

# Mentor Programs 2024

*For Entrepreneurial Therapists and Coaches*

**Mentor Group 2024**  
**Will be in its 8<sup>th</sup> year**  
**16 Continuing Members**  
**Two Openings**  
**This group has coaches and therapists**  
**Many you may recognize**

It integrates clinical, business and personal work.  
These mentors channel their expertise, so they have more impact, transform more lives and have support from a community and a more balanced lifestyle.

# This Group Focuses on Goals that Match their Values

We foster a mindset of innovation and creativity and continue sharpening their skills to reach and support more folks.

We foster resilience, adaptability, creativity, with a focus on sustainable growth and **a balanced lifestyle.**

Some mentors you may know:

Sue Diamond, Martha Kauppi, Kelly Scharver,  
Nancy St. John, Katherine Waddell, Tom Bruett,  
Cathy Carr





# Mentor Group 2024

8

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Implementing your Business Plan  
Built on a Strong Foundation of  
Clinical Skills  
Ongoing Resolving Personal Blocks

## **Mentor Group 2024**

### **2–3 day in-person meetings**

1/27-1/30 and 10/24-10/27



### **8 months of Office hours**

with CI Faculty-Dore, Molly and Monte



### **Pete will do monthly 2-hour virtual sessions**

focus alternating between clinical and personal work on blocks to success



### **Ellyn will do monthly 2-hour sessions**

business hot seats, clinical, and sessions on improving your skills as a trainer



### **2 individual business hot seat meetings with Ellyn**

scheduled during the year

<http://www.couplesinstitute.com/2024-apply>

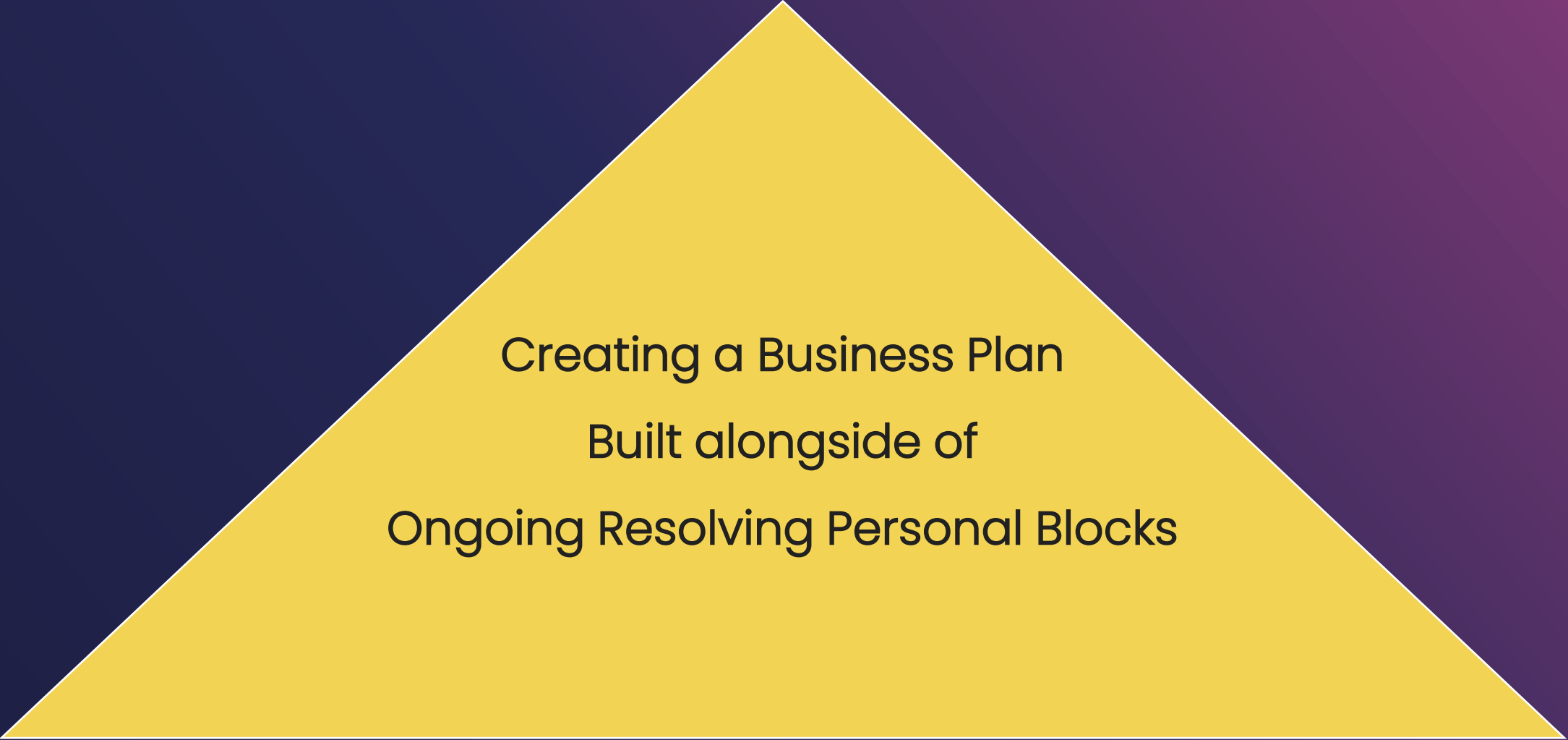
# Developing an Entrepreneurial Mindset is an Ongoing Process

It's about continuously refining and nurturing the qualities and skills that matter most to you!

We will talk mostly about our newer program called  
Business Fundamentals for Entrepreneurial Therapists  
& Coaches

# Business Fundamentals for Entrepreneurial Therapists & Coaches

8



Creating a Business Plan  
Built alongside of  
Ongoing Resolving Personal Blocks



# Underpinnings of Business Fundamentals for Entrepreneurial Therapists & Coaches



Resilience



Risk-Taking



Customer-Centered  
Mindset



Persistence



Resourcefulness



Networking and  
Collaboration



Time  
Management



Enjoying a  
balanced lifestyle



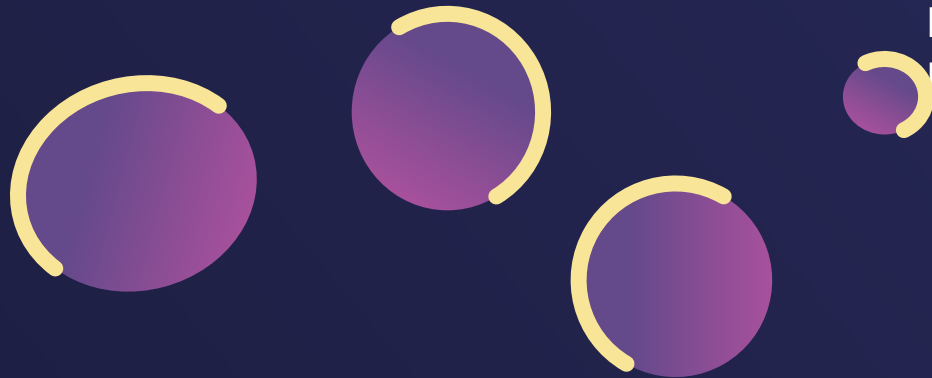
# Overview

**In this unique and dynamic class on entrepreneurship for psychotherapists/coaches, you will embark on a journey that merges the principles of therapy with the art of entrepreneurship.**

The course is designed to empower folks like you with the knowledge, tools, and strategies needed to navigate the intricacies of running a 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 will provide you with the entrepreneurial way of thinking and business planning and give you tools to effectively implement your plan.

Pete will work with you to continually challenge the personal blocks that get in your way.



# Key Elements of an Entrepreneurial Mindset that will be emphasized in this program

As therapists and coaches, you are accustomed to helping others navigate challenges. Now it's time to apply these skills to your entrepreneurial journey.

**Growth Mindset**

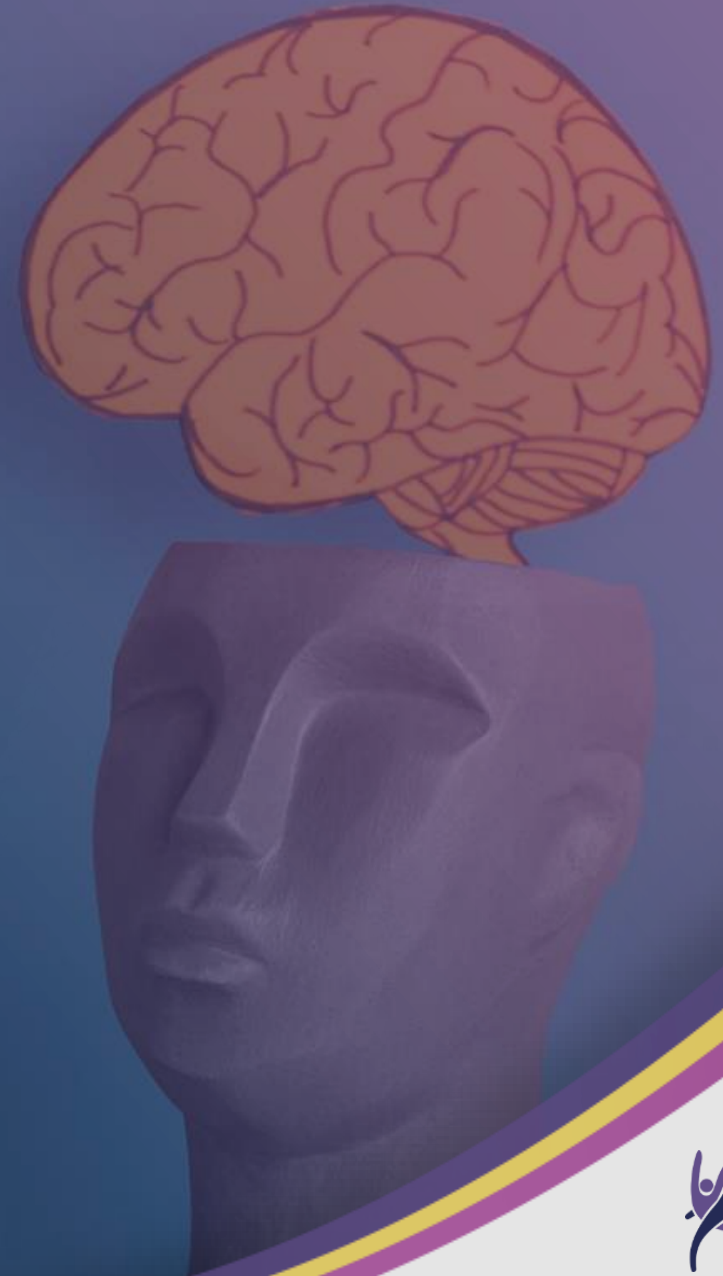
**Creativity and Innovation**

**Adaptability**

**Risk-Taking**

**Resilience**

**Long-Term Vision**



# Some Anticipated Elements of the Curriculum for Developing Your Business

- 1 Understanding Your Market
- 2 Business Planning and Strategy
- 3 Branding and Niche/ Avatar
- 4 Marketing and Advertising
- 5 Financial Management and Pricing
- 6 Building an email list
- 7 Hiring and Managing a Team
- 8 Establishing Key Performance Indicators (KPIs)
- 9 Scaling and Growth Strategies

A person with curly hair, seen from behind, is reaching up to place a yellow sticky note on a glass surface. The glass is already covered with many other colorful sticky notes in shades of yellow, pink, blue, and orange. The background is blurred, showing what appears to be an office or meeting room.

**You will work to create a clear plan  
with action steps to move forward.**

Once this plan is clear with specific  
targets being met,

You can visit hotseats of Mentor  
Group 2024

Then, if you are committed to your  
plans and goals, you can transition  
into Mentor Group 2024.



**You will work to create a clear plan with action steps to move forward.**

**This group will meet:**

- **2x/ year in person** for a 3-day meeting concurrent with Mentor Group 2024
  - **3x/ month via Zoom** starting in February:
    - One meeting will focus on business skills.
    - One meeting on Mindset and Resolving Personal Blocks.
    - One optional Q and A Drop-in
- Minimum commitment is \$1200 (3 months) payable January 1, 2024

A person with curly hair, seen from behind, is reaching up to place a yellow sticky note on a glass surface. The glass is covered with many other colorful sticky notes (yellow, pink, blue, orange) arranged in a grid-like pattern. The background is blurred, showing an office or meeting room environment.

## You will work to create a **clear plan** with **action steps** to move forward.

Once this plan is clear with specific targets being met, if you desire, you can transition into Mentor Group 2024.

### **Course Leaders**

Dore Hainer

Peter Pearson

Assisted by CI Team

Molly Pearson

Monte Bertolino

Ellyn Bader

Visiting Faculty



**You will work to create a clear plan  
with action steps to move forward.**

**\$1200/month**

Minimum commitment is \$3600

(3 months) payable by January 3, 2024-or  
deposit of \$1200 today to reserve a guaranteed  
spot.

<http://www.couplesinstitute.com/2024-deposit>

# 5 Key Questions

- ❖ Who do you seek to reach?
- ❖ Why do you want to reach them?
- ❖ What do you want to say to them?
- ❖ How will you reach them?
- ❖ What do you need to learn to accomplish this?



**A great attitude is not the result of success  
Success is the result of a great attitude**



# **We will help you Build Momentum** *It's your best friend.*

If you can commit consistent effort to a project day after day – even for a small amount of time, you will be surprised about the progress you can make with even a little effort – consistently...