

COMING INTO PRACTICE

A TWO DAYS SEMINAR WITH LOUISA LERA AND MANI NORLAND

23-24 JANUARI 2010, 9.30-17.00 hrs

LEUVEN, MARIA THERESIA COLLEGE ROOM 02.13

Fee : 120€/2 days

PART I: SELF CONFIDENCE IN PRACTISING
(RESOLVING INNER BLOCKS TO SUCCESS)
LOUISA LERA (UK)



How do you imagine your homeopathic practice will be? Do you see yourself sitting in a sunny room, perhaps behind a fine desk or in a comfortable chair, taking the case of the patient in front of you, giving the remedy and smiling as they go out of the door?

In addition to sitting with patients, unless financially independent, you will be running your own business which requires many different skills and tasks. It is not enough to be a good prescriber; it's not even enough to be a great prescriber.

We all have core beliefs and values which determine our actions, and may motivate or restrict us. Some we are aware of and can be very helpful indeed: 'I'm a good person.' 'People should be treated fairly.' 'It's important to work hard and do a good job.'

We may also have beliefs of which we are unaware which can also motivate or restrict us - 'I don't deserve to be successful', 'other people have all the luck', 'it's dangerous to stand out'.

What about your beliefs - about yourself, as a homeopath, as a business-man or women? If you firmly believe you deserve to make a living and be successful, you will happily utilise all the advice about building a practice.

However, when there are conflicts or contradictions within your core beliefs and values, you may find you struggle in doing what's necessary to build a successful practice. How easy will it feel asking patients for the consultation fee if you secretly believe that 'money is the root of all evil' or 'healers should do it for love alone'?

Now is an ideal time to become aware of, and start to resolve, those inner contradictions that may affect you creating the satisfying and rewarding practice you desire.

Louisa Lera was introduced to homeopathy while working as an analytical chemist for Weleda UK. Qualifying in homeopathy in 1989, she studied with Jeremy Sherr before embarking on intensive study with Rajan Sankaran and his colleagues from the mid 90s, attending numerous seminars with the doctors of the Bombay School in India, Europe and USA. The Sensation Method was introduced to the homeopathic community around 1999, and in close collaboration with Sankaran, Louisa was the principle editor of the two volume 'An Insight Into Plants', published in 2002. She later assisted with Jayesh Shah's book, 'Into the Periodic Table'.

Louisa's project whilst studying NLP was to model how expert proponents of the Sensation Method were doing what they were doing, and then to incorporate this into her case-taking. She says, 'Finally, it is falling into place. I now have a simple strategy which makes my cases so much clearer. Cases often just seem to unfold before me in a way that never happened before. Like a piece of furniture that has to be assembled, all the pieces are there and we all know how to use the tools; the instructions are familiar but without an appropriate procedure, we can end up with something that won't stand up.'

Louisa will be teaching the Model she has created, as well as some other aspects of NLP useful in case-taking, such as rapport and language skills.

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PART II: SETTING UP AND RUNNING A PRACTICE MANI NORLAND (UK)

Mani Norland is Managing Director of Alternative Training and Principal of the School of Homeopathy. In the past Mani has set up businesses and been asked to assist in the running of many companies.

He has successfully run large scale projects at board level with publicly listed businesses in the UK. Drawing on his past skills, and his passion for homeopathy, Mani has developed a homeopathy business module that he runs for the 3rd and 4th year homeopathy students at the School. The module teaches them how to differentiate themselves in practice and how to set up in business. He will share the full model with information about teaching exercises he uses.

Mani Norland is Misha Norland's eldest son and grew up with homeopathy all around him. He trained with the School, and practices from his clinic at home. Whilst developing and managing the School in conjunction with members of the core team, he sustains an atmosphere of calm attentiveness. Other responsibilities include interviewing students, the teaching timetable and preparation of teaching materials, hiring teachers and staff, and organising and running the School clinic. In addition, he is responsible for the School brand, marketing and promotion. Mani is also the Managing Director of Alternative Training, a business that manages home study courses and books.

In his 'other life' he worked in London as a brand and business consultant for over 10 years. He advised board level directors on business creation, vision and image. He has experience working with leading companies including Sainsbury's, Sky, and KwikFit.

Participants are asked to

- # Collect leaflets and business cards from alternative practitioners to bring to the class.*
- # Bring some design samples from 2 or 3 brands they admire (bag, leaflet, ad, web page print out, packaging – a small set of items that represents each of the brands they like).*

