

Positive Kinesiology Practice Building Skills

by Kerryn Rowe, Dip.App.Med.Sci.

Why do we want to be Kinesiology Practitioners?

Do we want to help people to help themselves? Do we want to help people to help ourselves? Or are we just helping ourselves to people ??

We all have different motivations for working as Practitioners, some community minded, some personal and some global. The burning question really is: " How do I create a successful business as a Kinesiology Practitioner?" What is the essence or the difference that makes a difference between a "successful" person, and a "non - successful person ?"

In my paper I presented at the TFH Conference 1991, I mentioned that many studies have been done to find the " magic" and it all came down to YOU!! You are the intention, the will, the determination, you are the energy. You are your business and what you put into it , is what you shall get out of it. Look at your intention behind the decision to be a practitioner. Does it line up with your heart and spirit?

What we work with in Kinesiology is the energy of the heart and spirit. A large part of your success in the business is understanding yourself. We can access such deep changes in people with whom we work, but are we willing to keep making those changes ourselves in our lives, or do we think we now know everything? While we have studied Kinesiology, we have experienced many corrections and many insights, some profound, that have affected us enormously. Through these insights many of us have had to adjust our lives in order to continue with our commitment to become Practitioners.

As Practitioners we sometimes take for granted the power and effect of the work we do. We need to keep in touch with ourselves through the work, and have regular sessions. As well, we remember the preciousness and

vulnerabilities of our clients when we experience the client role.

Having completed enough training to begin a business, we feel our goal has been reached. The action is to now open a business. We have the table, the room and all the bits and we are ready to begin. It is time to re-assess our GOAL. Is it still congruent? Has it changed? Have you compromised yourself, or have you achieved a greater expectation? GET SPECIFIC!! Be clear about your outcome. The next step is to set up your outcome procedure for you and your business.

Process: Specific Personal and Professional Outcome Procedure Handout

The Business begins as You, Your energy, Your intention, Your generation. As it builds, it becomes a separate entity. It begins to move with its own momentum, and You begin to work ON the Business instead of IN IT. What does it now enable you to do? The Business becomes an asset. The Business has value. Once you have achieved your initial goal, it is time to step up to the next chunk and create greater momentum, for greater challenges and greater successes. CLIENTS.

Clients create our baseline. Clients are not the sum total of a successful Practice. (read: expertise) Clients are the baseline. To achieve our specific outcome as a Practitioner we need clients. How do we "GET" clients? An almost unquantifiable question. There are many ways of generating clients, through free lectures, brochures, advertising etc. The stability of the practice depends upon enough clientele. Kinesiology itself is unquantifiable when people ask you "What do you do?"

Many people will come out of curiosity, last chance fix its, pain, trauma or for personal development. The diversity of the work is boundless. However what is the key to a stable clientele? Will they come back, and

will they refer? Referrals are about THE main source of regular clients. Why do people refer? They have experienced something of value and have shared that experience with a friend, acquaintance or a loved one. It is important to acknowledge the client who has referred, and to find out what works for them. Clarify the expectations of your new client specifically about why they came, and explain again how you work to avoid misunderstanding. Kinesiology can be very easily misrepresented.

Personally I feel success does not depend upon the amount of people you see, but the effectiveness and commitment you have with each person individually. The commitment of your 100% attention and intention reaps its own rewards. "Where the attention goes, the energy flows". Be congruent with yourself and your clients. When a person feels understood most of the stress is dissipated. Understand your clients needs and meet them. Effective communication and listening skills are essential. Using the tools of Human Physiography and Language Patterning we need to be able to identify the subconscious stresses, and communicate within their reality. This may be the first time in their lives that they have felt truly understood. Listen to what they are not saying ?

Establishing rapport in the first session can be critical to the success of any subsequent sessions.

You don't get a second chance to make a good first impression.

Process: Language Patterning Exercise and Handouts, Key Physiographics Exercise and Handouts

The Wellness Model:

Last year at the Annual IASK Conference I delivered a paper on *Reframing for Enhancement*. A different philosophical approach in the sickness / wellness paradigm. The Wellness model is just that. Through useful communication with our clients we can reframe their intention for coming to see us. Most often we are sought out to alleviate pain and suffering and so, we are neurologically implanted into the clients subconscious as

part of the pain process. Many clients exhibit similar symptoms week after week even though we have done a GREAT SESSION, and they left feeling wonderful. The next appointment fires off the sickness anchors and some or all of the symptoms recur.

Often practitioners have hidden agendas to keep people coming for financial security. The fear is, "If they get well they won't come back." On the other hand some practitioners feel rest assured that, "There are a lot of sick people out there to keep me in business."

Reframe your clients' reason for coming to Kinesiology. Become a positive anchor for their wellness and your own. The projection of negative energy in the office is not good for you. Work towards a goal they could achieve without the current pain or symptoms. Instead of defusing stress, work towards wellness behavior beyond the problem. Believe me, the same issues come up, however in a Positive context with a Positive purpose. The sessions no longer focus on the negative but create a positive, which the Conscious Can Understand.

(Note: See 1991 IASK Paper for reframing process.)

Enhancement

And yet again, beyond the reframe we have Enhancement. The balance we do when the goal has been defused. There is no more pain and suffering. But is there enough understanding and feedback about how we can sustain this state in ourselves. Is the client fully empowered ? Now is the time for Future Balancing with Enhancement. In this workshop I will address the needs of the Practitioners in the process.

Process: Enhancement Finger Mode with Future Balance Handout.

Goal Statement: "I want all my clients to get well."

Enhancement Statement: "I will be creating positive health for as many people as I can."

Clients now become free to **CHOOSE** to come and see you for a session. A Practice based on **POSITIVE KINESIOLOGY** works. The client understands Kinesiology as part of the progressive aspect of life. They are free of the stress that they need to be "sick" to come and have a session. You are building a business on referrals where you see the people who are in need of healing on some level, as well as the clients who now choose to see you for enhancement, and use Kinesiology to maintain their wellness. On going generation of business from a positive perspective. There is a real feeling of client and practitioner working together, rather than "us" working on "their" problem.

The reframe of using Kinesiology to clear any obstacles to get to a better place takes the focus off the obstacle. This is a change in the

paradigm of your thinking, your intention and energy. It is up to you to actualize this philosophy. I hope the Enhancement Process will prove to be a great tool to your practice. (read: expertise) Balancing for changing goals, and the Enhancement beyond the goal towards the future. Positive Kinesiology means feeling great and being congruent with Physical, Emotional, Mental and Spiritual wealth and health, both for the Practitioner and client.

Specific Outcomes, Effective Communication, Reframing and Enhancement are integral in creating the Wellness Model that is the difference that makes a difference in successful Kinesiology Expertise. (read: Practice)

What is Kinesiology? Handout.