



OUR MISSION:

TO PROVIDE A PROFESSIONAL SERVICE, USING BEST PRACTICES.

The **PROFESSIONAL PRACTICE PROGRAM (Ψ)**

A PROGRAM TO HELP YOU SET UP, RUN AND GROW YOUR OWN PRIVATE PRACTICE



OUR MOTTO:

- BE PROACTIVE.
- TAKE CHARGE OF YOUR CAREER.
- LOOK AFTER YOUR HEALTH.



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PROFESSIONAL PRACTICE PROGRAM (Ψ)

A PROGRAM TO HELP YOU SET UP, RUN AND GROW YOUR OWN PRIVATE PRACTICE

The **PROFESSIONAL PRACTICE PROGRAM (Ψ)** has been developed to assist psychologists establish, run and grow their own professional practice in psychology.

The **PROFESSIONAL PRACTICE PROGRAM (Ψ)** addresses the four pillars of business (finance, marketing, human/other resources and strategy), plus entrepreneurship. This Program does so with our current legislation and professional ethics in mind. Each seminar addresses a different business topic and there is ample opportunity to apply each topic to your own developing professional practice.

There are five years of training available through the **PROFESSIONAL PRACTICE PROGRAM (Ψ)**, with ten seminars available at each level. Completion of each set of ten seminars leads to the following awards:

PP1-10:	Certificate of Professional Practice Program (Ψ)
PP11-20:	Certificate of Advanced Professional Practice Program (Ψ)
PP21-30:	Certificate of Distinguished Professional Practice Program (Ψ)
PP31-40:	Certificate of Entrepreneurial Professional Practice Program (Ψ)
PP41-50:	Certificate of Advanced Entrepreneurial Professional Practice Program (Ψ)

Thereafter, a starred series of unique seminars will be available in order to continue your learnings. See the **PROFESSIONAL PRACTICE PROGRAM (Ψ)** outline for details.

WHEN AND WHERE

All **PROFESSIONAL PRACTICE PROGRAM (Ψ)** seminars are held from March to December each year in the 2nd floor training room, 142 Auburn Road, Hawthorn. Year 1 is held on the first Sunday of the month, 9.00 am - 11.00 am. Years 2-5 are held on alternating years at 11.00 am - 1.00 pm. Doors open at 8.45 am.

WHAT TO BRING

We will provide all course notes, materials and handouts. You will need to bring a pen or pencil.

PROFESSIONAL DEVELOPMENT

You can claim two hours of active CPD per seminar. Certificates of completion are awarded at our July graduation ceremonies. Certificates of attendance are available upon request.

THE FEES

Fees are \$33 per seminar and includes 10% GST.

BOOKINGS AND ENQUIRIES

Bookings and enquiries can be made by email (rachela@ozemail.com.au), phone or text message (0418 149 506).



PROFESSIONAL PRACTICE PROGRAM (Ψ)

Year 1

- PP1 Setting Up Your Practice: What You Need to Know
- PP2 Handling the Paperwork, including the GST
- PP3 Processes and Procedures that Work
- PP4 Determining Your Price and Fee Setting
- PP5 Budgets and Cash Flows
- PP6 Marketing Your Practice: Your 'Product'
- PP7 Marketing Your Practice: Promotion Strategies that Work
- PP8 Marketing Your Practice: Getting Your Image Right
- PP9 Marketing Your Practice: Alternate Places for Your Product
- PP10 Marketing Your Practice: Databases for Your Practice

Year 2

- PP11 Databases and How to Make them Work for You
- PP12 Websites and Marketing for the New Millennium
- PP13 Entrepreneurial Spirit: Qualities of an Entrepreneur and How to Develop it
- PP14 Entrepreneurial Spirit: Identifying Opportunities
- PP15 Entrepreneurial Spirit: Evaluating Opportunities
- PP16 Entrepreneurial Spirit: Developing Your Business Strategy
- PP17 Entrepreneurial Spirit: Managing Partners, other Entrepreneurs, and Venture Capitalists
- PP18 Security Issues: Your Self, Your 'Product', Your I.P., Your Staff
- PP19 Growing Your Business as a Saleable Asset, Harvesting Your Business' Worth and Exit Strategies
- PP20 Going Global: Issues to Consider

Year 3

- PP21 Staffing the Practice: Recruitment, Interviewing and Selection
- PP22 Staffing the Practice: Motivating Your Staff
- PP23 Staffing the Practice: What to Do When There Are Difficulties
- PP24 Staffing the Practice: What to Do When Someone Leaves
- PP25 Going for Growth: Advanced Business Strategy
- PP26 Going for Growth: Advanced Cash Flow Management
- PP27 Going for Growth: Advanced Marketing Strategies
- PP28 Going for Growth: Staff Planning and Career Management
- PP29 Going for Growth: Attracting External Sources of Capital for Growth
- PP30 Going for Growth: Your Wealth Creation Plan

PROFESSIONAL PRACTICE PROGRAMS (Ψ)

Year 4

- PP31 Advanced Marketing: Creating Your Own Website
- PP32 Advanced Marketing: Build Your Own Newsletter
- PP33 Advanced H.R.: Keeping the Best People
- PP34 Advanced H.R.: Staffing to 'Retire'
- PP35 Advanced Strategy: Buying Knowledge for Growth
- PP36 Advanced Finance and Strategy: Buying Established Businesses
- PP37 Advanced Entrepreneurial Spirit: Earning While You 'Sleep'
- PP38 Advanced Entrepreneurial Spirit: Remaining Competitive
- PP39 Advanced Entrepreneurial Spirit: Cashing in On Your Business
- PP40 Dedicated Advanced Strategy: Reinventing Yourself, Your Business

Year 5

- PP41 Risk Management - Your Strategy, Your Brand
- PP42 Risk Management - Externals: Political, Economical, Legal, Environmental factors
- PP43 Risk Management - Internals: Your People, Product, Operations, Financials
- PP44 Staying 'A-live' - Reinventing Your Business, Staying Ahead of the Pack
- PP45 Staying 'A-live' - Podcasting, Blogging and other Gen X'er 'Cool Stuff'
- PP46 Staying 'A-live' - Reviewing the Basics
- PP47 Staying 'A-live' - Reviewing the Enterprise
- PP48 Staying 'A-live' - Reviewing the Staffing
- PP49 Staying 'A-live' - Consolidating the Growth
- PP50 Staying 'A-live' - The Next Steps

Year *

- PP*1 Business Planning
- PP*2 Negotiating the Deal
- PP*3 Financing the Deal
- PP*4 Marketing with Confidence
- PP*5 Liaising with the Media
- PP*6 Mapping Your Enterprise's Full Potential
- PP*7 Breaking Down the Barriers to Your Enterprise's Full Potential
- PP*8 Wow!ng Your Customers
- PP*9 Making the Big Plays
- PP*10 Lobbying for Success

