

BUILDING YOUR PRIVATE PRACTICE

A workshop for counsellors and psychotherapists

facilitated by **Peter Lewis** MBACP (Accred), UKCP Reg.

"We think that patients should be able to access psychotherapists and counsellors to obtain private treatment in the therapist's own clinical offices – but funded through the NHS. This would deliver extremely high standards, and could be delivered for less than such treatment costs the NHS at the moment." UKCP, Feb 2012

In this era of austerity measures and cuts to public services, the future of state-funded psychological therapies in the UK remains uncertain. For the foreseeable future, relationally-based approaches to therapy are likely to find their first, best home in private practice.

When you begin private practice, you are opening a commercial business offering a professional service. What you have to sell is your knowledge and experience, training and education, ability to relate to others, and your unique history of personal development. In other words, you are your own unique 'brand' of counselling. Perhaps nowhere is this more true than in the Humanistic-Integrative therapy world.

This enjoyable and interactive two-day workshop aims to kick-start your thinking about developing private practice as a business. Key elements include:

- o Reflecting on any resistances you might have to business, money and profit
- o Marketing as a congruent and creative activity, which honours the integrity of the profession
- o Developing a business plan
- o Considering client assessment, safety and self-care issues in relation to private practice
- o Creating a working framework, or contract, for private therapy.

Like the task of developing private practice itself, this workshop aims to be creative and dynamic and to make best use of the knowledge and experience available within the group.

Peter Lewis MA, DipPsychotherapy, DipSupervision, MBACP (Accred), UKCP Reg.

Peter is an integrative psychotherapist, supervisor and trainer. He taught previously on accredited counselling courses in London and Northern Ireland, and now holds the position of Course Director for Counselling with a leading training organisation in the West of England, in addition to maintaining a successful private practice in Bristol. Peter also has several years' work experience in an NHS Psychological Therapies Service.