THE WRIGHT INSTITUTE
EDUCATING CLINICIANS TO SOCIETY

Continuing Education for Psychologists, LMFTs, LCSWs, LEPs, and LPCCs

The Business of Practice: Administrative Matters, Creating a Solid Practice

Steven Crane, PhD

Saturday, October 14, 2023
9:00am – 4:00pm
Live via Zoom

Did you wish you knew what to do before starting a professional practice? If so, this workshop is for you!

COURSE LEVEL: INTRODUCTORY - This workshop is useful for psychologists new to the field.

Register by: October 11, 2023
www.wi.edu/continuing-education

Free for The Wright Institute Community

Wright Institute Faculty, Students and Staff – Anyone employed by the Wright Institute
(Institute Faculty, WI Clinical Services Faculty & Staff, WI Staff, WI Students,
WI Counseling Program Faculty & Staff, Post Docs employed by the WI)
Practicum & Internship Supervisors & Training Staff – Actively serving Wright Institute Students
(Must register with your institutional email address to qualify for free admission)

General Public: $150, Non-WI Students: $60, Alums: $90
Alumni who have complete/update their Alumni Survey may attend this workshop free of charge.
Click here for instructions on how to complete your survey.

APA APPROVED SPONSOR

CE Credits: 6 CE Hours
The Wright Institute is approved by the American Psychological Association to sponsor continuing education for psychologists. The Wright Institute maintains responsibility for this program and its content.

CALIFORNIA LMFTs, LCSW, LEPs, & LPCCs: State of California Board of Behavioral Sciences (BBS) no longer approves continuing education providers. All providers have been removed from the provider list. As a replacement the board now accepts courses completed from a provider that has been approved by a number of different agencies. The Wright Institute is approved by the APA. This courses is accepted for continuing education credit by the California Board of Behavioral Sciences.

DESCRIPTION:

This workshop will help you build necessary professional business skills to design and manage a private practice. The workshop will focus on what is needed to set up and manage a private practice to address necessary resources and partnerships as well as building marketing principles and financial management into your practice. Instruction will be offered through an all-online format involving synchronous time and breakout sessions to give participants opportunities to engage and learn from others.

This course is suitable for psychologists starting their professional practices. *(3rd & 4th year graduate students wanting to plan for the transition to private practice may also attend).*

LEARNING OBJECTIVES:

After completing this workshop, participants will be able to:

- Describe the challenges for transition to practice and demonstrate how to refine/modify practice goals.
- Identify their ideal clients and explain how to connect that ideal to their values and baseline competencies.
- Assess and utilize the appropriate service offerings, necessary resources, and partnerships needed for ideal clients.
- Explain what is needed to set up a practice and to perform necessary activities for effective practice management.
- Apply the principles of marketing to their vision and design a plan to support ongoing marketing.
- Utilize a forecast of revenue model to analyze expenses and taxes.
- Compare short and long-term practice with personal financial goals, and assess comfort level with risk.

PRESENTER:

Steven M. Crane brings over 20 years of higher education experience to this work. His experience includes both senior academic administration and faculty positions at Presidio Graduate School (PGS) and Alliant International University. At PGS, he taught a variety of courses in the MBA program with Managerial Finance as his main course. He also co-designed and led the school's Executive Certificate program. At Alliant International University's Organizational Psychology Program, SF Campus he directed the fieldwork and internships program and taught a variety of classes including a business foundations class for psychologists as well as chaired and co-chaired dissertation committees. He also teaches a Financial Literacy course for musicians at the SF Conservatory of Music.

Steve earned his PhD in Organizational Psychology from Alliant International University and completed his MBA in Management from Golden Gate University while working as a Vice President of Commercial Banking for a large regional bank. Although he has spent the majority of his adulthood in the San Francisco Bay Area, he still claims roots in Michigan where he was born, raised and received his BA degree in Art History with a focus on Asian Art and Culture from the University of Michigan. Besides an on-going interest in the creative arts, he loves putting together the bounty of Bay Area produce into dishes he shares with his wife and his daily walks convening with nature.

Please contact us in advance if you require special accommodations on the day of the event.

The Wright Institute Continuing Education Program does not receive any commercial support for any of our programs.