

## **Professional Practice Building**

Session 5—The Well-Managed Counseling Practice

CE Hours: 0

### **Introduction**

The NBCC Foundation and National Board for Certified Counselors invite you to a no cost Webinar on Professional Practice Building. This series of webinars is designed to be useful for both new counselors and seasoned counselors wishing to expand their areas of practice, and aims to help counselors develop the business skills necessary to build a successful professional profile. This webinar series is offered at no cost to all board certified counselors (NCCs), as well as NBCC Foundation Scholars and Fellows and Global Career Development Facilitators (GCDFs) in good standing.

Counselors go into private practice for many reasons. Freedom over one's own schedule. Income potential. Clinical independence. Other compelling reasons. Whatever the motivation for the counselor's entrepreneurial inclination, a successful counseling practice requires a therapist to also be a manager. This session focuses on helping the counselor/manager determine how they will define and attain success in their practice. We'll address critical skills and decisions that are necessary to manage a practice and flourish psychologically and financially in independent work. Choosing the income streams you desire, identifying and attracting your ideal client, managing your time, and balancing the clinical and managerial mind are just a few of the key considerations that every counselor in private practice must address.

After this webinar, participants will be able to:

- Outline the elements of a business plan for a therapy practice.
- Consider their motivation for private practice and their definition of success in practice.
- Explain the importance of identifying and marketing to their ideal client.
- Identify several important policies and procedures that can make or break a practice.

**Click here to view webinar:** [The Well-Managed Counseling Practice](#), presented by LaVerne Hanes Collins.