

A group of people are gathered around a table in a meeting. One man in the center is looking at a laptop screen. A woman on the right is holding a smartphone. The background shows a modern office environment with plants and shelves.

# Empowering therapists/organisations to think Business

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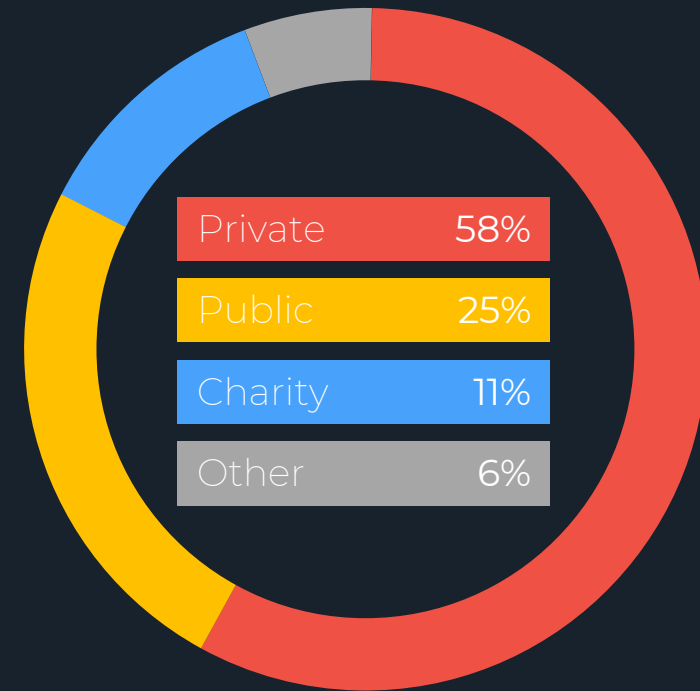
Facing financial and organisational challenges  
during Coronavirus and beyond

# The Therapy Business

## How do you want to work?

According to a recent UKCP survey, over half of therapists would like to work in private practice.

*With a significant percentage of therapist operating as Individual Practitioners*



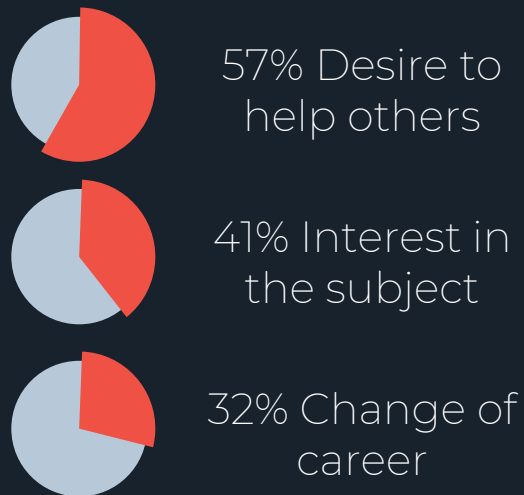
Source: UKCP 2016 Membership Survey

# The Therapy Business

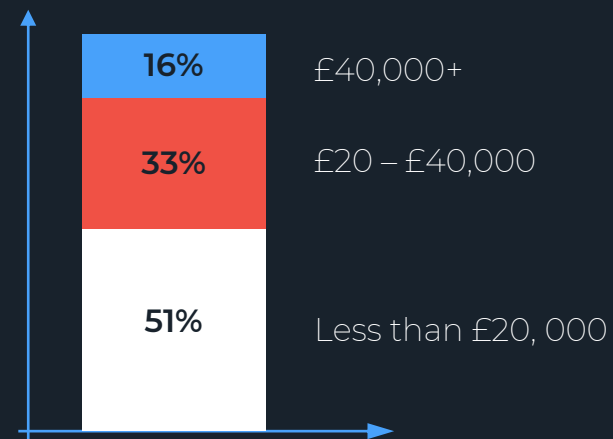
## Why would you become a therapist?

According to the 2017 BACP members survey:

Reasons for joining the profession



Annual income assessment



**Only 12%**

Said they became a therapist to make a good living

Thinking and acting like a Business Leader is not a top priority according to this survey

A group of people in a modern office setting, with text overlaid on the image. The text is white and reads: "Do you consider yourself a Therapist — or — a Business Leader". The background shows a man with glasses and a beard sitting at a desk with a laptop, and a woman standing next to him holding a tablet. There are plants and shelves in the background.

Do you consider yourself  
a Therapist  
— or —  
a Business Leader

# The therapy business

**Regardless of sector - you are running a business**

Suppliers



Supervisors and  
Training Providers

Business



Therapists providing a  
professional Service

Customer



Clients receiving the  
Service



# The therapy business

## Foundations of a business

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- Basic documentation expected of any business
  - Business Plan
  - Profit & Loss
  - Financial Forecast
  - Balance Sheet

Excellent support is available to assist with these  
Foundational aspects.

*(BIC, Catapults, PNE, etc.)*



# What happens in times of Disruption?

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# Change is the only constant

## How do you decide what is for the best

Most successful organisations have a clear Vision & Mission that guides their decision making process.

### Vision:

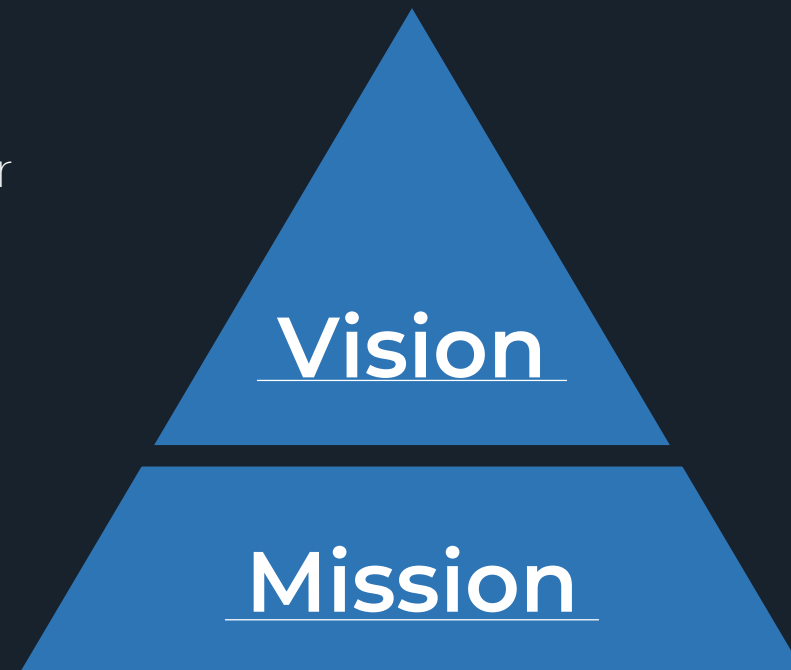
where the organisation wants a community, or the world to be as a result of its services.

*Aspirational and future focused.*

### Mission:

an explanation of how the organisation will move towards that Vision.

*Actionable and focused on near term.*





# Change is the only constant

## Examples of Vision Statements

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“Bring inspiration and innovation to every athlete\* in the world.  
*(\*If you have a body, you are an athlete.)*”

We won't give up until everyone experiencing a mental health problem gets both support and respect.



“A world in which strong relationships provide stability and security for adults and children, forming the foundation for the health and wellbeing of individuals and our society as a whole.”

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# Change is the only constant

## The so what of a Vision/Mission Statement

*“A vision defines the core reason for existence, lending purpose to day-to-day operations, making work meaningful rather than an exercise in itself.”*



Refine your messaging to clients, and other key contacts



Gives a common purpose to everyone supporting the organisation



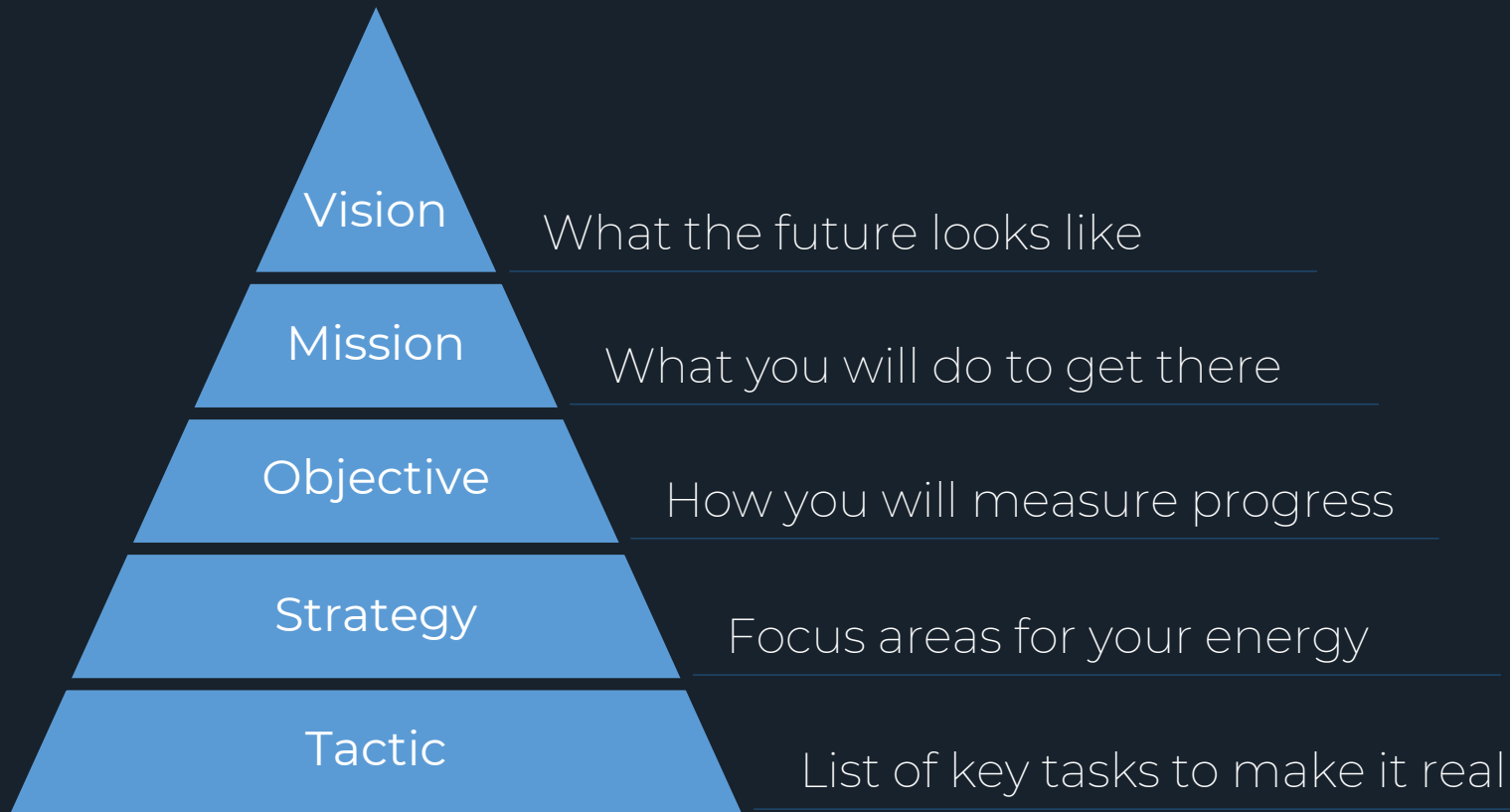
Help make decisions about new ways of working



# Change is the only constant

## A strategic roadmap

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Every action and every decision should reflect on where you are going as an Institute, Organisation or Individual Practitioner

*Should I be moving online?*

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# How Can we Help

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# How we can help

## Solutions tailored to size & needs of our clients

### Health Check



Assess organisational strategic health:

- Vision & Mission
- Consistency of message
- Alignment of actions
- Strategy assessment
- 1:1 review session

### Consulting



Bringing high level consulting expertise:

- Strategic Planning
- Efficiency & Effectiveness improvements
- Change Management
- Process improvement
- Business best practice

### Coaching



Management and Executive coaching:

- Strategic Coaching
- Individual development
- Coaching training
- Tailored programmes

# Thank you



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**bluePAN**  **OLIN**  
*Embrace • Connect • Energise*

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