

Professing Your Identity:

*An Ethical Process for Growing
and Deepening Your Practice*

PRACTICE DEVELOPMENT

Part 2

QUICK POLL

Are you in a private practice?

Are you working for an agency, center?

Are you interested in developing a fee-for-service private practice?

QUICK POLL
LICENSE EQUIVALENT (OR IN PROCESS)?

LPC

L/C PC/T

LCSW

MFT

Other:

QUICK POLL

Member of another professional org

Member of AAPC

Primary or Secondary

REVIEW OF PART 1: VOCATIONAL IDENTITY

**Commitment to
Profession as a
Vocation and
Lifestyle**

10K

Education

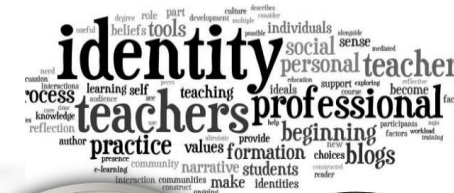


Training

Supervision

Integrated practice

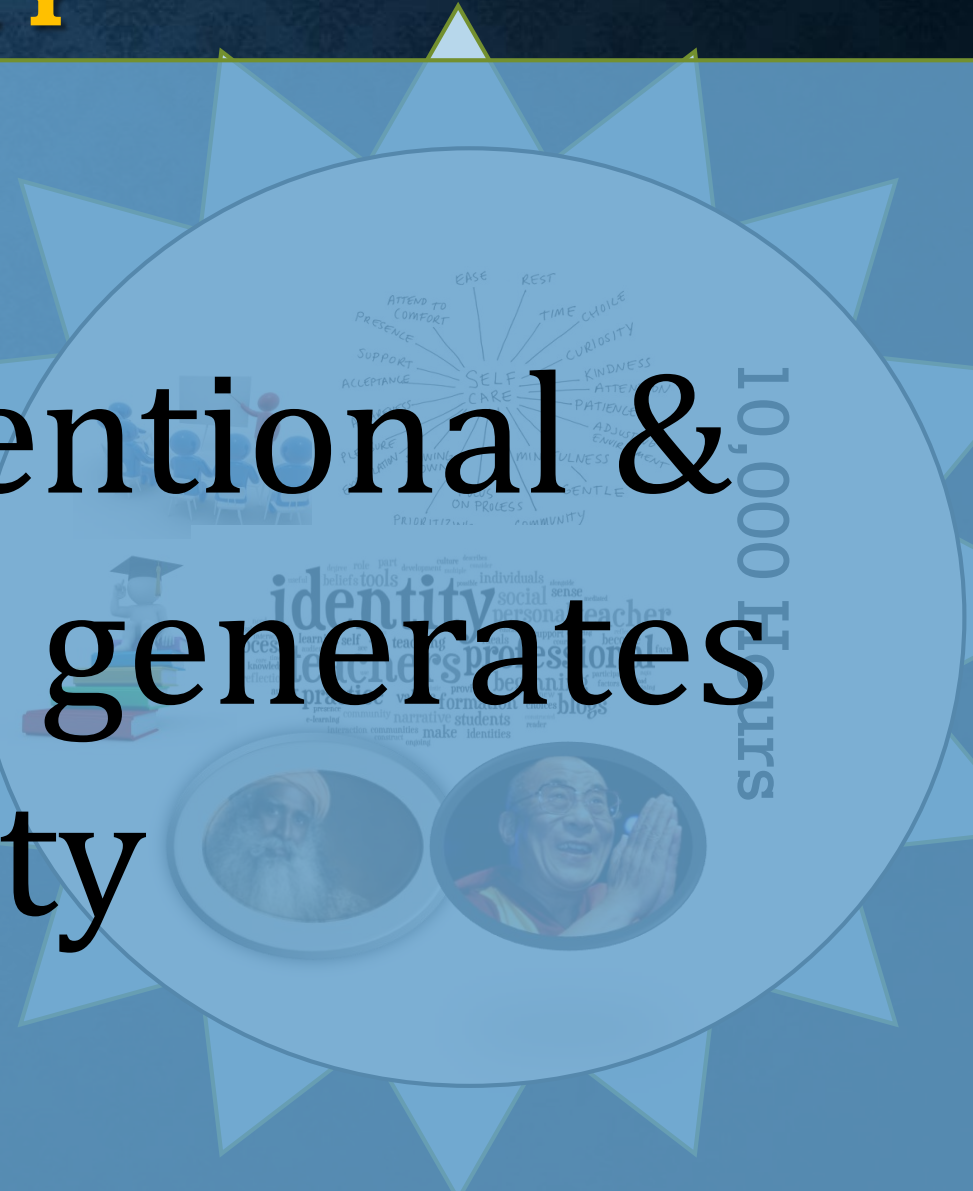
Self-care



10,000 Hours

REVIEW OF PART 1: VOCATIONAL IDENTITY

The practice of intentional & deliberate practice generates professional identity



TO IMPROVE

Objectives

identify objectives
just beyond
current ability

Be coached up

develop and execute
a plan complete with
steps and strategies
for reaching
performance
objectives

Continuous
Adjustment

attention must be
paid to small errors
and mistakes and
immediate, corrective
feedback provided
by a coach

With regard to psychotherapy, Chow, Miller et al. (2015) found the **most effective clinicians spend more than twice** as much time in activities specifically designed to improve their outcomes than their more average counterparts (see Figure 1). The impact of making small but consistent investments of time to deliberate practice is especially dramatic, compounding like interest in a savings account, when results are plotted over time (see Figure 2).

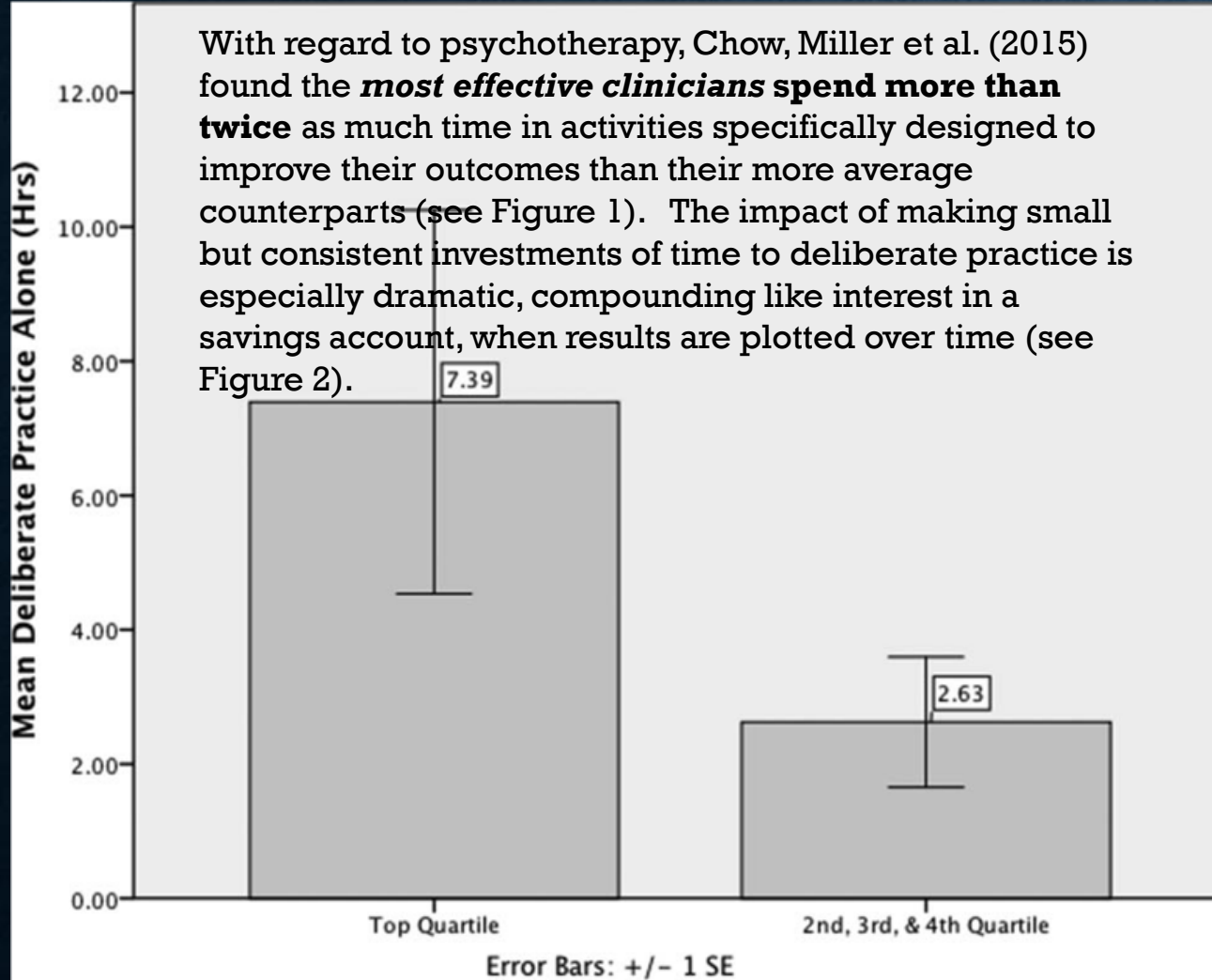


Figure 1

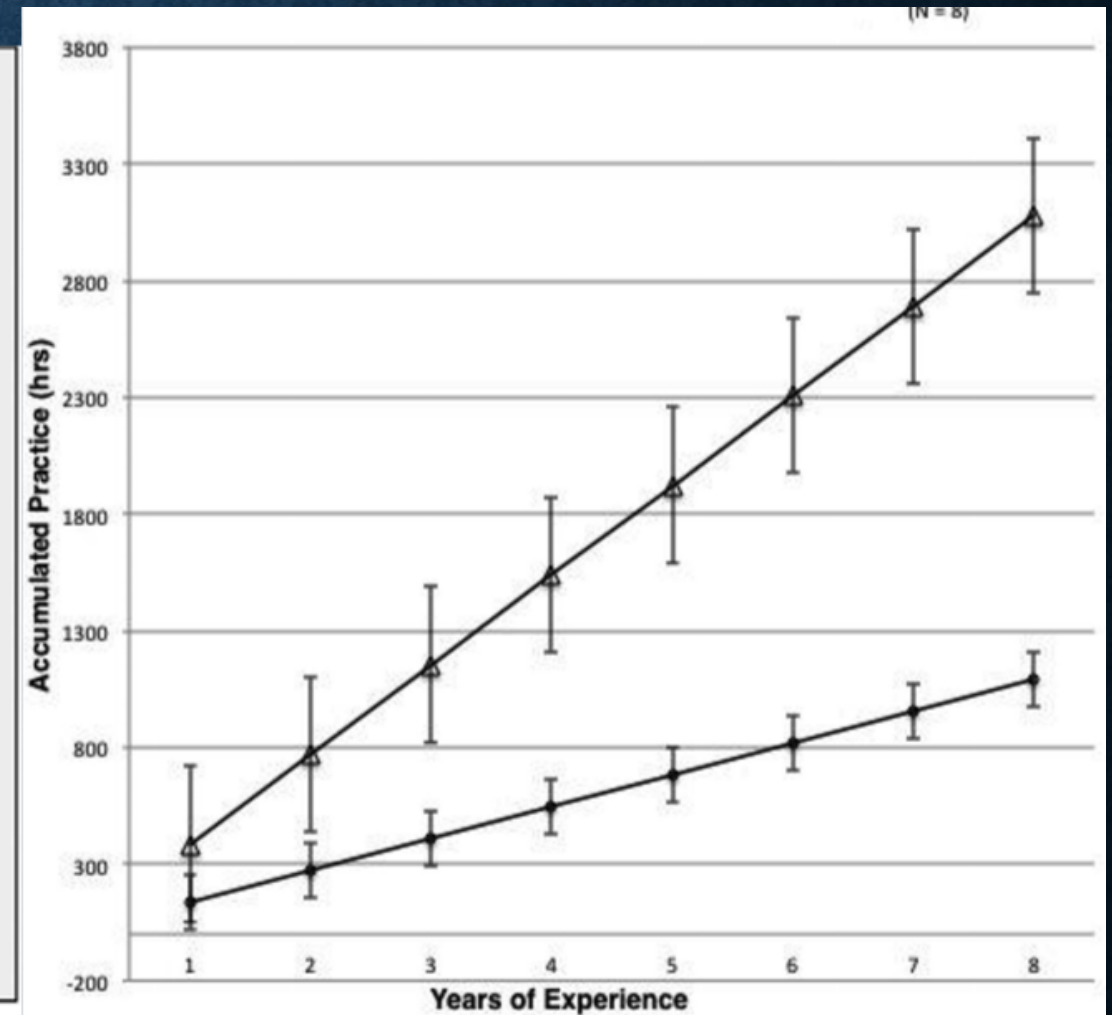


Figure 2

QUICK POLL #2
WHAT DOES IT MEAN TO YOU

to be an authentic presence?

to be an advocate for change?

to be a professional?

WHAT ARE YOUR GOALS?

**Make a
difference**

**Financial
independence
by age ____**

**Supplemental or
provider?**



**Financially
secure?**

**More free
time?**



**Measures for success
and tracking towards
success**

What is reality?

What is possible?

REFERRAL BASE: DIFFERENT SETTINGS



REFERRAL BASE: DIFFERENT SETTINGS



THE CHALLENGE

Marketing is not well understood by Helping Professionals and frequently misunderstood

Coaching, caring, counseling are services

Services are difficult to market

Marketing-"Invisible" Service challenges even Marketing experts

Currently, most families and individuals only entertain the idea of this SERVICE when in a difficult situation.

FINDING YOUR SPHERE

"Hang a Shingle"

- **AKA Hanging Out**
- **Used to work 1950-79**
- **Still effective in some places**
- **Still works but needs updating**

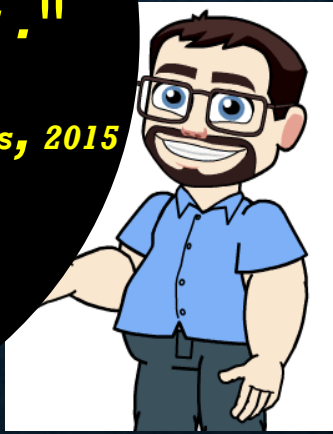
Becoming influential

- **Know yourself**
- **Develop a reputation**
- **Discover the need for partnership(s)**
- **Solve problems, find solutions, be a resource**

KNOW THYSELF

"The unexamined life isn't worth much of a living ."

-Harris, 2015



Know thyself

CHARACTERISTICS

Are you primarily.....

Approaching or approachable?

Introverted or extroverted?

Gregarious or self-contained?

Big picture or detailed?

Logic-oriented or emotionally aware?

Conscientious or open to new experiences?

Perceptive or analytical?

Social, creative, deep

Concrete, organized

Broadly engaged and entrepreneurial

CHARACTERISTICS OF HELPING PROFS

Generally speaking, successful HPs are

Approachable

Introverted

Self-contained

Big picture

Emotionally aware

Open

Perceptive

Social, creative

Deep or Broadly engaged and entrepreneurial

CHARACTERISTICS OF PROFESSIONALS

Engaging with effort, energy, and intention

Marketing professionals

Approaching, extroverted,
gregarious

Partnered with concrete,
organized

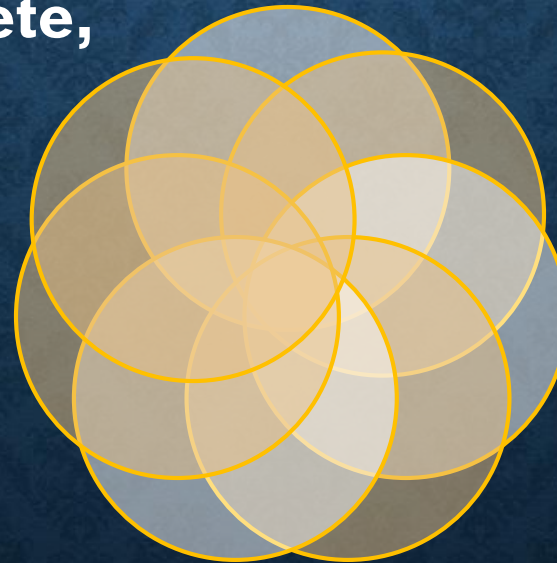
Social, creative, broadly
engaged and
entrepreneurial

Skilled in Analysis of
perceptions

Appreciate details in the
big picture

Conscientiously open to new
experience

Blend logic with emotional
awareness



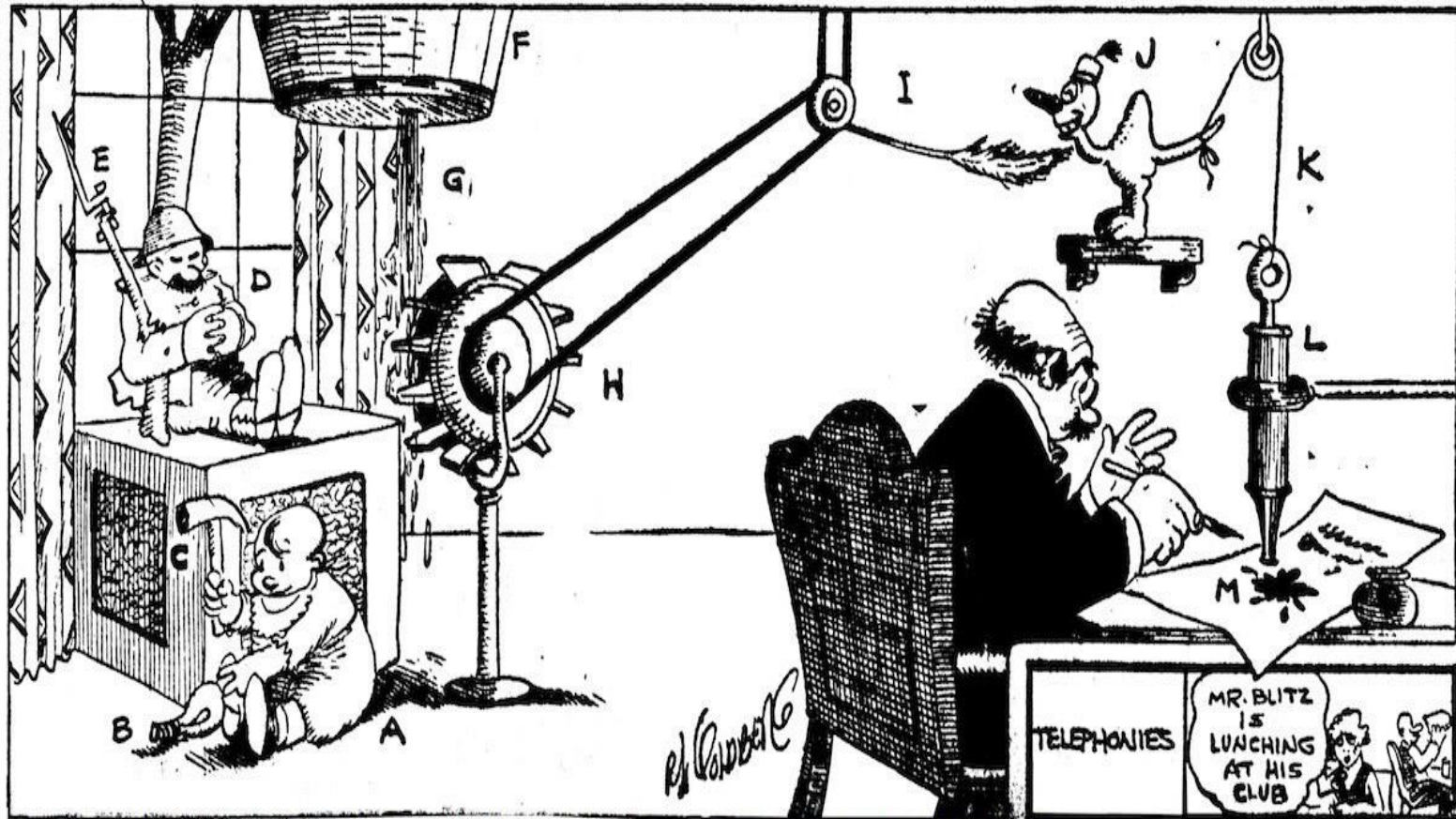
NO ONE CAN BE EVERYONE

Partnering!

Our Quick Action Automatic Blotter

By Goldberg

CHILD (A) HITS OLD ELECTRIC LIGHT BULB (B) WITH HAMMER (C) - BULB EXPLODES AND DWARF (D) THINKS WAR HAS BROKEN OUT - HE STANDS UP AND BAYONET (E) PUNCTURES SUSPENDED TUB (F) - WATER (G) STARTS WATER WHEEL (H) WHICH CAUSES FEATHER (I) TO REVOLVE AND TICKLE TURKISH GOOFLEBEAST (J) UNDER CHIN - GOOFLEBEAST LAUGHS HIMSELF UNCONSCIOUS AND FALLS TO FLOOR, PULLING STRING (K) AND CAUSING SUCTION PUMP (L) TO DRAW WET BLOT (M) UP OFF THE PAPER!



Partnering

Insourcing and Outsourcing

In sourcing

PARTNERING WITH YOURSELF

- **SYSTEM I VS SYSTEM II**
- **MBTI, ENNEAGRAM, OCEAN**

Would you hire an un- or underqualified family member? Maybe, but will need **patience, encouragement, and close supervision**

**What needs doing to find
your clients?**

**Ongoing
development
of vocational
identity**

**Establishing
a reputation
with your
community**

**Incorporating
therapeutic
outreach into your
practice**

“

APPEARANCE + ATTITUDE + ACTIONS

=

Reputation

”

-Harris, 2015

What drives you?

What are your stand-out skills?

What makes you worth investing in?

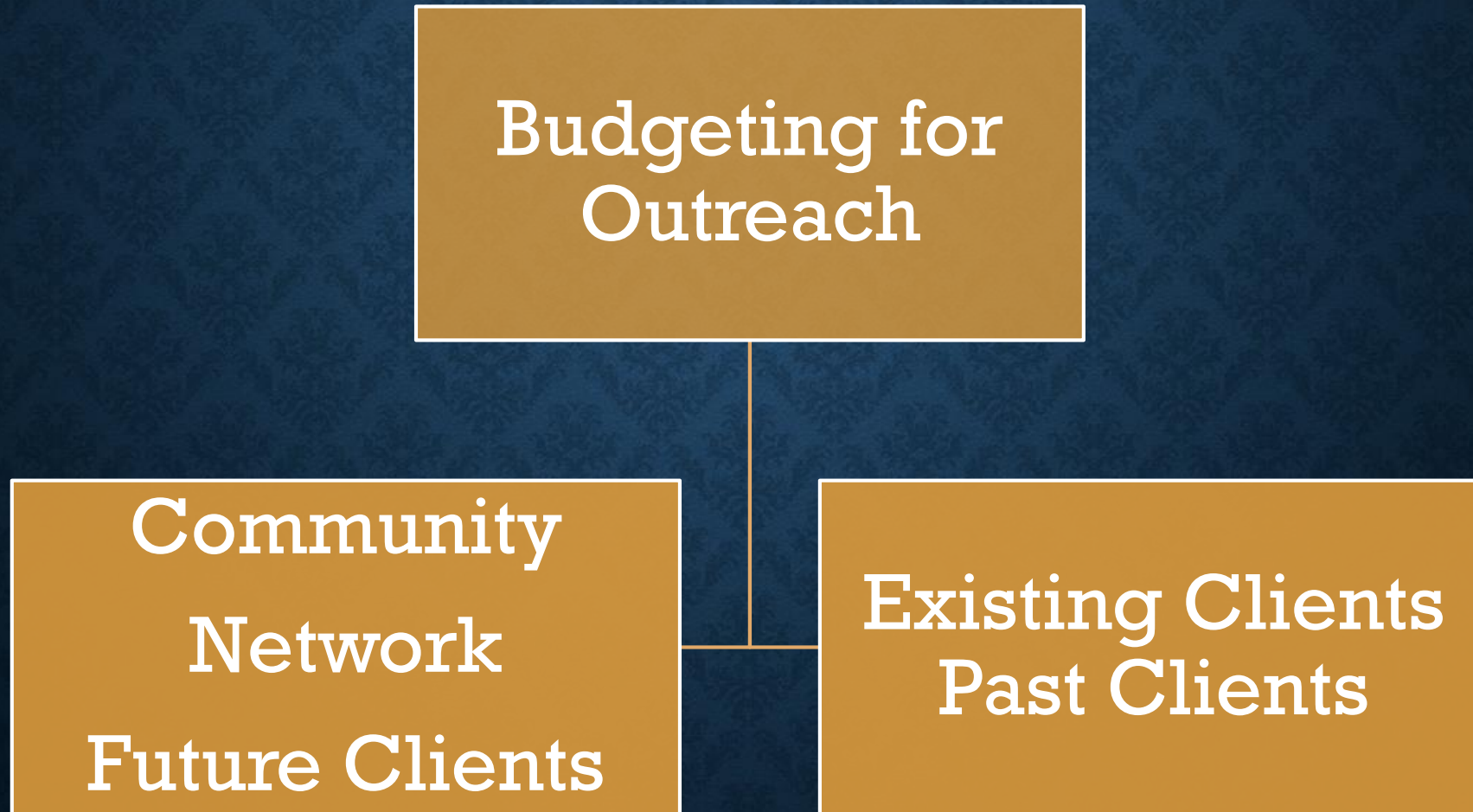
ACTIVITY

Generate seven focused sentences that answer these questions

- ✓ **What drives you?**
- ✓ **What are your stand-out skills?**
- ✓ **What makes you worth investing in?**

Now narrow it down to seven words or less

Where to invest your time and energy



**Unqualified
referral by
professional**

**Professionally
speaking
engagement**

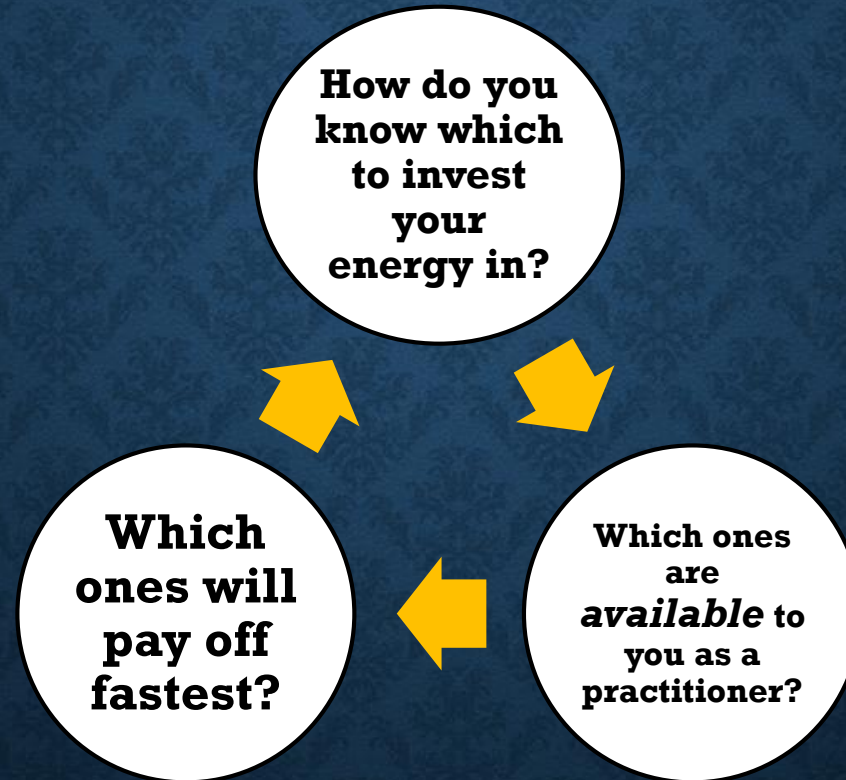
**Social
media
campaign**

**Directory
advertising**

**Cold
calling**

**Speaking and
writing
Teaching**

Questions to consider



MAKING AN INFORMED INVESTMENT

WHICH ONES WILL PAY OFF FASTEST?

The ones that **work for you** Pay Off the fastest!

Introducing the **Rock Springs
OUTREACH TRACKING and
POINTS System (OTPS)**

An easier and more effective
method for planning and
tracking your practice
development!

Formula
(Ordered MKT ARRAY)
x (Time^R)
+ Focused Energy
÷ Measured Results

THE EFFORT

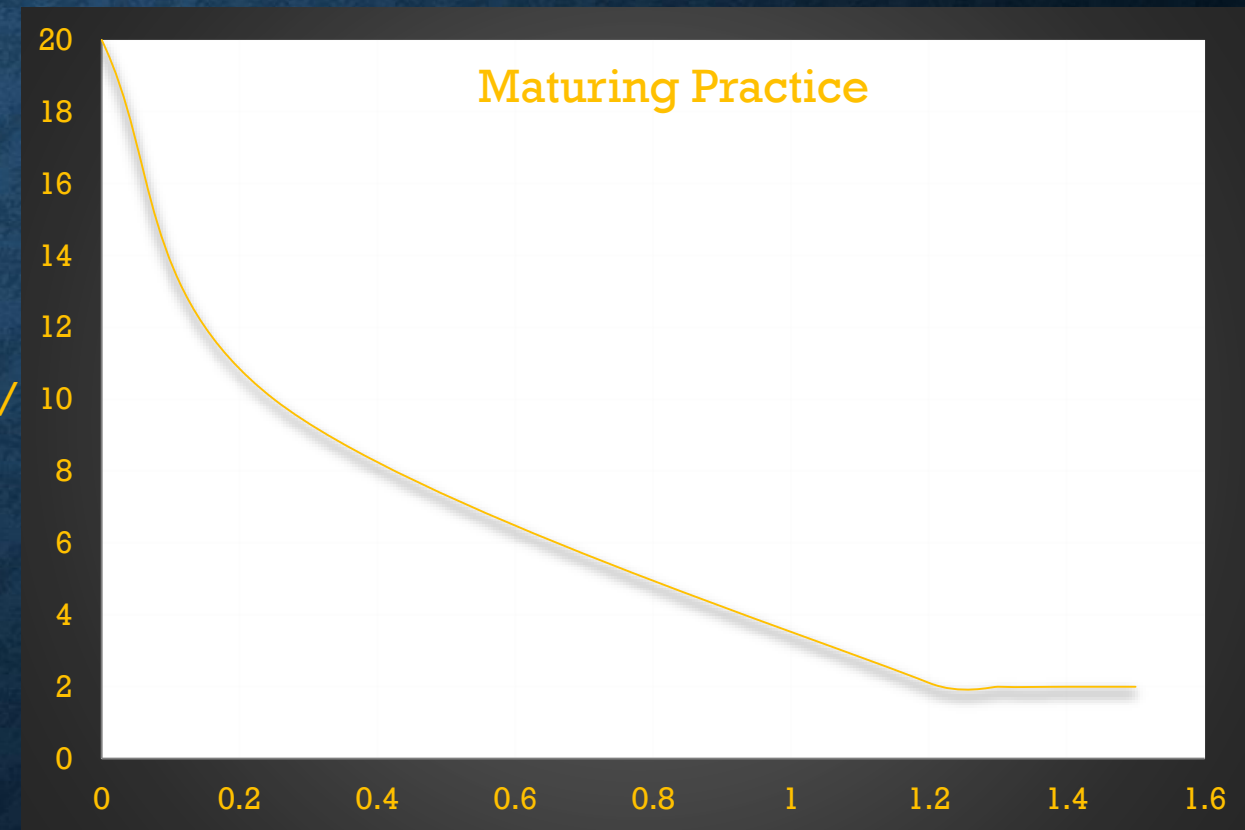
Outreach Effort	Rank	Points when converted
Client endorsed referral	1	30
New, first time appointment scheduled	2	28
Nine sessions - endorsement/positive termination/promotion/graduation	3	22
Endorsed referral by doctor	4	18
Internal referral by colleague	5	16
Professional engagement such as speaking or teaching/leading a group	6	15
External referral by friend and family	7	12
Directory referral	8	8
Cold call, professional networking	9	4
Online Promotion (Social media,online network, newsletter, blogging, etc)	10	2

RECOMMENDED OUTREACH HRS/WEEK

STARTUP=20, MATURE=1

- Many of the high impact efforts are not available to a startup
- Therefore, more time must be invested in lower impact efforts
- **GOOD NEWS:** maturing practice require **LESS** outreach and yields **HIGHER** returns

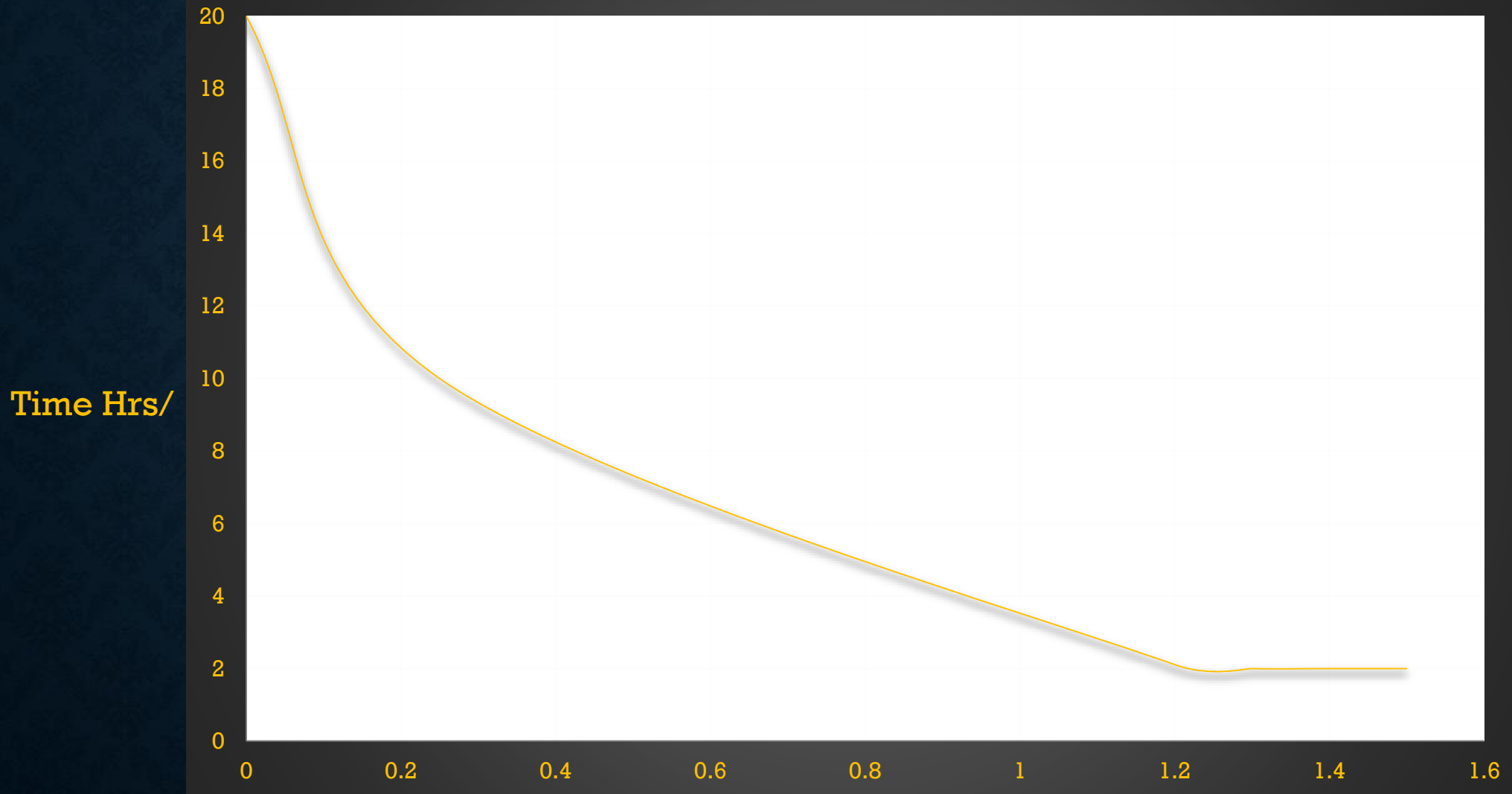
Time Hrs/



Results

Ext. New appts/week

Maturing Practice

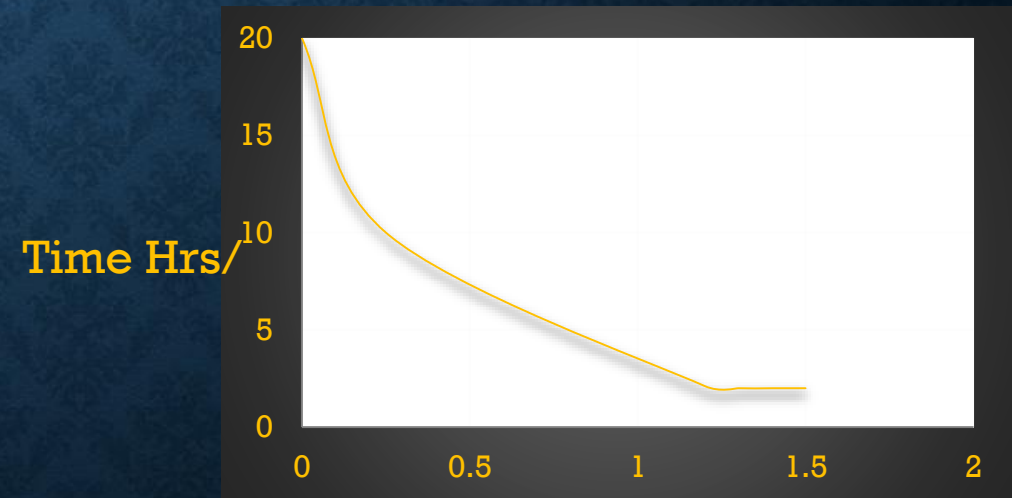


Results

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- ▶ **How do you know which to invest your energy in?**
- ▶ **Which ones are available to you as a practitioner?**
- ▶ **Which ones will pay off fastest?**
- ▶ **Are there any other options?**



Results
Ext. New appts/week

IMPLEMENTING POSITIVE, SOLUTION-FOCUSED OUTREACH

In Community

1. No matter where you go, you are there!
2. It's not about YOU (being of service)
3. Conditioned positive regard.
4. Attend. Attune. Assist.
5. Under promise and over deliver!

In Office

1. Being present works for the client
2. It's almost all about the relationship!
3. Practice unconditional positive regard
4. Attend. Attune. Assist.
5. Engage the process.



Annabelle "Annie" Anderson

QUESTIONS?

Moving forward

