Making Your Clinic a Trusted Centre in Your Community

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for the community and its future

Working together

Team

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Jonathan Fields

THIS AUTHOR AND PODCASTER SPENT A YEAR TRAVELLING AROUND THE WORLD INTERVIEWING BIG BUSINESSES INTO WHAT HELPED THEM BECOME BUSY AND SUCCESSFUL.

HE SHARED THIS IN A FREE WEBINAR THAT INSPIRED ME TO THE CORE.

I THEN TOOK HIS MESSAGE AND TRANSLATED INTO A CHIROPRACTIC MESSAGE INCLUDING OUR MORAL VALUES AND ETHICAL BELIEVES.

THIS ARE MY OWN CONCLUSIONS FROM HIS PRESENTATION.

I HOPE IT MIGHT HELP YOU IN YOUR OWN JOURNEY.

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To create a non-violent grass-root movement in your community you need the:

Building a grass root movement in your community

ChiroConnect Coaching

- Right Message
- Right Mind-Set
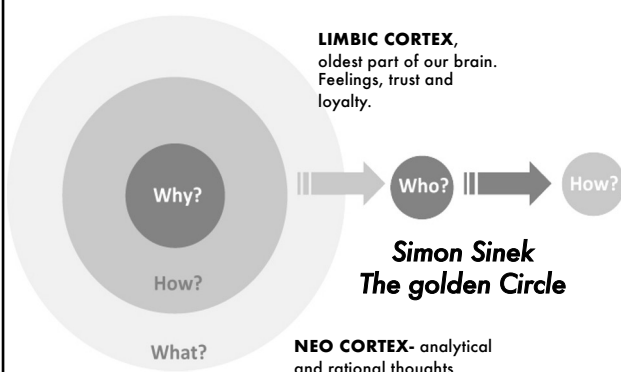- Most efficient communication method.

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What do you need to do to build a connected, mission-driven community?

Compared to forceful, or pushy advertising....

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The power of WHY, WHO and HOW

LIMBIC CORTEX, oldest part of our brain. Feelings, trust and loyalty.

Why?

How?

What?

Who? ➡ How?

Simon Sinek
The golden Circle

NEO CORTEX- analytical and rational thoughts.

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First you need to harness your passion. YOUR WHY

- Feedback from patients.
- Moments of magic in practice.
- Extraordinary outcomes.
- Clinical 'aha' moments.
- Helping patients to become educated.
- *Life Style Medicine* approach- show them how to be the 'architect' of their own health

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My WHY

My WHY....

- Manual therapy
- Sharing knowledge
- Making a difference
- Connecting others

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We need to understand our patients situation better

What are people living with and what is holding them back?

- Pain
- Fear
- Lack of strength

- Worry
- Need
- Lack of knowledge

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Understanding your patients can help them to feel.....

- *HEARD*
- *SEEN*
- *VALIDATED*
- *BUILDING TRUST IN YOU AND YOUR CLINIC*

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PAIN

- **Felt**
  People are aware of it.

- **Latent**
  People are unaware of it, or it is buried.

- **Shared**
  Large groups of people share a pain like loneliness, opioid crisis, obesity, inflammation etc..

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What Is Our Aim as Manual Therapists?

To serve more people on a deeper level

- **Ease tension**
- **Release of pain**
- **Balance**
- **Alignment**
- **Increase function**

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The metaphorical concept of a *'dictator'* according to Jonathan Fields

- What is working against our patients?

- What is holding them back from being and doing what they are meant to do.

Could also be....

- Company/institution
- Paradigm/industry
- Defining traits
- Societal norm

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1) Example of a 'dictator':
Big pharma and the current opioid crisis

- **A quarter of the UK's population are prescribed opioid medication**

- **What can we do about it?**
- **What can we offer?**

- **What could be our:**
  - *Solution,*
  - *Away message*
  - *Support?*

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Define what your **'dictator'** is, then create an alternative that is so much more compelling for your patients.

The dictator may still remain but become more **powerless.**

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Slide 15

Example of a 'dictator':
Patients don't have time to do their exercises...
What was my (toward vision) solution?

I created the
'Chiropractor in Your Pocket'
solution

LUCK'S YARD CLINIC APP HAS HAD 731 DOWNLOADS AND 5707 VISITS SINCE IT STARTED. WE ARE HELPING PEOPLE TO MOVE MORE!

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Slide 16

Example of a dictator
We are not allowed to share all aspects of our work on Social Media.

ChiroGlobal
roglobalcampaign
ucksyard #uk #chiro
#chiropractic #chiropractor
#makeyourspinesmile
views

Comment

WSO 19
GET SPINE ACTIVE

ChiroGlobal...
ChiroGlobal 2019.
spinal wellbeing tips fro
chiropractors around th
globe.
d of World Spin

- **The ChiroGlobal** campaign for World Spine Day 2018 by me and my 17 year old daughter Tilda.
- Got **over 26,000 hits on SM in 4 months**.
- She got a special recognition for this.

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Be a Beacon!

(And exert attraction with a powerful positive gravitational pull)

- Are you living what you preach?
- Are you mission driven?
- Does everyone know what you **stand for**?
- What are you **known for**?
- Are you **bland** or do you **stand out**?

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Slide 18

**Essentials First
The message
has to be:**

- An **organic fit**
- **Genuine**
- **Relevant** to the community you want to serve
- It needs to be *deeply aligned* in an authentic way
- Have a **deep connection** and/or give a personal experience to the patient.

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5 Key Structures of Your Message

- **Serve**
- **Solve**
- **Support**
- **Guide**
- **Educate**

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What is Your Manifesto -YOUR CREED?-

A statement of strong beliefs to help unify beliefs.

I believe.....

- That teens are **worthy** of feeling good.
- That babies should be able to get help to feed in their own best way.
- That everyone deserves to be the **best version of themselves** that they can be.
- Can be text, video, audio, art or any other medium.

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Define your Rallying Cry?

(A **rallying cry** or **rallying** call is something such as a word or phrase, an event, or a belief which encourages people to **unite** and to **act in support of** a particular group or idea.)

- I believe..
- My mission is..
- My heart says..
- My values are..
- My wake up call....

It needs a clear solution and shared outcome.

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The Green Hub Project is a local therapeutic garden initiative, based in Milford Surrey.
Our aim is to promote the wellbeing of teenagers in the sanctuary of the natural environment of a secluded walled garden behind Luck's Yard Clinic.

My mission is to help teenagers to be more empowered and feel more comfortable in their own skin.

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Your *message* can be:

Transactional
- 1 Action
- 1 powerful message
- 1 place
- Event
- Website information
- But can easily be forgotten
- Reach less people

Sustained or transformational
- Series of actions
- Inspire over longer time
- Bring people together
- Stronger
- Longer
- Repetitive
- More connected
- Build followers and a more engaged Tribe
- Bigger impact

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Message options

Online/digital
- Blogs, FB, Twitter, Tumblr, Podcasts, YouTube,

Off line
- Small local groups, mini tribes ,meet-us, events. brochures, articles. Talks in clinic

Traditional
- Print, TV, radio

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Consistency Principle

- Be and be seen everywhere.
- Show up **again and again**. Once is not enough.
- **Series of events**, blogs, films, messages...
- **Share on** many platforms.
- *Connected* messages, similar themes. Red thread.

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Who are your Torchbearers?

People aligned with your message and mission

- Your core followers/community, the "*committed*"
- Those with **influence**
- Tech partners affiliates
- Creative input helpers
- Joint alliances
- Teachers, midwifes, physiotherapists,
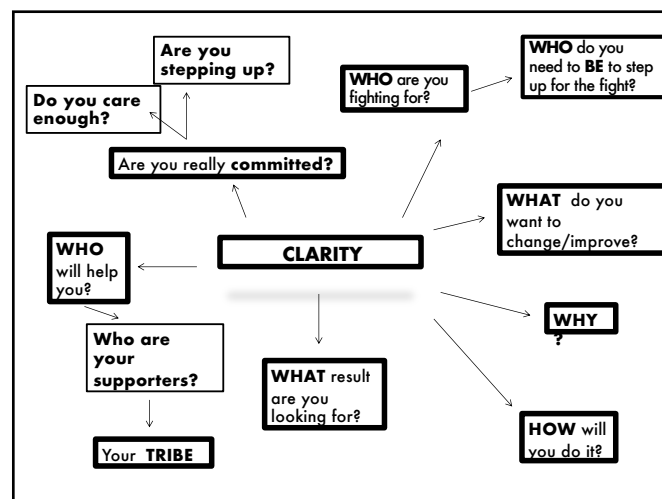- Sports coaches,
- Health visitors.....

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The *tipping* point

When the message becomes.....
- **Self-sustained**
- **Grows on its own**
- **Self-propagating**
- **Self-generating**
- **Renewing**
- **Via word of mouth....**

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Are you stepping up?

Do you care enough?

Are you really **committed?**

WHO are you fighting for?

WHO do you need to **BE** to step up for the fight?

WHO will help you?

CLARITY

WHAT do you want to change/improve?

WHY ?

Who are your supporters?

WHAT result are you looking for?

HOW will you do it?

Your **TRIBE**

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Measure your results

- **How do you measure the impact?**
- **Statistics from talks, workshops, audits..**
- **Feedback forms**
- **Survey monkeys**
- **Testimonials**
- **Film testimonials**

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REMEMBER:

Be committed!
Be consistent
Step up for your patients
Step up for Chiropractic/Osteopathy
Be you!
All else will follow. ☺

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