



**PATIENT SCENARIOS**

1. A friend of mine has recommended you to help with my chronic neck pain. How much does a session with you cost?..... A physio down the road charges a lot less than that. Why are your fees so much higher?
2. I spoke to your receptionist and she told me that you aren't able to see me for at least a week. I wanted to speak with you directly because you really relieved my back pain when I saw you a couple of years ago. I've hurt my back again and I really need to see you straight away because I have a really important business meeting tomorrow. When can I see you?
3. I'm not really sure why I'm calling you but my wife insisted that you could help me. I've seen 5 other physios and 2 different chiros and no-one has been able to help with my chronic headaches. How will you help me when no-one else has?

**PATIENT SCENARIOS**

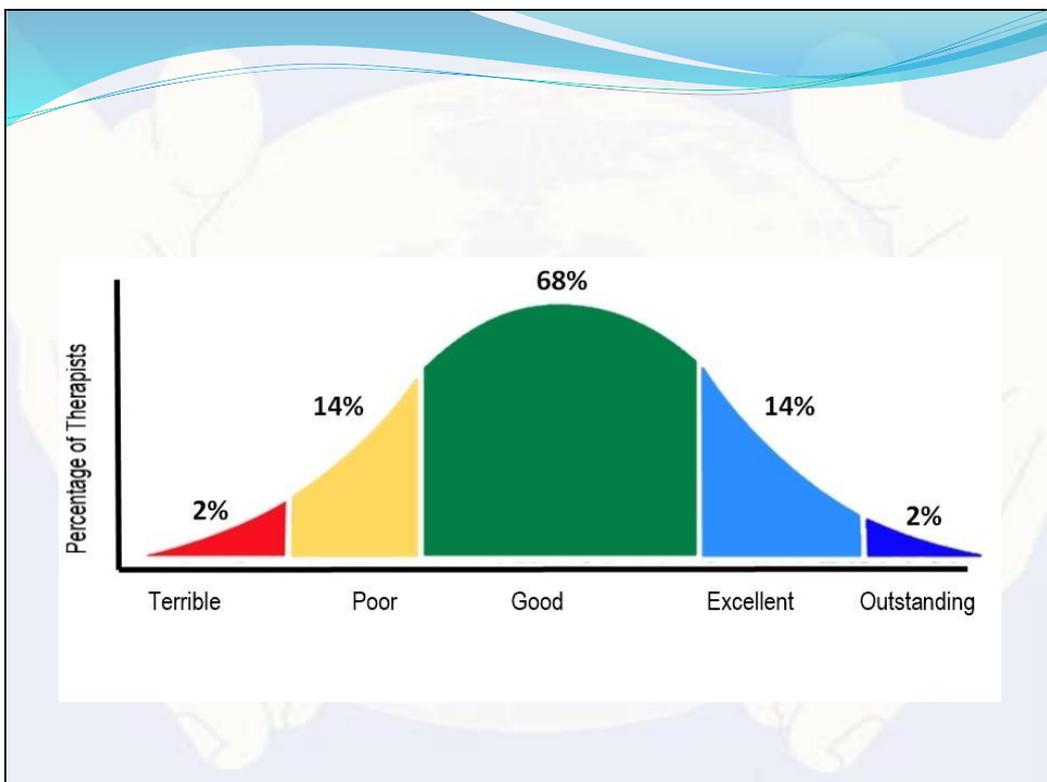
4. I'm calling because I've had a total mastectomy and I've got a lot of swelling in my left arm. Is there something you can do for that or do I need to see someone else?
5. Hi it's Dr Butt on the phone. I sent you a patient for persistent knee pain following arthroscopic surgery and he told me that you didn't even treat his knee on the first session but did treat his neck. Why did you do that?
6. Hi it's Sally and you saw my boy Jonny last week with back pain. He has a big rowing regatta coming up next month but the scan results show a disc bulge. What should he do because he really needs to be at that meet?

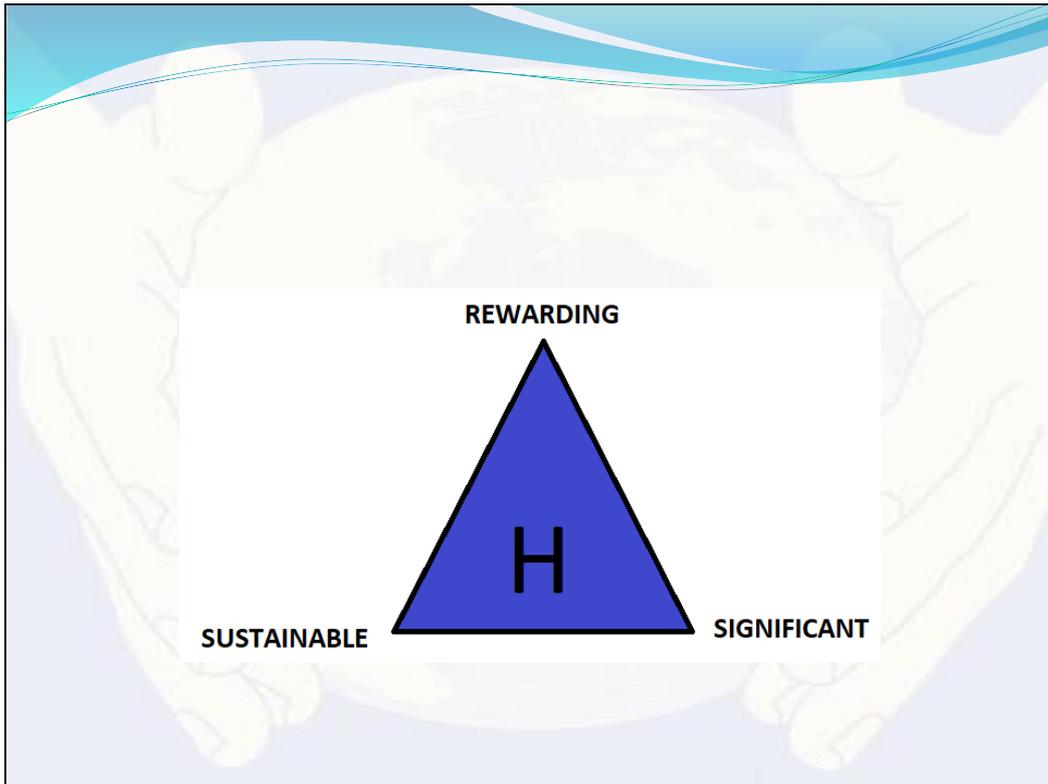
## PATIENT SCENARIOS

7. My case manager has told me I need to get back to work next week but I'm still getting spasms in my back with everyday tasks like unstacking the dishwasher. You've been treating me for a month now so can you sort it out with my case manager so I can take more time off until my back is better?

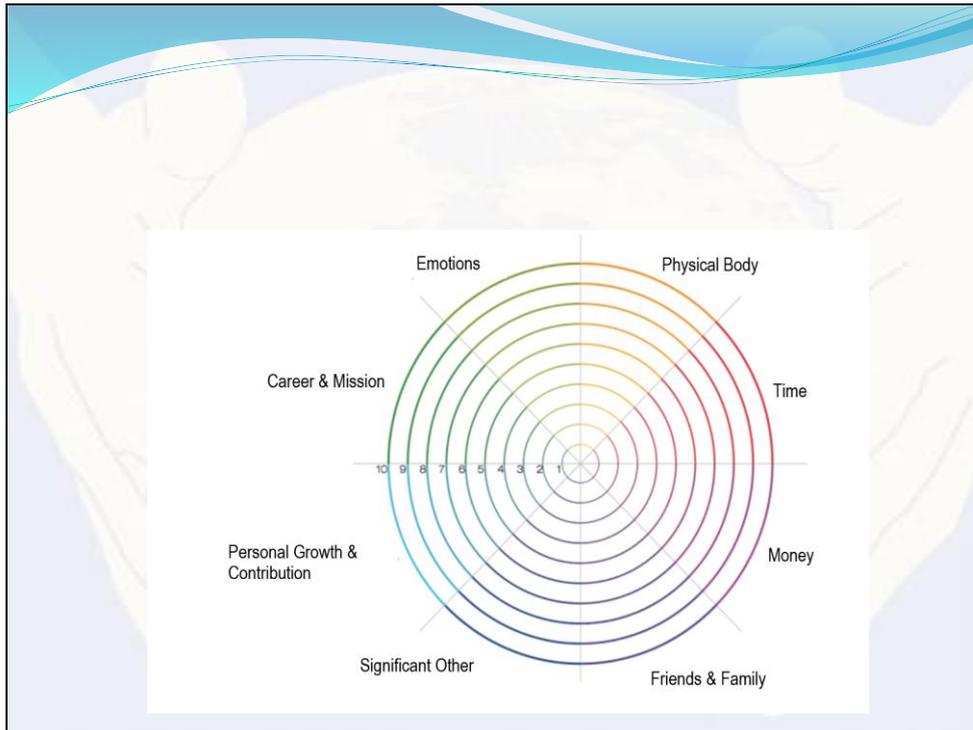
8. I've been diagnosed with fibromyalgia because I have pain all over my body. Have you seen anyone else with this condition and have you had any success with treating it?

9. I've looked on your website and you claim to be able to help with irritable bowel issues but the techniques you use don't seem to have any evidence to support them. Why do you call yourself a physio then?

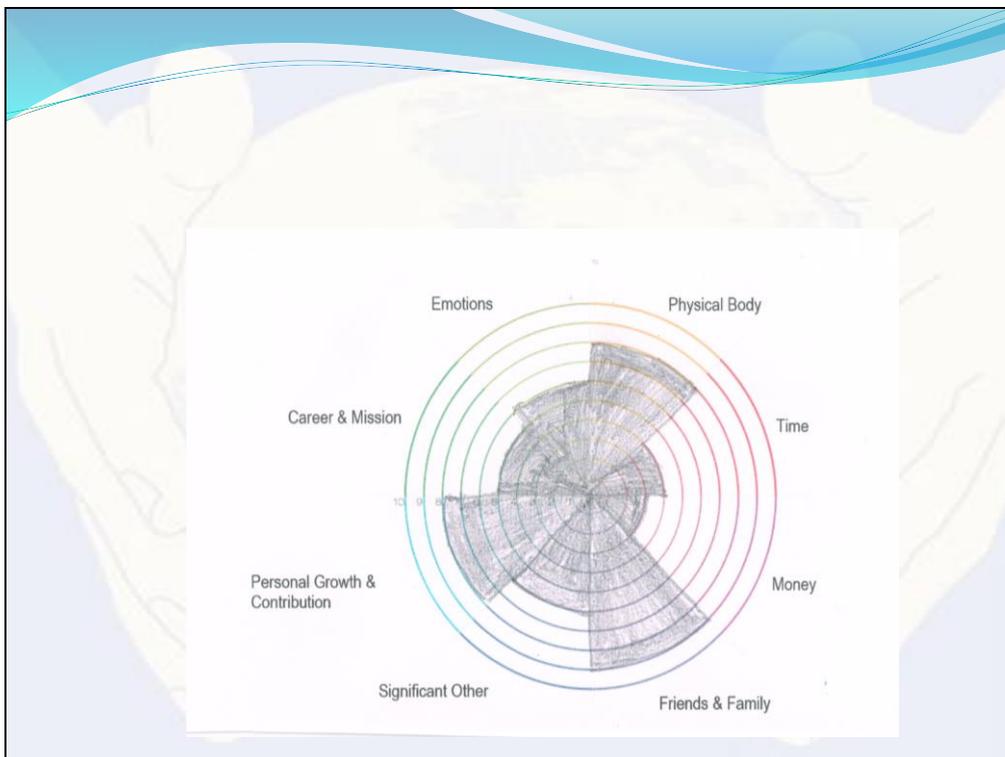


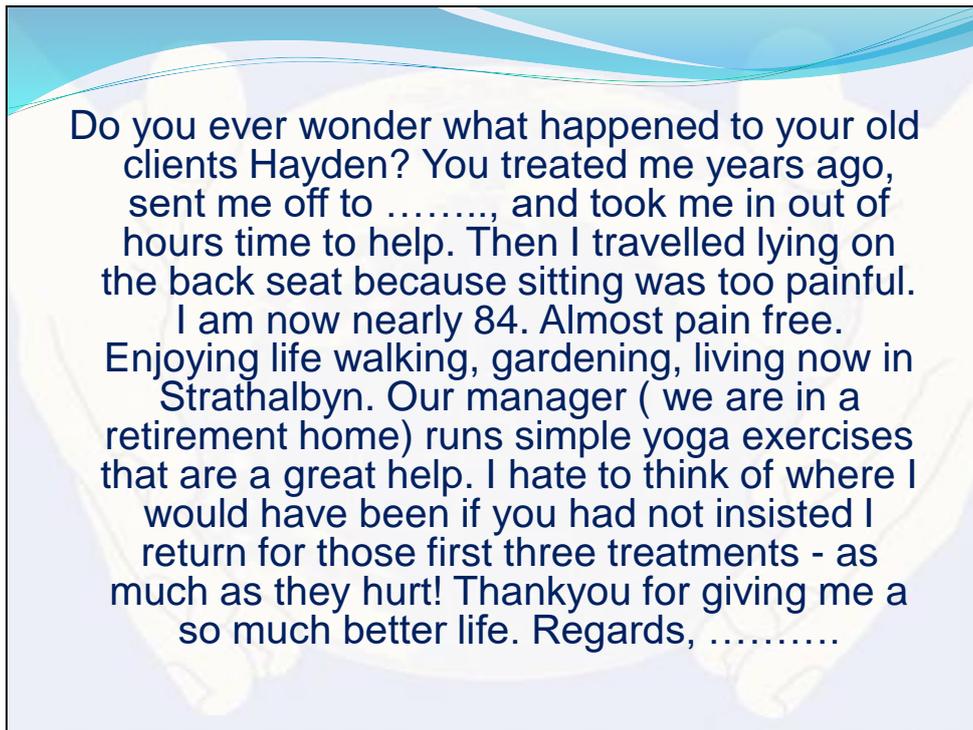


Slide 9

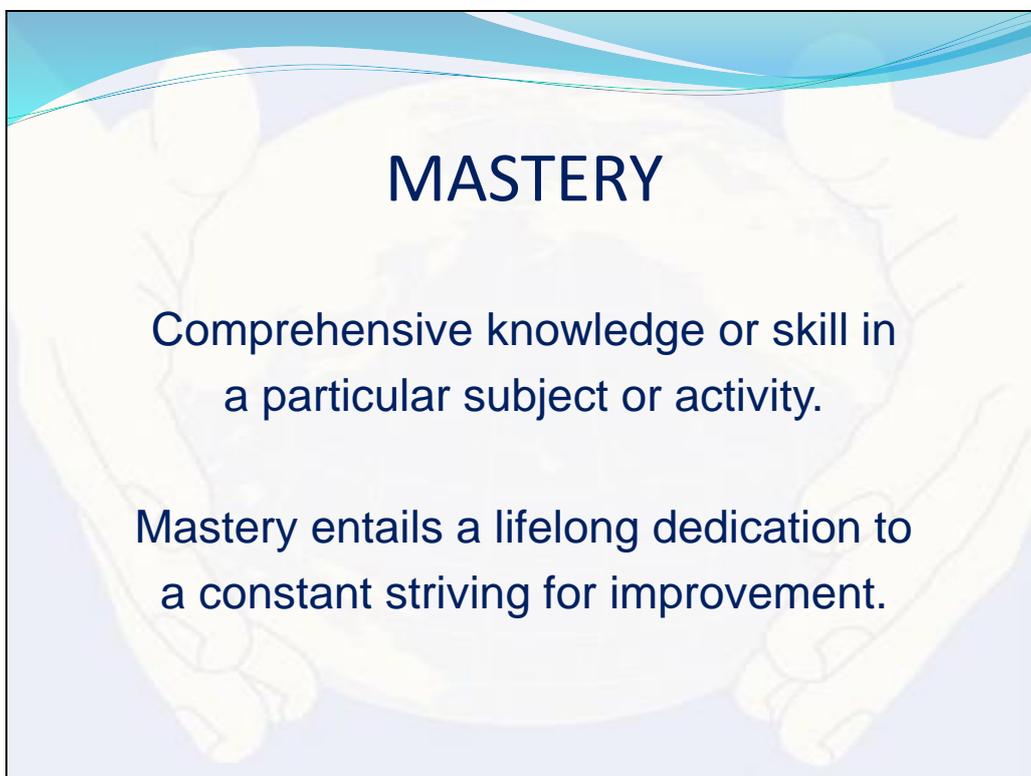


Slide 10





Do you ever wonder what happened to your old clients Hayden? You treated me years ago, sent me off to ....., and took me in out of hours time to help. Then I travelled lying on the back seat because sitting was too painful. I am now nearly 84. Almost pain free. Enjoying life walking, gardening, living now in Strathalbyn. Our manager ( we are in a retirement home) runs simple yoga exercises that are a great help. I hate to think of where I would have been if you had not insisted I return for those first three treatments - as much as they hurt! Thankyou for giving me a so much better life. Regards, .....



**MASTERY**

Comprehensive knowledge or skill in a particular subject or activity.

Mastery entails a lifelong dedication to a constant striving for improvement.

## MASTERY



- Never settled for the first right answer.
- Spent their entire careers expanding the boundaries.
- Dedicated to teaching others what they have learnt.

## MASTERY

**Immersion:** You need to immerse yourself in an environment to create a +ve feedback loop.

**Spaced Repetition:** Regularly ensuring that you're on the right path.

**Modelling:** Model someone who's already achieved what you want.

**LEADERSHIP**

Leadership is producing a standard in someone so that when you're gone, they will live by it to produce higher level results consistently.

The slide features a background illustration of two hands cupping a globe. The hands are rendered in a light yellow color with blue outlines, and the globe is a pale blue. A decorative blue wave graphic is at the top of the slide.

**MANAGEMENT**

Management is focusing on getting someone to get a result.

The slide features a background illustration of two hands cupping a globe. The hands are rendered in a light yellow color with blue outlines, and the globe is a pale blue. A decorative blue wave graphic is at the top of the slide.

## LEADERSHIP vs MANAGEMENT

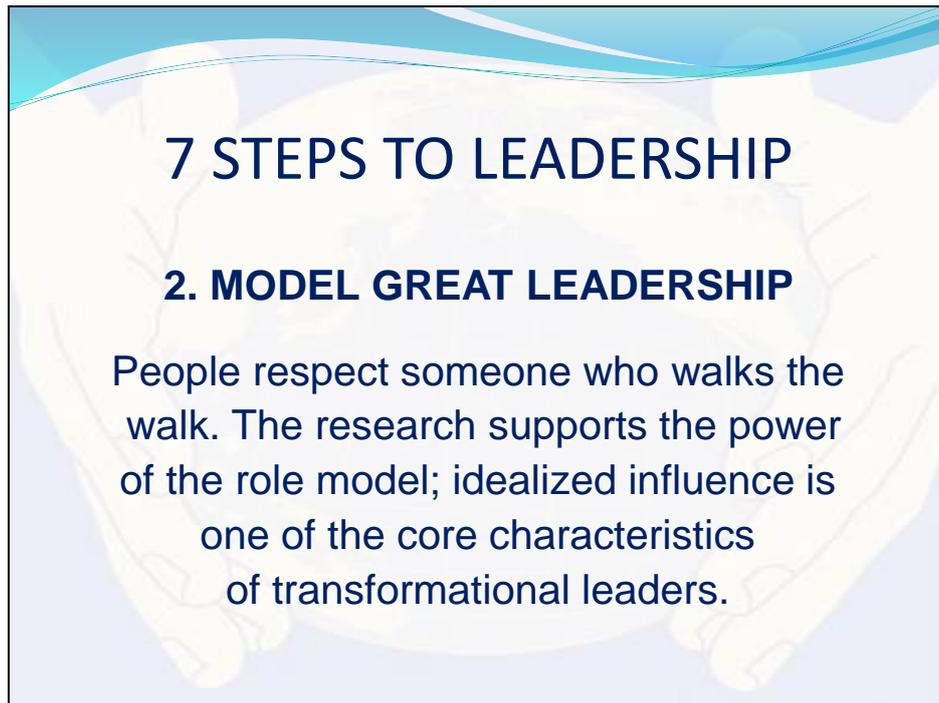
LEADER	MANAGER
Vision of the future	Detailed steps and timetables
Develop strategies to attain vision	Allocate resources
Energize people to overcome barriers	Provide policies and procedures
Produces change	Produces degree of predictability

## 7 STEPS TO LEADERSHIP

### 1. BE PASSIONATE

Leaders guide others in a passionate pursuit.

Authentic enthusiasm and passion for the end result is what inspires people to move toward their goals.

A presentation slide with a light blue and white wavy header. The background features a faint image of two hands holding a globe. The text is centered and reads:

**7 STEPS TO LEADERSHIP**

**2. MODEL GREAT LEADERSHIP**

People respect someone who walks the walk. The research supports the power of the role model; idealized influence is one of the core characteristics of transformational leaders.

A presentation slide with a light blue and white wavy header. The background features a faint image of two hands holding a globe. The text is centered and reads:

**7 STEPS TO LEADERSHIP**

**3. UNDERSTAND YOUR STRENGTHS**

It takes time and effort to develop leadership skills. Recognize your innate gifts and stronger skills to put them to work for you. Knowing your weaknesses gives you some areas for improvement and growth.

**7 STEPS TO LEADERSHIP**

**4. SET CONCRETE GOALS & EXECUTE THEM**

Clarifying your goals allows you to formulate the right plan and set meaningful benchmarks.  
Execute your plan forcefully and passionately.

**7 STEPS TO LEADERSHIP**

**5. ADMIT WHEN YOU FAIL AND MOVE ON**

Even the most powerful, inspiring leaders make mistakes. The best leaders recognize their errors, admit them openly and take action to correct them and move on.

**7 STEPS TO LEADERSHIP**

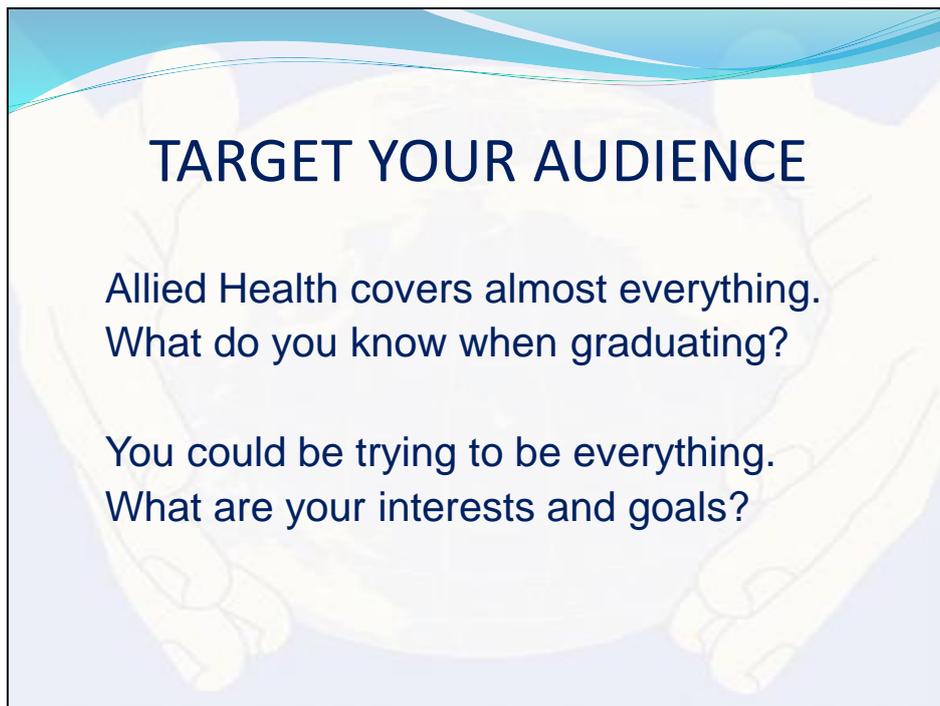
**6. MOTIVATE OTHERS**

It takes true leadership skills to generate and focus positive energy, even when things aren't going according to plan.

**7 STEPS TO LEADERSHIP**

**7. SERVE A HIGHER PURPOSE THAN YOU**

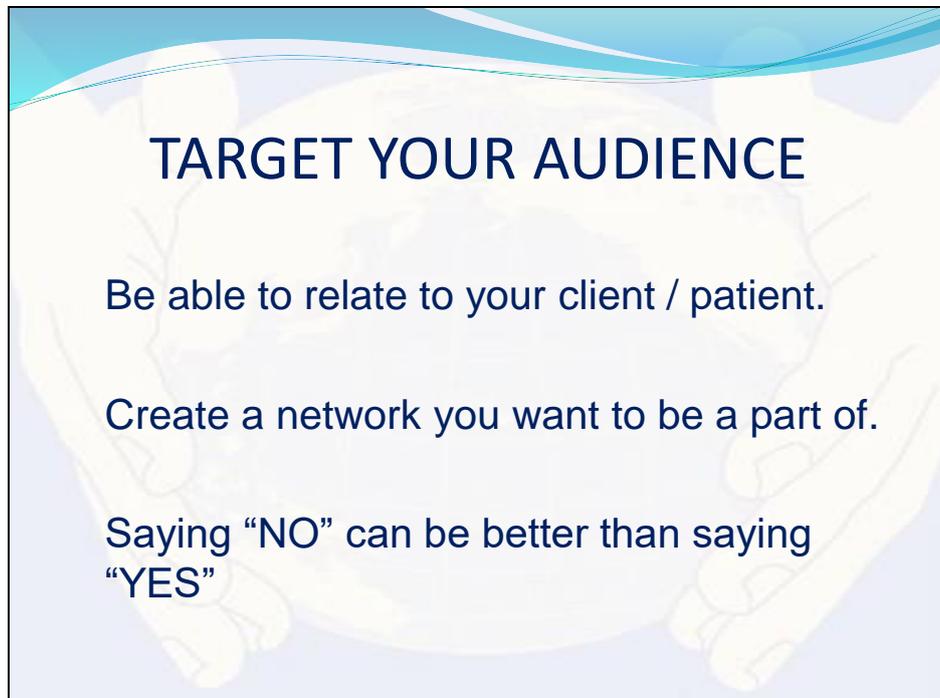
What really motivates you to work hard and lead others? Once you have identified the higher purpose you serve, you'll become better able to operate as a confident, knowledgeable and empowering leader for others.



**TARGET YOUR AUDIENCE**

Allied Health covers almost everything.  
What do you know when graduating?

You could be trying to be everything.  
What are your interests and goals?



**TARGET YOUR AUDIENCE**

Be able to relate to your client / patient.

Create a network you want to be a part of.

Saying "NO" can be better than saying  
"YES"

**MARKET YOUR PRODUCT**

Be clear what you want

And what you don't!

Under promise and over deliver

**MARKET YOUR PRODUCT**

VALUE. VALUE. VALUE. Vs DISCOUNT.  
DISCOUNT. DISCOUNT.

Be clear what you are offering and why.

**S.M.A.R.T**  
Specific, Measurable, Achievable, Relevant, Time-based

Hair cut story.



## MARKET YOUR PRODUCT

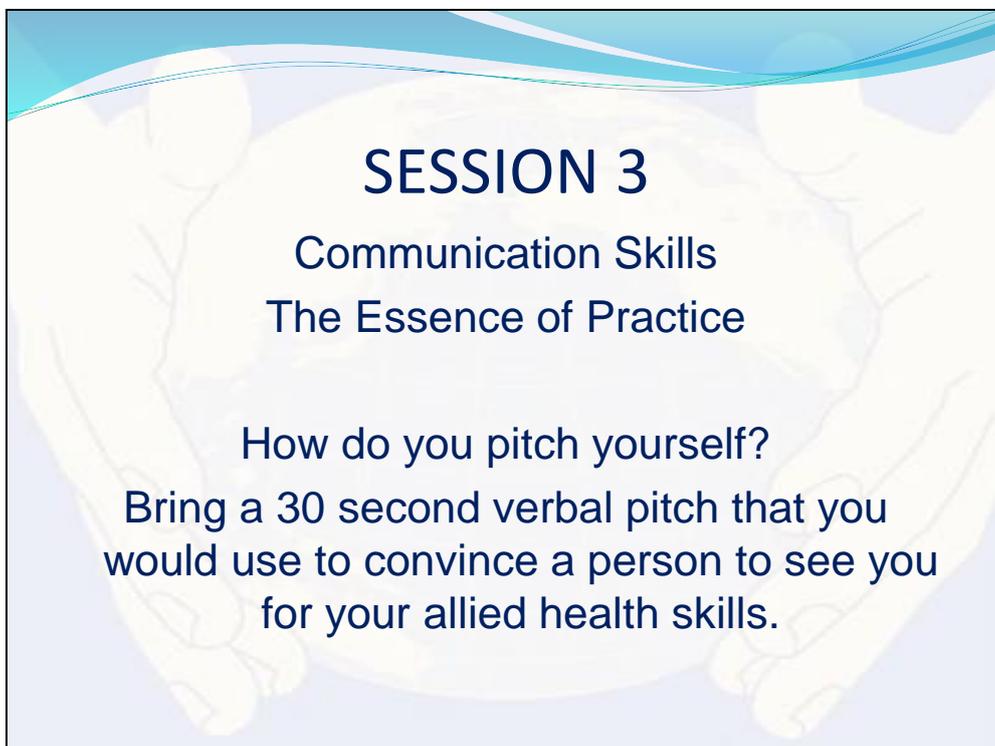
**Specific** – running club / community fun run

**Measurable** – 10% of members / attendees to be treated? Assessed?

**Achievable**- Attend training to see 5 people a session. Attend a running event that is open to public.

**Relevant** – running club long term runners / community seasonal runners

**Time – based** – join club and offer long term service, weekly? Monthly? 10min? 20min? / Single event once a year.



## SESSION 3

### Communication Skills

### The Essence of Practice

How do you pitch yourself?

Bring a 30 second verbal pitch that you would use to convince a person to see you for your allied health skills.