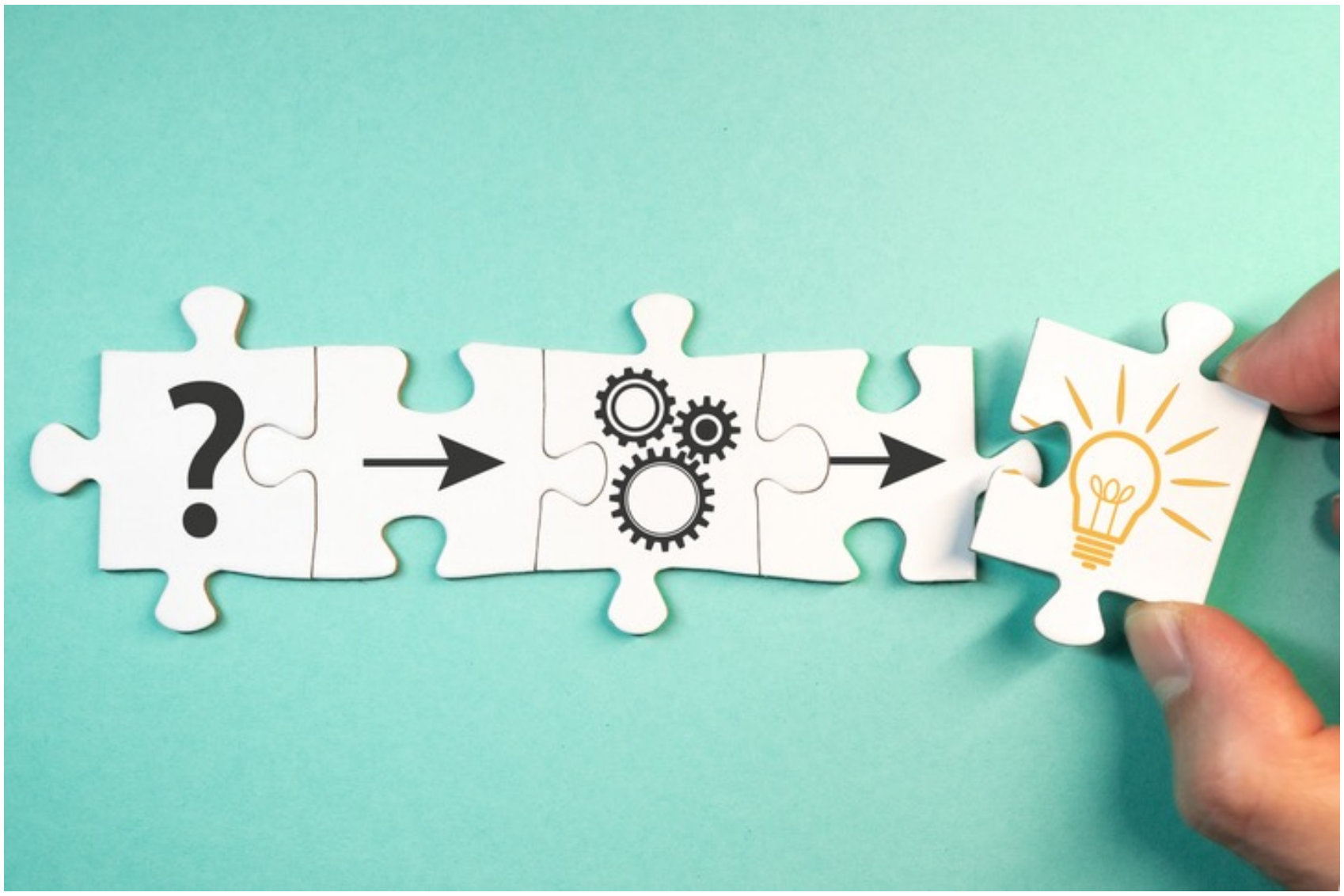
Ten Tips for the New Practitioner



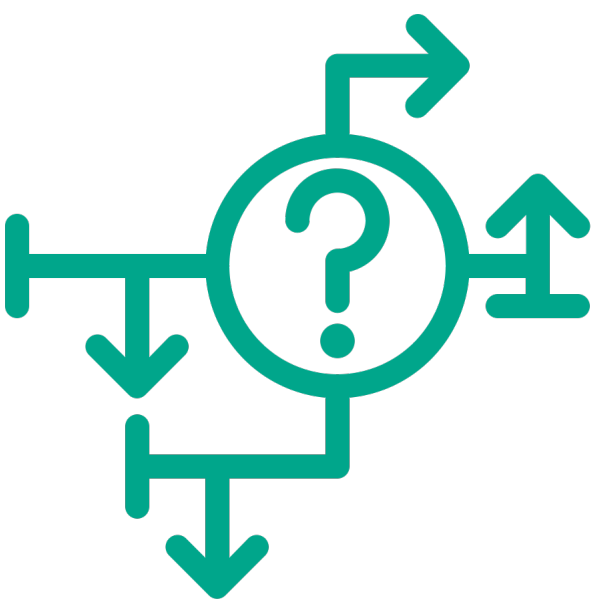
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1. Understand your why

- Clearly identifying your values and how they relate to what you want to do.
- Clarifying your origin story.
- Drafting your manifesto.
- Imagining your vivid vision.
- Knowing how your why translates into the what and how.
- Having a clear one-liner.

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2. Understand your what

- What do you offer (exactly!)?
- What is your:
  - Knowledge base
  - Skills base
  - Point of difference
- What is your practice model?
- What is your business model?

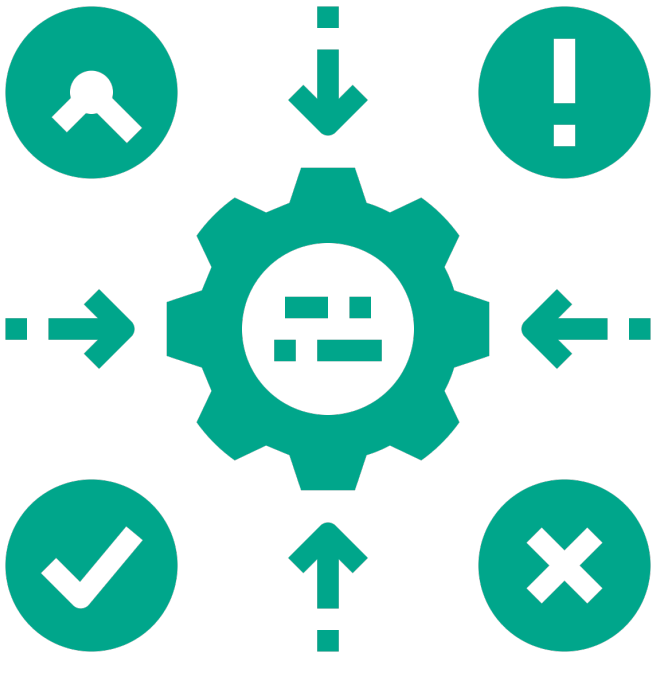
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3. Understand your who

- Who are your ideal clients?
- Who are your competitors?
- Who is included in your support team?

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4. Understand your where

- What is the context in which you are operating?
- Where will you be offering your services?
- Where will you be marketing?
- Where are the opportunities / challenges?

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Challenges marketing conflict-related services

The services are intangible.

Practitioners don't have much control over the outcomes.

Clients may not know much about the services we offer.

Clients may be actively avoiding engaging with our services.

Clients can take a long time before they decide to engage us.

Our clients feel vulnerable so high levels of trust are essential.

Practitioners cannot get too close to their clients.

A lot of work comes from referrals.

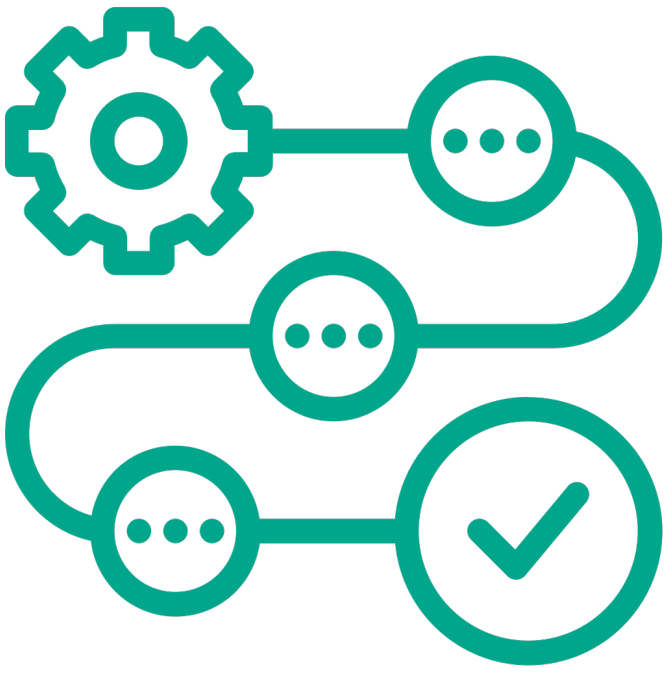
Practitioners often have more than one client that they need to engage.

There are legal requirements, standards and ethical considerations particular to the field.

Basic qualifications are not enough.

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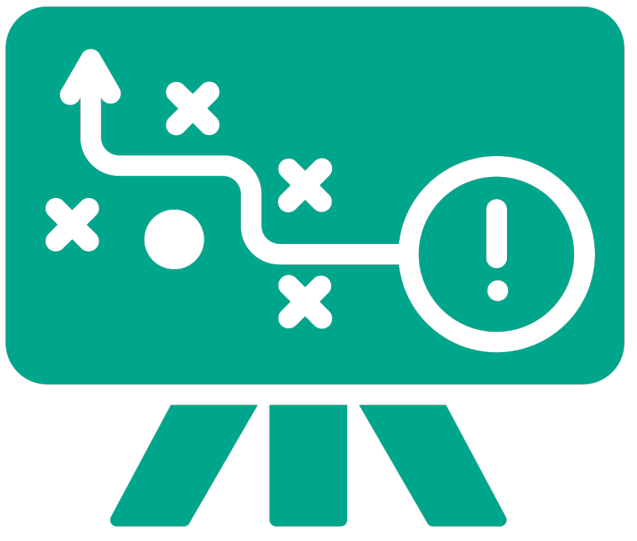


5. Understand your how

- Clear and documented processes
- Appropriate documentation
- Tools to support business efficiency

- Important for:
- Professionalism
- Client experience
- Avoiding complaints

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6. Have a plan

- Business plan
  - Business structure
  - Finances
  - Marketing
  - Communication
  - Processes
  - Goals
- Ensure a successful and sustainable business
- Minimal risk and stress
- Resource and accountability framework

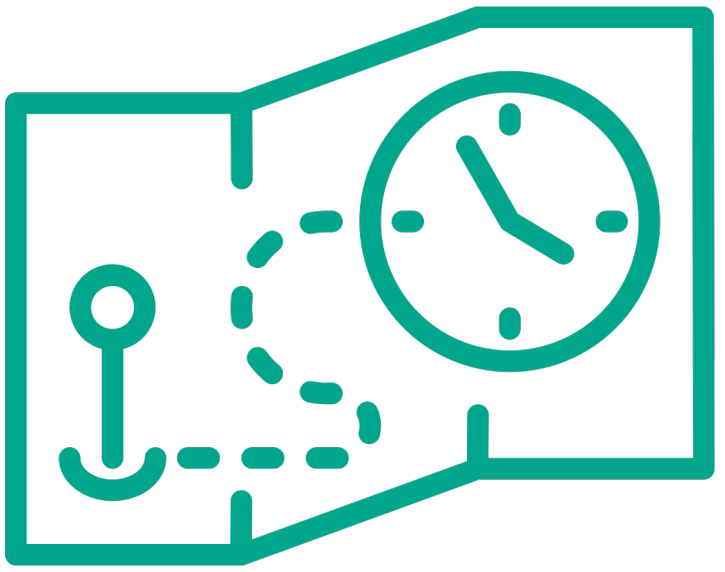
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7. Prepare for things not to go to plan

- Keep informed about recent developments (in the field, and more generally).
- Continuously monitor and adapt.
- Be ready to pivot and/or diversify.

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8. Be realistic about timing

- Build on strong foundations.
- Things typically take longer than you think.
- Develop in stages.
- Create scaffolding.
- Create safety nets.

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9. Reflect and review

- Be a reflective practitioner AND a reflective business owner.
- Create opportunities to review progress.
- Collect data, analyse metrics, base your next steps on evidence.
- Learn from your mistakes.
- Aspire to artistry!

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10. Register for Beyond the Table



Are you a passionate conflict management professional eager to develop a thriving practice?

Our course is specifically crafted to address the unique challenges and opportunities within the conflict resolution field. Benefit from the insights of industry experts who have successfully established and scaled their conflict management businesses. Engage in practical exercises, case studies, and collaborative discussions to apply your newfound knowledge in real-world scenarios.

As you proceed through the course, you will be supported by coaches and mentors who can help you to apply your learning to your own specific situation and aspirations. By the end of the course you will have a complete business plan and a clear map for your future development.

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01.

Your "why"

In this module you will consider how you got here and why you want to create this business. If you are not clear about your purpose, it's easy to get side-tracked, to send mixed messages, and to waste time on things that are not aligned with your values and goals. You will send time looking at your personal experiences, your values, your reasons for being in this field of work, and your vision for the future. You'll also practice distilling that into one line that your customers can relate to.

02.

Your ideal clients

Not all clients are created equal! Knowing your ideal client helps you to design your services to better meet their needs, and tailor your messaging to resonate with the specific interests of your target audience. In this module you will clarify who are your ideal clients, where to find them, how to connect with them, and how to best support their needs.





03.

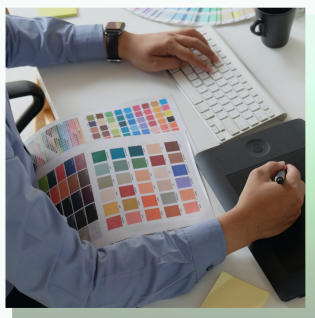
Your competitors

Before setting up any business, it's important to understand the market, and in particular your potential competitors. In this module you will learn how to engage in market research to identify your competitors, discover what you can learn from them, describe how you are different from them, and explore ways to turn competitors into collaborators.

04.

Your brand

A clear brand helps create a distinct identity for your business, and builds trust and credibility, which is particularly important when working in the sensitive area of conflict management. Branding is not just about a logo and aesthetics; it is a strategic tool that influences how a business is perceived by its audience. In this module you will look at your business name, your colour scheme and fonts, your logo and your imagery.





05.

Your website

Your website is often the primary point of interaction and information dissemination between you and your prospective clients. It is important to demonstrate your credibility and professionalism, but also to build connection and trust. It is a versatile tool for communication, marketing and interaction, and is essential for your business. In this module you'll consider different ways to develop your website, what kind of content and images you need, and how to maximise it for web searching.

06.

Your social media

Social media provides a dynamic and influential platform that can enhance communication, build relationships and amplify the reach of practitioners. Social media allow you to engage with potential clients, distribute content, make your brand visible, network, and increase your impact in your community. In this module you'll learn how to set up your social media profiles, which platforms are right for you, how to manage scheduling and posting, and handling interactions through comments and messages.





07.

Your content

Content marketing establishes your expertise and builds trust and credibility. It also promotes conflict management as a field and raises awareness in the broader community. You'll learn how to use blogging, podcasts, keynote speaking, newsletters and other forums to share your content. You'll also discover how to harness the power of AI in developing your content.

08.

Your pricing and sales

Once prospective clients have found you, the next step is for them to actually engage your services. You need to know how much to charge, and how to turn enquiries into business. As conflict management professionals, we have skills that can make the sales process comfortable, personal and rewarding for all concerned. In this module you'll consider pricing your services, how to manage enquiries, what to do in introductory consultations, and how to optimise your clients' experience from initial contact to post-service follow up.





09.

Your networks

In a service based business like conflict management and resolution, networking is essential. Clients are not always aware of the services you offer, or how to find them. Much of our work often comes from referrals from others and so building and maintaining strong relationships with our networks is essential. There are also particular considerations in networking in the conflict field that need to be carefully navigated to avoid ethical issues from arising. In this module you'll discover the power of networks, as well as how to establish and nurture them.

10.

Your ethics

You have probably already learned about the ethical requirements of engaging in mediation and coaching practices. However, there are also particular ethical obligations and dilemmas involved with marketing and selling conflict-related services. In this module you will learn how to run, develop and market your business ethically.





11.

Your documents

As well as attracting prospective clients, once they are ready to engage your services, it's important to have the right documentation and business processes to make service provision a smooth and transparent process. In this module you will develop relevant documents (information sheets, brochures, agreements, invoices, etc.) necessary to actually run your business. You'll hear from practitioners who have very different approaches to how they use these documents, and you'll be able to develop your own portfolio of documents that align with your practice and your brand.

12.

Your professional support

Working as a professional in the conflict management field can often be a lonely business, particularly if you are a one-person enterprise. It is important to ensure that you have the right professional support to help you continue to provide quality services in an ethical way and to maintain your own wellbeing. In this module we consider the kind of support you need, including debriefing, supervision, reflective practice groups, collaborations with others, and possibly a business coach.





BONUS:

Personal business plan review

At the end of the course, Nick Carter will provide you with two-hours of one-on-one individualised feedback and coaching to support you to review your business plan.



ADD ON:

Individual business coaching

If you'd like more individual support during your business development journey, you can book one-on-one sessions with Nick Carter or Megan Lewis at any time throughout the course to address your specific needs. These are charged at an hourly rate, but you can also purchase packages of 4, 6 or 12 sessions.

PLUS:

Business brainstorming sessions

Throughout the year we will be offering four 2-hour business brainstorming sessions. These will be live on zoom, and any students in the course can attend to participate or just listen and learn. Students can submit questions or topics for discussion in advance of these sessions and then attend live to discuss these with Megan Lewis and other participants.



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BEYOND THE TABLE

Dr Samantha Hardy



Sarah Blake



Scott Dutton



Margaret Halsmith



Megan Lewis



Vesna Cvjeticanin



Tammy Lenski



Debbie Dunn



Nick Carter



Laura May



Emily Barnes



Meredith Paige



Peter Hanson



Tamir Berkman



Shelby Timmins



Claire Holland



THE PRESENTERS

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https://www.cciacademy.com/beyond-the-table-course/

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FULL ONLINE COURSE ACCESS

- 12 months course access
- Over 20 hours of video lessons
- Workbook to apply your learning and record your business plan
- Two hour personal business plan review session

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PREMIUM PACKAGE

- Get course access with all inclusions plus...
- **4 x 2-hour small group facilitated sessions**

REGISTER FOR PREMIUM PACKAGE

~~$4997~~

Beta testing offer $2497

PLATINUM PACKAGE

- Get course access with all inclusions plus...
- **4 x 2-hour small group facilitated sessions**
- **12 x 90-minute individual coaching sessions**

REGISTER FOR PLATINUM PACKAGE

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