



BUSINESS STRATEGY

It is often said that you need to spend time ON your business as well as IN the business. But, how do you best spend that ‘time’? The answer is by engaging in business strategy. Business strategy is your business’ positioning for the future and as such, should be linked to your business’ vision, goals and objectives.

Your business vision comes from the heart and shapes what you hope to achieve through your business. It is also the source from which your goals are determined. Identified goals need to be S.M.A.R.T. (Specific, Measurable, Achievable, Realistic, and Time-based), include markers along the way, as well as your goal-post. You would also benefit by taking the time to identify any potential setbacks and how you would handle them if/when they arise.

Often, there is much time spent putting a ‘business plan’ together. The business plan is useful if you need to impart your strategy to a bank manager, or as a tool to think through the four key pillars of your business: the Strategy itself, Finance, Marketing, and Human/other Resources. If you have staff, it is imperative that you involve them in the development of strategy, as well as encouraging them to provide feedback and suggestions along the way.

Once you have set the direction for your business, it is simply a matter of going through the motions to get there, monitoring your progress, as well as making any necessary adjustments as you progress towards your goal post.

The time you spend ON the business will thus enable you to shape your business into anything you want it to be.

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

- Victims of Crime UPDATE (June 2003)
- Evaluating Opportunities (September 2003)
- What About a DIPP Directorate? (December 2003)
- Marketing and Your USP (March 2004)

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.

P.P. FELLOWS

Private practitioners with a major contribution to the profession and our Society, consider putting your application in for fellowship of the Society. It would be nice to have more P.P. fellows on the APS database. Contact the APS for details and application forms.

AROUND THE STATES**ACT**

Chair: TBA

P.D.: TBA

NSW

Chair: Nesli Karadeniz
0414 461 427
neslik@bigpond.com.au

P.D.: Jillian Harrington
0417 211 308
jilliandrew@bigpond.com

April seminar
Politics and Psychology

May workshops
i) Psycho-legal Work
ii) Legal Issues in Private Practice

June seminar
Psychology and Yoga

June workshop
IT for Psychologists

July workshop
The Insurance Sector in NSW

July seminar
Psych Trivia

August workshop
Marketing Your Private Practice

September Workshop
Physiology and Medical Terms for Psychologists

October Workshop
Psychodynamic therapy in Private Practice

November Workshops
i) *Employing Others in a Psychological Practice*
ii) *Making Your Business Run Smoother*

NT

Chair: Tony Franklin
(08) 8945 9989

P.D.: TBA

QLD

Chair: Robyn Nolan
(07) 5473 9547

P.D.: TBA

SA

Chair: Donna Riseley
donna@tris.net.au

P.D.: TBA

TAS

Chair: Christina Anderson
(03) 6425 4367
christina@vision.net.au

P.D.: TBA

VIC

Chair: Dr. Penny Brabin
(03) 9809 0809
pennyb@mira.net

P.D.: Eddy Kleynhans
0412 105 997

WA

Chair: Leonie Coxon
(08) 9315 9011
leocoxon@inet.net.au

P.D.: Tuesday 20 May, 6.30 pm
Royal Perth Yacht Club
Speaker: George Burns
Taking Therapy and Therapists to the Top of the World

Tuesday 19 Aug., 6.30 pm
Royal Perth Yacht Club
Speaker: Jillian Pearsall-Jones
Twin Bereavement

Tuesday 18 Nov., 6.30 pm
Royal Perth Yacht Club
AGM + speaker. (Details to be advised).

FORTHCOMING CONFERENCES

38th A.P.S. Annual conference
Development Through Diversity
Perth: 1-5 October.

Watch this space for details of
Conference workshops, papers and

forums of interest to private
practitioners.