

Business Fundamentals for the Entrepreneurial Therapist

Course Introduction/Overview

In this unique and dynamic class on entrepreneurship for psychotherapists, we will embark on a journey that merges the principles of psychology with the art of entrepreneurship. As mental health professionals, you possess a deep understanding of human behavior, emotions, and well-being. Now, imagine channeling that expertise into creating impactful ventures that not only transform lives but also contribute to your own growth and success.

The course is designed to empower psychotherapists like you with the knowledge, tools, and strategies needed to navigate the intricacies of starting and running your own business in the realm of psychotherapy, personal growth and well-being. Whether you're looking to launch your private practice, develop innovative therapeutic products, or offer specialized services, this course will provide you with the insights and skills to effectively combine your clinical acumen with entrepreneurial prowess.

Key Elements of an Entrepreneurial Mindset

In addition to equipping you with the necessary business skills, our aim is to foster an entrepreneurial mindset. As psychotherapists, you're accustomed to helping others navigate challenges. Now it's time to apply those skills to your entrepreneurial journey.

The best mindset to build a thriving business encompasses a combination of attributes that foster resilience, adaptability, creativity, and a focus on sustainable growth. Here are some key elements that contribute to a strong entrepreneurial mindset and that will be emphasized in 2024.

- **Growth Mindset:** Approach challenges as opportunities for learning and growth. Embrace failures as steppingstones to success and see setbacks as valuable feedback that helps you refine your strategies.
- **Adaptability:** Be open to change and willing to pivot when necessary. Markets evolve, customer preferences shift, and technology advances – the ability to adapt and seize new opportunities is crucial.
- **Resilience:** Entrepreneurship comes with ups and downs. Cultivate the ability to bounce back from setbacks, stay persistent in the face of adversity, and maintain a positive outlook.
- **Creativity and Innovation:** Embrace a spirit of innovation by seeking out new and creative solutions to problems. Being willing to think outside the box gives you a competitive edge and allows you to stand out in the market.
- **Risk-Taking:** Calculated risks are a part of entrepreneurship. Develop the courage to step out of your comfort zone, make informed decisions, and take calculated risks that can lead to substantial rewards.
- **Long-Term Vision:** While it's important to focus on short-term goals, also have a clear long-term vision for your business. Having a sense of purpose and direction helps guide your decisions and keep you motivated.

Developing an entrepreneurial mindset is an ongoing process. It's about continuously refining and nurturing these qualities and addressing your blocks as you navigate the ever-changing landscape of your business. Each individual's journey is unique, so find the combination of attributes that resonate with you and align with your business goals.

The Key Elements of a Business Plan

A business plan serves as a roadmap that outlines your objectives, strategies, and operations. It provides a clear framework for decision-making, resource allocation, and goal achievement. It fosters a better understanding of your business's viability and direction, ultimately increasing the likelihood of your success.

Group meets 2x year in person and 3x a month (90 minutes each time) starting in February.

Cost is \$1200/month -Minimum commitment is \$3600 payable by January 1, 2024