

# Start Up to Stellar: Simple Steps to an Outrageously Successful Practice

## Seven Learning Tracks / 40 Sessions (30min) / 20 Hours ACHENA CEU

### CURRICULUM

#### Being Real: Defining My Practice

Session	Topic
1-1	Our Choice to Practice / What's IN the way IS the way / Meaningful Work
1-2	Acknowledging a rare and valuable skill / Stellar Teams
1-3	Why are we doing this? Seeing lesser paths with clearer off ramps
1-4	Your homeopathic career as inevitable self definition and growth
1-5	Recognizing your outrageously successful practice when you have it
1-6	Self persuasion and our attachment to adversity ' Group Think

#### Attracting and Onboarding Clients

Session	Topic
2-1	Working in a niche market / Defining your target
2-2	Talking to Prospective Clients / All communication is client oriented
2-3	Clinical leadership / Leading when you're not in charge
2-4	Polishing your practitioner assets triangle
2-5	Groundwork for all client communications
2-6	Crafting your invitation to potential clients / defining your criteria

#### Homeopathy Clinical Sandwich: Intakes, Analysis, Timing, Best Practices

Session	Topic
3-1	Introducing the Homeopathy Clinical Sandwich
3-2	Screening and using effective dialogues to schedule inquiring prospects
3-3	Getting your paperwork ducks in a row for client onboarding
3-4	Professional boundaries, the presa canario dog / Level setting - long haul
3-5	Mistaken goals of client interaction / Mischief we make with clients
3-6	Groundwork for all client communications / Homeopath's Manifesto
3-7	Best practices for intake: detail, diagnostic congruence, timing in consult
3-8	Wrap up: Anchoring, closure and next steps before end of consult

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Homeopathy Clinical Sandwich: Followups, Case Management, Best Practices

Session	Topic
4-1	Realistic expectation management / Staging the work
4-2	Outcomes planning: Leveraging placebo boost of a measurable plan
4-3	Best practices for analysis and therapeutic plan / See the iceberg
4-4	Best practices for provisioning / Comprehending the archetype of "pill"
4-5	Follow Up: Preparation / Consult / Strategy and timing
4-6	Trees and Forests / Seeing across many consults

Client Engagement and Retention, Completion and "Graduations"

Session	Topic
5-1	Ensure that you are providing what clients want / Client autonomy
5-2	Retention keys: Goals, response, and tracking diagnostic congruence
5-3	Amateur or Professional: Time implications of your work choices
5-4	Many clients: getting stuck and unstuck, nature of interruption
5-5	Reaching successful endpoints / molehill syndrome / complete or refer
5-6	Auditing your practice as process improvement / Metrics

Client Management, Issue Resolution and Referrals

Session	Topic
6-1	Client management in real time: our own 'Must' and 'Must not' beliefs
6-2	Straight talk and constructive engagement about poor client outcomes
6-3	Capacity for compassion and healing presence during client mischief
6-4	Method to refer / termination / implications for invitation / onboarding

Long Term Success with Practice Management and Professional Engagement

Session	Topic
7-1	Strategies of improvement: Deliberate Practice / Stop what doesn't work
7-2	Stewarding your practice / Self care / Consumer Commitment Model
7-3	Practitioner referral lists / One pager about me / my services
7-4	Practitioner study groups / networks / Practice building through service