

Scottish Chiropractic Association

'Boost Your Communication Skills'

Presented by Dr Martin Harvey
Saturday 18th April 2020 1pm till 6pm
Dalmahoy Hotel & Country Club, Kirknewton,
Edinburgh, EH27 8EB



Boost Your Communication Skills



Are you the sort of person who is committed to helping more people with chiropractic?

Communication skills are the number one skill you need to grow your practice! The bottom line is that **everyone** can benefit from chiropractic because everyone can benefit from a body that works better. Simple isn't it? But simple doesn't mean easy. To communicate how chiropractic is of **value** to someone you must have the knowledge and the skills to know what they value and connect chiropractic to it. Boost Your Communication Skills is an experiential, in person, intensive seminar. It will improve your ability to help more people by improving your ability to communicate the **value** of chiropractic. You will learn the most **impactful** communication strategies. You will do intensive role playing so you actually acquire the **skills**.

Influence Literature: Boost Your Communication Skills is based on research from the influence literature. It is research done by psychologists, neuroscientists, behavioural economists and marketers. They are all asking the question "why do people do what they do and what can we do to ethically influence them to change?" These strategies are used by the leading communicators in the world. Unfortunately a lot of what is taught in chiropractic seminars is the opposite of what the science says we should be doing!

Impact: Not all strategies are equal. The Pareto principle says that 80% of results typically come from 20% of activities. Communication Fundamentals teaches the **key** strategies you need to master to communicate the value of chiropractic. The strategies you will learn are based on this science so you know they work!

Dr Martin Harvey is inspired by the potential that chiropractic care has to transform the health of our communities. He is the immediate Past President of the Australian Spinal Research Foundation, is a sought after speaker and leads a multi-doctor family practice in Melbourne, Australia.

He is an expert in state of the art chiropractic communication strategies and teaches chiropractors around the world how to better communicate the value that chiropractic can have for them. Martin was awarded the Chiropractors Association of Australia (Vic) "Chiropractor of the Year" Award for 2012, Parker Seminars "2010 International Chiropractor of the Year", and was honored as an inaugural Member of the Australasian College of Chiropractors.

Book your place now! Email admin@sca-chiropractic.org or call 0141 404 0260.
Tickets cost £175 for SCA members, £195 for non members and £95 for CA.