

Business Skills for a Successful Bowenwork Practice

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Class Format: Home-study

Hours/CE Credit: 30 education hours toward the 500-hour certificate, and for certified practitioners, 16 online education hours toward the 32-hour two-year continuing education requirement.

Cost: \$385

Pre-requisites: None. Learners may start at any time during their training.

I. Rationale:

Business Skills for a Successful Bowenwork Practice provides a business skills class specifically designed to be relevant for Bowenwork students intending to become Professional Bowenwork Practitioners who cannot otherwise meet the certification requirement of at least 24 hours of business education.

II. Presentation Aims and Learning Outcomes:

Aims:

Business Skills for a Successful Bowenwork Practice is designed to provide guidelines to understanding legal responsibilities, professional standards of practice, and building and managing a Bowenwork practice. It is primarily aimed at practitioners intending to start their own Bowenwork business and provides resources for developing business skills and tools for a career as a Professional Bowenwork Practitioner. It is not a 'how-to-set-up-your-business' manual, but rather a *guide* to understanding important logistics involved in common business practices, resources for acquiring relevant information for setting up a business in a practitioner's locale, responsibilities for providing a healthcare service and making a profitable business in doing so.

Specific Learning Outcomes:

Business Skills for a Successful Bowenwork Practice guides the Learner to:

- Define his/her purpose and motivation for becoming a Professional Bowenwork Practitioner
- Become informed about legal and professional standards of practice, relative to running their own Bowenwork practice
- Understand professionalism and develop effective client communication skills
- Understand professional responsibilities associated with offering healthcare services with regard to scope of practice and maintaining accurate and safe records
- Set professional goals and develop business strategies to achieve them
- Understand the fiduciary responsibilities associated with running a business
- Develop budgets and financial plans for a profitable business
- Research and write a professional Business Plan
- Design a client-friendly office space
- Establish client and office policies and procedures
- Create marketing and strategies for growth and development

III. Presentation Requirements:

The class will be provided in a digital format, consisting of a 90-page Manual and Activity Workbook

in which 22 tasks are set, relevant to topics in each chapter of the manual. Learners will need to undertake their own, personal research relevant to their local area to complete some of the activity tasks.

IV. Resource Readings:

The manual contains links to current information from federal government websites, such as Small Business Administration (SBA), Internal Revenue Service (IRS), Better Business Bureau (BBB), professional bodywork associations such as American Massage Therapy Association (AMTA), Associated Bodywork and Massage Professionals (ABMP).

V. Time Allocation:

It is estimated that reading the manual, completing the research, collating the requisite information and completing the Activity Workbook tasks will engage the Learner for 30 hours.