

The logo features a dark blue speech bubble shape with a tail pointing downwards. Inside the bubble, the word "Mellow" is written in a white serif font, and "Academy" is written in a red script font. Below this, the word "Training" is written in a white monospace font. The entire logo is set against a light beige background with faint, concentric circular lines.

MellowAcademy

T r a i n i n g

Success in Bodywork

Course Description

This course is designed to help each therapist develop the skills, verbiage, and demeanor necessary to build a significant clientele list, patient rapport, and respect in the bodywork community.

These crucial skills will add depth, and dimension to the practitioner's perspective which will evolve into a long and fruitful career.

Presented by Thomas Hammond, CMT#59099

Learning Outcomes & Objectives

Upon Successful Course Completion:

- Students will learn the appropriate mindset with which to approach bodywork
- Each Participant will be taught basic postural deficits by which they may focus their strategy of work
- Students will learn which phrases and words are appropriate and effective
- All participants will be taught to develop a demeanor conducive to creating a welcoming environment and a professional relationship
- Students will have a firm grasp on the Past, Present, Future model, its importance, and its success rate.
- Lastly, all participants will receive a basic overview of the principles of Tai Chi to etch into the work for proper body mechanics



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Industry Mindset



Patient Perspective

A patient's perspective of ourselves, and our work is crucial to understand in order to change it. Through movies, and media, massage is often seen as a relaxing, superfluous indulgence only afforded by the wealthy, or on special occasion. Although relaxation is a byproduct of bodywork, it's benefits are much more complex and therefore more meaningful.

AMTA states that only 67% of consumers are aware that massage can help with pain and chronic stress. We want to aim for 95% of clients understanding the possibilities of regular bodywork.

Here are some common benefits to inform your clients:

Reduction of stress, post-op pain, anxiety, fibro pain, muscle tension, headaches, symptoms of depression, arthritic pain, chronic pain, chemo-related nausea, and blood pressure.

Improves ROM, mood, balance, cardiovascular health, sleep, and exercise performance.



Therapist Outlook

As therapists, it is imperative not to underestimate the importance of communicating what we find, what we're working on, and what needs to change. When a client states they want to “*relax*” it may be due to compounded muscular tension, and or improper posture. While we may allow our patients to ‘zen out’, do not detract from what is ultimately paramount—educating them on what bodywork means to them.

Finding the appropriate timing to insert the necessary phrasing can seem difficult, but it may be easier than thought; using what you find, or what the client comments on can be the perfect time to assert what is going on.

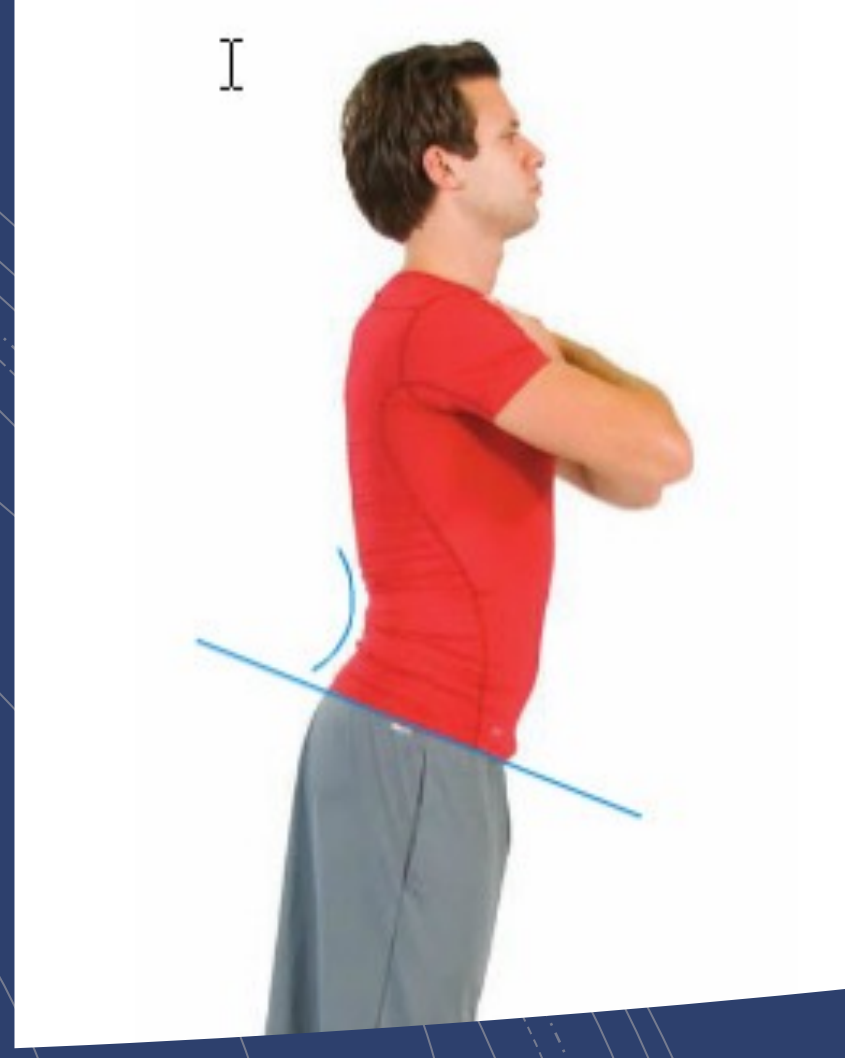


Who Regular Bodywork is For

Everyone.

Plain and simple, every person who comes into your treatment room unless they have contraindications. Comedian Bob Hope received massage everyday for 63 years and lived to be 100 years old.

Every client is different, and it's important to use our expertise to discern how often the patient should be receiving massage. If after working on the patient, they are still experiencing a differential of their preceding pain/stress, this residual (x out of 10) should be used to determine how many weeks out they should be returning.



Postural Distortion Patterns



Upper Crossed Syndrome

Upper Crossed Syndrome is a disorder is characterized by a forward head, and rounded shoulders.

Short Muscles

- Upper Trapezius
- Levator Scapulae
- Sternocleidomastoid
- Scalenes
- Latissimus Dorsi
- Teres Major
- Subscapularis
- Pectorails Major/Minor

I



Lower Crossed Syndrome

Lower Crossed Syndrome is characterized by anterior lordotic rotation and a tilted pelvis.

Short Muscles

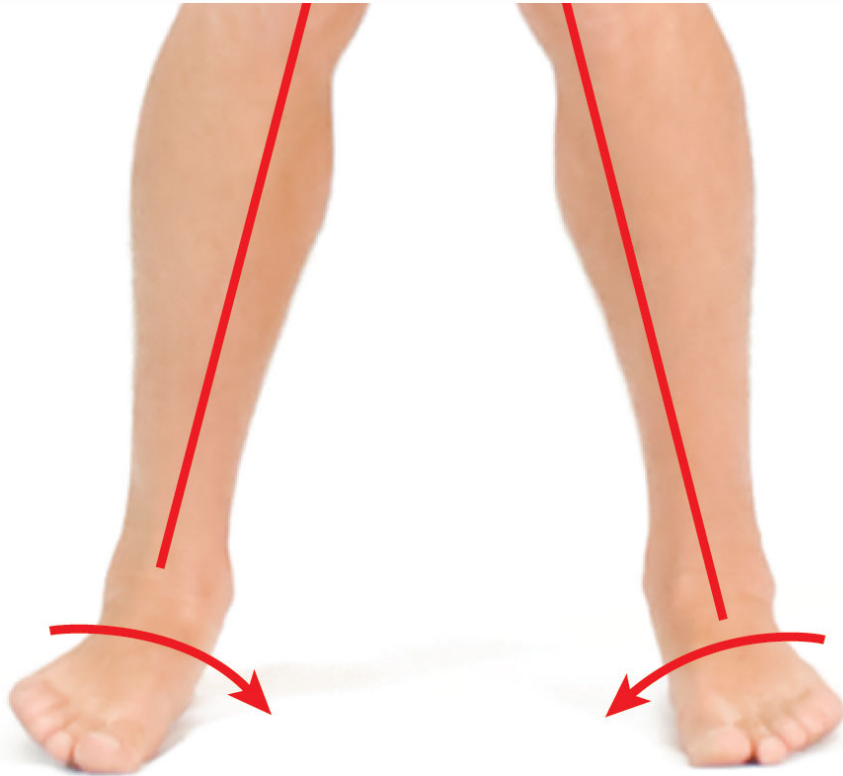
- Gastrocnemius
- Soleus
- Hip Flexor complex
- Adductors
- Latissimus Dorsi
- Erector Spinae

Pronation Distortion Syndrome

Pronation Distortion Syndrome is characterized by foot pronation with internally rotated and adducted knees.

Short Muscles

- Gastrocnemius
- Soleus
- Peroneals
- Adductors
- Iliotibial head
- Hip Flexor Complex
- Biceps Femoris (short head)





Successful Phrasing

Phrasing

Phrasing is crucial when trying to convey important messages to every patient, because it shows confidence in our ability to influence change for them. Using words like, “need”, and phrases like, “I am going to – “ provide a sense of certainty, and professionalism for your patients to rely on.

Taking the time to have a heart-to-heart with your clients and being assertive in a polite manner, shows confidence in your work.

Try This!

“ I need to see you in ____ weeks because I need to ____”

“ I am going to book you for ____ weeks out so that we can work on ____ “

“I need to work on ____, so let’s get you in, in ____ weeks “

“ For our next session, I want to focus on ____ “



Professional Demeanor

Professional Demeanor: I

It's key to be professional with every patient we see and maintain that perception throughout. Professionalism starts with appearance and ends with follow through.

These points are essential to embody to achieve a professional demeanor.

- Groomed hair, nails, and clothes appropriately styled (polo/plain shirt/scrubs)
- Cleanliness (proper personal hygiene, no overwhelming cologne/perfume)

Professional Demeanor: II

The manner in which we speak to our clients will tell them much about how we practice our craft. Informing the client on what you find by using proper terminology is good, but ensuring the client understands what you are referencing shows you care.

The following are points to stick to:

- Stay on topic (keep conversations minimal, and directly related to the work at hand)
- Refrain from sharing personal, theological, or political views
- Stay in your lane (remember that we cannot diagnose, and should refrain from suggestions which could lead to patient harm – mental or physical)

Professional Demeanor: III

Lastly, follow through. This is most easily described as making sure to hold up your end of a promise, which relates to continuing the work you stated you would from previous sessions. Keeping all your patient's notes up to date and checking in on progress shows your level of commitment, care, and passion for your work.

Follow these tips to maintain good follow through:

- During intake, review medical information and areas of consent
- Ask qualifying questions; (How is your low back today? I recall it was troublesome last session.) or (How did you feel after your last visit? How long did that relief last?)
- Take detailed SOAP notes of each patient visit, and continue to edit them through your work together



Past, Present, Future

Past, Present, Future: I

By now, most of you should already know my patented approach to bodywork communication, but this can never be reiterated too many times.

- **Past:** Ask questions to get the answers to you so that you may better understand what led to the current condition of the client's body. Speaking on how a client's activities can contribute to their condition, needs to be approached gently but with a steady hand.

Try This!

”What does your day consist of? ”

“Are there certain motions you notice the issue more? ”

“ What does your self care regiment look like? ”

Past, Present, Future: II

- **Present:** Keep in mind, a patient has no clue how much we know, until we show them. Taking the time to explain what we're doing and what it means, will literally make the difference. When making your follow up appointments, if they don't understand our expertise, any suggestions we make will sound like a sales pitch.

Try This!

"I am working on your ____ because this can contribute to ____."

"Can you feel this? I'm currently trying to reduce ____"

"I need to release ____ so that we can reduce ____ and begin to relieve ____."

Past, Present, Future: III

- **Future:** This is the last stage to creating change in the client's mind. It's PARAMOUNT to follow through with all your preceding work by making this commitment to your client. This is how you create return clientele.
- **Try This!**
 - “ I am going to set you up for ____ weeks out so that we can work on ____.”
 - “ Based upon how you're doing now, I need you back in ____ weeks so that we don't look the progress we've already made.”
 - “ If we wait too long to return to this bodywork, it can be like starting over.”



10 Principles Of Tai Chi

Proper Body Mechanics

The background of the slide features a light beige color with several thin, curved, concentric lines in a slightly darker shade of beige, creating a subtle circular pattern.

5 Principles of Tai Chi:

- **Relax and sink**
- **Move from the waist**
- **Separate weight**
- **Straight spine**
- **Fair lady's wrist**