “WORRIED WENDY” OF PRIVATE PRACTICE

WORKBOOK
PAGES 2-6

What if.....

I put all this time and energy into this and no one wants to work with me?

Then this will happen....

I will have spent all of this money and I won't have the income I need to support myself

And then I will have to...

Go back to public work

And I will feel.....

Like a failure and that I'm stuck being controlled by a manager for the rest of my working life.

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IDENTIFY YOUR BIGGEST FEARS OR STRUGGLES IN PRIVATE PRACTICE

WORKBOOK
PAGES 7

- You need to know what your biggest fears/struggles truly are so that you can address the realities of them, not the anxieties of them.
- Worry is normal and natural and will help you take the precautions you need to protect yourself. Anxiety is uncontrollable and has a negative impact on your life.
- As you work through this program, you will be given prompts to reflect on these fears/struggles and create a plan to address them.

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FROM FEAR TO CLARITY

WORKBOOK
PAGE 8

- There are no guarantees when you make big decisions in life
- The most confident you can be is knowing that you have researched your options, the potential outcomes (good and not good) of your options and choose the option that supports your values with a plan in place to respond to the potential outcomes.
- We need clarity to reduce fear. Our thoughts race and they cause a swirl of emotions and we react. You just shined clarity on your fears and now we'll clarify your values and dreams.

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VALUE BASED LIVING

WORKBOOK
PAGE 9

COMMON MISTAKE #1: Jumping into important business decisions without creating a value-based guide for your end goals.

- What are your top five values? This can take longer to answer than you'd might expect!
- Your values make you who you are and when we aren't living in alignment with them we are often discontent.
- We may try to numb our discontent in many ways without realizing that we are discontent because we aren't living in alignment with our values.

Experiential Practice – Creating clarity through visualization

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YOUR IDEAL PRIVATE PRACTICE

NOW WE CAN GET STARTED!!!

- **Creating your ideal private practice will mean creating a private practice that:**
 - Provides services that are in alignment with your values
 - Supports you to live in alignment with your values.
- **Imagine going to work each day, knowing you are making a difference in a way that is meaningful for you and having the time and energy to support your personal values.**

THE SIX PILLARS OF PRIVATE PRACTICE BLISS

The Private Practice Bliss™ Inventory is based on the Six Pillars of Private Practice Bliss, which include:

1. Foundation
2. Practice
3. Services
4. Communications
5. Finances
6. Growth

PRIVATE PRACTICE BLISS INVENTORY

WORKBOOK
PAGES 10-18

Creating your ideal private practice will mean creating a private practice that:

- Provides services that are in alignment with your values
- Supports you to live in alignment with your values.

Imagine going to work each day, knowing you are making a difference in a way that is meaningful for you and having the time and energy to support your personal values.

The Inventory provides a list of what will lead to Private Practice Bliss

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IDEAL PRACTICE

COMMON MISTAKE #2: “I will work with anyone, children, adults, grief, anxiety, trauma, depression, self-esteem, workplace stress.... I enjoy the diversity”

Imagine this: You're walking your dog one afternoon and she sees a squirrel. She takes off, dragging you down a hill. You fall and break your wrist.



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WHO DO YOU GO TO?

1) **My advanced education and training as a physiotherapist allows me to help people** (pre and post surgery) who have broken a joint such as the knee, ankle and wrist. Starting with an assessment to understand the injury and your current abilities ,we then choose from various therapeutic treatments such as, manual movement (similar to deep massage), teaching personalized stretches for recovery, electrical stimulation (just light sensations), or IMS. **Overtime people may notice a reduction of pain and an increase in range of movement and strength.**

2) **I have a graduate degree in science with advanced training in physiology which allows me to** provide assessment and restoration of the physical function and performance of the body. It is a distinct form of care, that can be performed both in isolation - or in combination with other types of medical care, **to help provide a speedy and uncomplicated return to normal activity/ sport**

STRATEGIC GROWTH FIRST SPECIALIZATION

- It's great to enjoy working with various people for various issues and one day your ideal private practice may support that.
- If you have months/years to create a steady client base without worrying about income, then this is an option.
- If you want to grow your income quickly, you will need to **start** with a very specific or specialized service.
- Once you've generated enough income to feel comfortable, you can add in new services.

IDEAL CLIENT

WORKBOOK
PAGES 19

- What were your top three service experiences as a professional?
- What service brings you the most joy?
 - Who are you helping?
 - What are you helping them with?
 - How are you helping them?
 - What is their end result after you help them?

These are the basic demographics of your ideal client

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CLIENT CLARITY - PROBLEMS

WORKBOOK
PAGES 20

Your client's current day:

- How does your client feel when first waking up?
- What are your client's biggest problems/concerns/worries?
- Who is around your client? Are they a source of support or stress?
- How are they currently managing/coping with their problem? Does it help?
- Location, Commute, Career?
- What are your client's strengths? Where else do they seek support?
- What organizations/programs could help them?

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CLIENT CLARITY – DESIRED OUTCOMES

WORKBOOK
PAGES 21

The miracle question: If your client wakes up and a miracle has solved their primary problem, what would be different? How would they know their problem has been solved.

Eg: My client with panic disorder would have slept well, woke up and didn't immediately feel nausea, had an appetite and energy to make breakfast, was relaxed during her commute into work, was able to connect with her colleagues, was able to enjoy her work again, would have more contact with her friends, would resume her sport social club.

STRATEGIC PRODUCTIVITY INVENTORY OF PERSONAL RESOURCES

WORKBOOK
PAGES 22

Inventory of Personal Resources (Time/Money/Energy/Words)

- What are all of your current roles?
- What are the responsibilities of those roles?
- What are all of the tasks required to meet those responsibilities?

- Which ones directly serve your top three values?

STRATEGIC PRODUCTIVITY TRACKING ACTIVITY

People rarely have an accurate sense of how their time and energy is spent. Track your schedule for one week to see where you are losing the most time.

Methods:

- Paper and Pen
- Apps – Search time tracking apps. Clockify <https://clockify.me/>

When is your optimal cognitive energy?

How much time is spent with low energy?

STRATEGIC PRODUCTIVITY BLOCK PERIODS TIME-LIMITED PERIOD OF FOCUS

What amount of time can you block for prioritized focus on your practice?

30 Days

90 Days

180 Days

365 Days

STRATEGIC PRODUCTIVITY WHAT WILL YOU RELEASE/PAUSE

WORKBOOK
PAGES 25

Inventory of Personal Resources (Time/Money/Energy/Words)

- What roles can you release or pause?
- What responsibilities can you release or pause?
- What tasks can you release or pause?

Think of which tasks, responsibilities and roles don't directly serve your top three values. Time to collect on support you have given and will give even more of when you have your ideal private practice 😊

What can you outsource/combine/ignore/barter for during your time-limited period of focus?

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STRATEGIC PRODUCTIVITY PROJECT MANAGEMENT RESOURCES

How do you manage the different projects in your private practice?

Task managers?

Pen and paper?

Asana – <https://asana.com/>

Trello

The goal is to end your day knowing exactly what you will begin with the next day. Work smarter, not harder.

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STRATEGIC PRODUCTIVITY LESSONS LEARNED

- If you noticed perfectionist tendencies or all or nothing thinking, please remember that **“done is better than perfect”**.
- **Fail Fast** – Start up culture. Don’t want to spend months/years and significant money on an unproven product or service. As we work through this content you’ll learn that it’s better to start with an imperfect product so that you can get feedback from your ideal clients and then tweak it to make it better.
- **Simple is best** in the beginning!
- **Aim for 80%** done.
- Anything **better than good enough means more time and money** than is necessary at the beginning.
- **Make a choice and stick with** it long enough to get feedback

STRATEGIC PRODUCTIVITY TASKS FOR SESSION TWO

- 90 Day Format
- My Values
- My Ideal Day
- Private Practice Bliss™ Inventory
- My First Specialization
- My Ideal Client: Demographics, Problems, Desired Outcome
- Tracking Activity – 1 Week
- Time-Limited Period of Focus
- What I will release/pause/outsource/ignore
- Project Management Process

QUESTIONS

Contact Information: Charlene Richard

Email: team@caringsafely.org