



IDENTIFYING OPPORTUNITIES

It is important to identify opportunities in business, as they lay the foundations for growing the professional practice. Moreover, there is only a limited window of opportunity in which to harness those opportunities. If that window is missed, that loss will become someone else's gain.

The problem is that opportunities may not always be noticed as they come to light. There is a need to have an 'eye' for opportunities. Having an eye for opportunity means that when an opportunity falls into the proverbial 'lap', it will be noticed. It also means being active in drawing out opportunities that do not directly fall into that lap. We can actively develop our own 'eye' for opportunities by:

- Identifying areas that our clients just accept, but are not happy with;
- Listening to the complaints our clients make;
- Identifying unfulfilled needs and seeking to fill them;
- Identifying problem areas and using our capabilities to solve those problems;
- Drawing upon divergent fields of study, and asking what does each discipline have to offer the other;
- Identifying underlying assumptions and asking 'why', 'why not', 'what if' and 'what else' questions;
- Looking at ways of doing more with less.
- Stepping 'outside the box' and taking a different vantage point, perhaps using moment-by-moment thinking with reversal, exaggeration or distortion of the situation and following the idea to its logical conclusion.

Once we have identified several promising opportunities, it is time to turn our attention to evaluating them. (This will be the focus of the September 2003 issue). Evaluation is important in that we can only successfully take and run with two or three really promising opportunities during the course of our working lives. However, for those two to three opportunities that we identify as the most promising, we do need to take action.

Rachel Abramson
— Editor

ABOUT UPDATE

UPDATE is the national DIPP newsletter. UPDATE will keep you abreast of practice management matters, as well as DIPP activities. UPDATE is also a forum for debate. So, if you have strong views on a particular issue, pen your views and forward them to us for inclusion in the next UPDATE.

Advertising rates are available upon request.

FORTHCOMING TOPICS

- Certified members (December 2002)
- Business Strategy (March 2003)
- Victims of Crime UPDATE (June 2003)
- Evaluating Opportunities (September 2003)

Letters, announcements, P.D. activities, notes about members and other contributions can be forwarded to:

Rachel Abramson, Editor
UPDATE — A.P.S., D.I.P.P.
PO Box 300
Caulfield South, Vic. 3162.

Short materials can also be emailed to rachela@ozemail.com.au

Closing dates: 1st February for March issue.
1st May for June issue.
1st Aug. for September issue.
1st Nov. for December issue.

YOUR VIEWS AND OTHER MATTERS

As a result of the June issue of UPDATE's article on Medicare and 'Psychcare', Phillip Webb suggested that "there is more that clinical psychologists could do to become more proactive". He raised the idea of psychologists being granted prescription privileges in several US states. He says: "If the US psych's can do it, so can Oz psych's". Mr. Webb suggested that we find out about the US accreditation courses and lobby the content to medical authorities in Australia. Is this something that Australian psychologists want to be part of?

MEMBERS IN THE NEWS

Watch this space to find out which of our distinguished colleagues have been reported by the media. *If you have seen any articles reporting one of our members, be sure to forward the clipping onto us.*

NEWS OF MEMBERS

Watch this space to find out about our members' accomplishments and major professional contributions. *If you know of any members with recent accomplishments or professional contributions, be sure to let us know.*

IMPORTANT ANNOUNCEMENT

Members, please note that our National A.G.M. will be held in the APS National office on Tuesday the 17th September 11.30 a.m. to 12.30 p.m.

Please support your Division by attending this AGM, either in person or by proxy. We have an important amendment to make to membership entrance requirements and we trust that you, our members, will contribute by providing your thoughts on the topic and casting your votes.

AROUND THE STATES**ACT**

Chair: TBA
P.D.: TBA

QLD

Chair: Robyn Nolan
P.D.: TBA

VIC

Chair: Dr. Penny Brabin
(03) 9809 0809
P.D.: Daiva Verbyla
(03) 9835 7441
and Eddy Kleynhans
0412 105 997

NSW

Chair: Nesli Karadeniz
P.D.: TBA

SA

Chair: Donna Riseley
P.D.: TBA

19 Oct Setting Up and Running
Your Practice (Presenter:
Richard Kasperczyk)

NT

Chair: Tony Franklin
P.D.: TBA

TAS

Chair: Christine Anderson
P.D.: TBA

WA

Chair: Jennifer Lee
P.D.: TBA

FORTHCOMING CONFERENCES

APS Annual Conference
'Making a Difference: From Research to the Real World'
Gold Coast 27 September - 1st October 2002
Contact: confer@psychsociety.com.au

APS DIPP National A.G.M.
APS National Office, 11th Floor, 257 Collins Street, Melbourne
Tuesday 17th September, 2002, 11.30 a.m. - 12.30 p.m.

Be sure to attend this important event or send in your proxies.