

# THE GUIDE



EXERCISE  
— THOUGHT —

## FEATURES

This guide exists to make life easier for the people of Exercise Thought, and includes a:

1. Goals & personalised career pathway
2. Personal development
3. Professional development
4. Social development
5. Roles & responsibilities
6. Profit sharing
7. Team culture
8. Benchmarks & rewards



## ACKNOWLEDGEMENT

This guide is alive and adapted with contributions from concierge, practitioners, students and interns. Further refinements are welcomed.

## PURPOSE

This guide welcomes you to the Exercise Thought **adventure** and provides exclusive **pathways** and **milestones** you need to become your best possible practitioner and self.

Exercise Thought can teach you everything you need to know about:

- treating and serving clients,
- owning & operating a practice, as well as
- business and consumer psychology

This guide also shows how becoming a part of the Exercise Thought family will grow you, give friends for life & reward commitment.

## SOURCES OF INSPIRATION



### Practitioners

Exercise Thought's practitioners have over 50-years of clinical experience and many more ahead



### Students

Exercise Thought has hosted over 165 students who shared their hopes, anxieties and expectations for life as a practitioner

### Business & Psychology

The current owners of Exercise Thought hold a PhD in consumer psychology, numerous generations of business ownership and 2 business degrees



## WHAT IS IMPORTANT TO...

...Students	...Practitioners	...Business & Psychology
<ul style="list-style-type: none"> <li>○ Building client rapport</li> <li>○ Diagnostic accuracy</li> <li>○ Work-life balance</li> <li>○ Collegial relationships</li> <li>○ Diverse exposure</li> <li>○ Gaining confidence</li> <li>○ Acquiring skills</li> </ul>	<ul style="list-style-type: none"> <li>○ Autonomy to treat</li> <li>○ Career pathways</li> <li>○ Team culture</li> <li>○ Continuous learning</li> <li>○ Purposeful KPIs</li> <li>○ Reward for achievement</li> <li>○ Personal incentives</li> </ul>	<ul style="list-style-type: none"> <li>○ Sustainable business</li> <li>○ Community impact</li> <li>○ Nurturing people</li> <li>○ Generous salaries</li> <li>○ Rewarding work for all</li> <li>○ World-class outcomes</li> <li>○ Cohesive team</li> </ul>

## WHICH ARE YOUR PRIORITIES?

# 1. GOALS & PERSONALISED CAREER PATHWAY

PRACTITIONER NAME:

START DATE:



**Knowing where we are going begins with knowing where we have been**

## REFLECTION

What are the key roles, responsibilities & experiences that have...

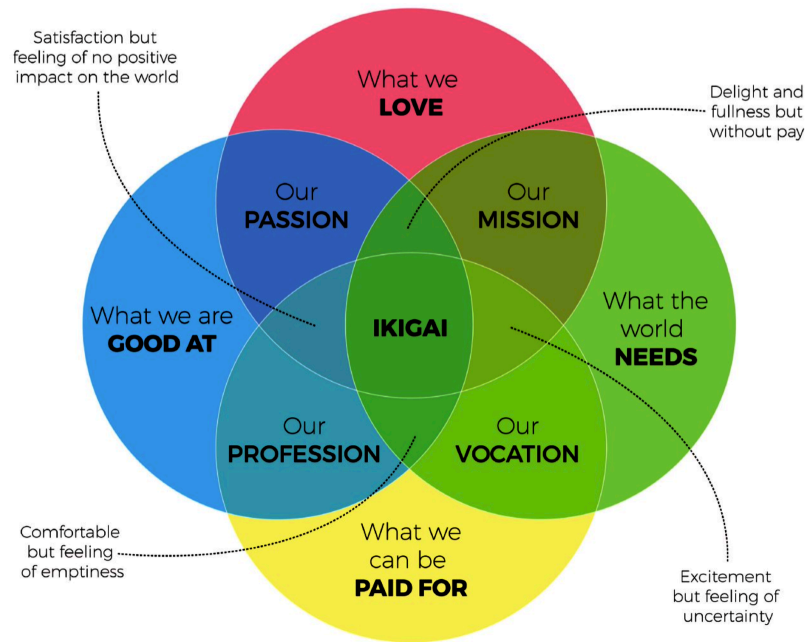
- started preparing you for your career?
- developed skills or knowledge that may be developed further? or
- created an awareness of that which **you do not yet know?**

Role/experience/responsibility	What have you mastered?	What are you developing?	What do you not yet know?
E.g. Sport Trainer @ Doncaster Football Club	<ul style="list-style-type: none"><li>- collaborating with coaches &amp; players</li><li>- massage</li><li>- sports taping</li></ul>	<ul style="list-style-type: none"><li>- sense of touch</li><li>- explanation of injury &amp; treatment methods</li></ul>	<ul style="list-style-type: none"><li>- diagnosis</li><li>- prognosis</li><li>- treatment techniques</li></ul>



# IKIGAI

**Ikigai** is Japanese for a person's life purpose, or their reason for getting up in the morning. Ikigai combines passion, skill, the world's needs & that which sustains you.



Deepen your self understanding by meditating on each aspect for 5min.

<b>LOVE</b>	What are you passionate about? What fills you with joy or enthusiasm?
<b>NEEDS</b>	What does the world need? What problems do we need to solve?
<b>GOOD AT</b>	What natural gifts do you possess? What comes easily to you?
<b>PAID FOR</b>	What service or product can you trade for money?

# HEALTH GOALS

Health = a state of complete physical, mental and social wellbeing, and not merely the absence of diseases of infirmity (WHO)

What are the personal routines or habits that enable you to be 100%?

Consider these physical, mental, social & spiritual examples:

- Refreshing sleep, playing basketball, drink 2L water, praying, walking with a friend

HEALTH HABITS	MEASUREMENT
E.g. Gym before sit-down breakfast	e.g. 5 days per week

# ENVISIONING

Imagine evolving to the next chapter of your life...

What is the **greatest challenge** that you will have overcome? Write a few sentences


What is the **greatest satisfaction** that you will have enjoyed? Write a few sentences

# KNOWING SELF

1. Complete this “freakishly accurate” 10-min assessment to better know your self
2. Share your result with the team
3. Learn other’s personalities

<https://www.16personalities.com/free-personality-test>

## Sentinels



**Logistician**  
ISTJ-A / ISTJ-T  
Practical and fact-minded individuals, whose reliability cannot be doubted.

**Defender**  
ISFJ-A / ISFJ-T  
Very dedicated and warm protectors, always ready to defend their loved ones.

**Executive**  
ESTJ-A / ESTJ-T  
Excellent administrators, unsurpassed at managing things – or people.

**Consul**  
ESFJ-A / ESFJ-T  
Extraordinarily caring, social and popular people, always eager to help.

## Explorers




**Virtuoso**  
ISTP-A / ISTP-T  
Bold and practical experimenters, masters of all kinds of tools.

**Adventurer**  
ISFP-A / ISFP-T  
Flexible and charming artists, always ready to explore and experience something new.

**Entrepreneur**  
ESTP-A / ESTP-T  
Smart, energetic and very perceptive people, who truly enjoy living on the edge.

**Entertainer**  
ESFP-A / ESFP-T  
Spontaneous, energetic and enthusiastic people – life is never boring around them.

## Diplomats




**Advocate**  
INFJ-A / INFJ-T  
Quiet and mystical, yet very inspiring and tireless idealists.

**Mediator**  
INFP-A / INFP-T  
Poetic, kind and altruistic people, always eager to help a good cause.

**Protagonist**  
ENFJ-A / ENFJ-T  
Charismatic and inspiring leaders, able to mesmerize their listeners.

**Campaigner**  
ENFP-A / ENFP-T  
Enthusiastic, creative and sociable free spirits, who can always find a reason to smile.

## Analysts



**Architect**  
INTJ-A / INTJ-T  
Imaginative and strategic thinkers, with a plan for everything.

**Logician**  
INTP-A / INTP-T  
Innovative inventors with an unquenchable thirst for knowledge.

**Commander**  
ENTJ-A / ENTJ-T  
Bold, imaginative and strong-willed leaders, always finding a way – or making one.

**Debater**  
ENTP-A / ENTP-T  
Smart and curious thinkers who cannot resist an intellectual challenge.

## 2. PERSONAL DEVELOPMENT

Use this framework to set goals for different aspect of your life e.g. health, fun, family, finance

3 MONTHS		
GOAL	METHODS	PERFORMANCE
E.g. Cycle to work	<ul style="list-style-type: none"><li>- Identify a safe route</li><li>- Get a bike</li><li>- Downsize backpack</li><li>- Keep deodorant at work</li></ul>	<p>Have I achieved the Methods?</p> <p>How often have I cycled each week?</p>

6 MONTHS		
GOAL	METHODS	PERFORMANCE
E.g. Learn archery, Spanish		



1 YEAR		
GOAL	METHODS	PERFORMANCE
E.g. Save \$20k for a house		

2 YEARS		
GOAL	METHODS	PERFORMANCE
E.g. Get married		

5 YEARS		
GOAL	METHODS	PERFORMANCE
E.g. Start a family		

### 3. PROFESSIONAL DEVELOPMENT

Learning is life-long, and happens gradually. Embrace the journey.

Your professional development includes:

- A. Professional goals for 1-week, 1-month, 3-months, 6-months, 12-months, 2-years & 5-years
- B. Case presentations
- C. Habits for professional performance
- D. Clinical milestones

**NAME OF CLINICAL MENTOR:**



## A. PROFESSIONAL GOALS

1 WEEK		
GOAL	DATE	DONE
Email contract, superannuation nomination form, bank account information and Tax File Number Declaration (as needed) to <a href="mailto:physio@exercisethought.com">physio@exercisethought.com</a>		
Get a photo taken + write a bio for <a href="http://exercisethought.com/team">exercisethought.com/team</a>		
Introduce yourself to 5 referrers		
Introduce yourself to online audience via photos & videos		
Meet the whole team		
Understand the traffic light system: <a href="http://exercisethought.com/tls">exercisethought.com/tls</a>		
Schedule 1-hour review for the final week of your probation period		
Read <i>The Guide</i>		
Familiarise yourself with Cliniko including: <ul style="list-style-type: none"> <li>- how to write a treatment note</li> <li>- different treatment note templates</li> <li>- how to create an invoice</li> <li>- how to enter a payment</li> </ul>		



2 WEEKS		
GOAL	DATE	DONE
Grade self on "Habits for professional performance"		
Politely ask Concierge to register you with i-med & vision radiology		
Become familiar with Enhanced Primary Care process: <ul style="list-style-type: none"> <li>- When is a client eligible for EPC?</li> <li>- Who provides the EPC referral?</li> <li>- How might a client benefit from receiving an EPC?</li> <li>- How many sessions can be subsidised?</li> <li>- What is the price of the subsidy?</li> </ul>		
Become familiar with the NDIS Progress Report template in Cliniko		
Read an existing NDIS report e.g. T Marriott		
Familiarise yourself with processes related to WorkCover & TAC		
Read an existing Certificate of Capacity		

1 MONTH		
GOAL	DATE	DONE
Complete all goal setting		
Get access + follow ET on all socials		
Make Google & FB review		
Introduce yourself to minimum 10 referrers		
Introduce yourself to minimum 5 doctors in the area		
Complete EIPF WorkSafe education module		
Grade self on "Habits for professional performance"		
Schedule, prepare & complete first case presentation		
Commence filming videos for social media		

2 MONTHS		
GOAL	DATE	DONE
Able to perform all roles of junior concierge (see roles and		
Schedule monthly case presentations		
Commence peer reviewed learning process		
Grade self on "Habits for professional performance"		
Uphold the values & cultural expeUphold the values & culture		

3 MONTHS		
GOAL	DATE	DONE
Check in on minimum 10 referrers & doctors		
Complete 50% of the Level 1 conditions		
If you graduate from your probation, schedule a quarterly review in the Cliniko diary of your mentor		
Grade self on "Habits for professional performance"		
Arrange to attend and view orthopaedic surgery - build referrer relationships e.g. Epworth Consulting Suites Lilydale		
Commit the Mission & Vision of Exercise Thought to memory		
Uphold the values & culture expected at Exercise Thought		
Learn to complete a Business Activity Statement		

6 MONTHS		
GOAL	DATE	DONE
Demonstrate an ability to diagnose & treat some Level 1 conditions		
Grade self on "Habits for professional performance"		
Uphold the values & culture expected at Exercise Thought		

9 MONTHS		
GOAL	DATE	DONE
Demonstrate an ability to diagnose & treat all Level 2 conditions		
Grade self on "Habits for professional performance"		
Uphold the values & culture expected at Exercise Thought		
Become familiar with the APA Titling pathway		
Learn about tax deductions		
Learn about the medicare surcharge levy		

12-18 MONTHS		
GOAL	DATE	DONE
Demonstrate an ability to diagnose & treat all Level 3 conditions		
Grade self on "Habits for professional performance"		
Review goal oriented and personalised pathway		
Schedule & attend 1 course within your first 12-months		
Uphold the values & culture expected at Exercise Thought		

2 YEARS		
GOAL	METHOD	MEASUREMENT
Clinical e.g. Become a Clinical Pilates expert	<ul style="list-style-type: none"> <li>- Monthly 1:1 with CP expert</li> <li>- Complete a CP course</li> <li>- Mentorship with Pilates studio owner of 15 years</li> </ul>	<ul style="list-style-type: none"> <li>- Identify the top 60 pilates exercises</li> <li>- Prescribe exercises appropriately</li> </ul>
Financial E.g. Save \$10,000 Graduate to 41, 42, 43...45%	<ul style="list-style-type: none"> <li>- Save \$ on car insurance, electricity bill, PI insurance, PHI</li> <li>- Achieve Clinical Milestones</li> <li>- Demonstrate Teamwork</li> <li>- Build new referral relationships</li> </ul>	<ul style="list-style-type: none"> <li>- 20/25/30k \$/mth</li> <li>- &gt;10/20/50% referrals</li> <li>- Refer to Benchmarks</li> </ul>
Admin		
Risk Mx e.g. income protection		
Study/Research		

## EXAMPLE PATHWAYS

### BECOME A BUSINESS OWNER

GOAL	METHODS	MEASUREMENTS
Learn how to start a practice	<ul style="list-style-type: none"> <li>- Monthly 1:1 mentoring with PhD business strategist</li> <li>- Business strategy assignments</li> <li>- Learn SEO</li> <li>- Save \$ for opening date</li> <li>- Business modeling</li> <li>- Understand consumer value</li> <li>- Market analysis + consumers psychology/behaviour</li> </ul>	
Business model		
Market analysis		
Consumer psychology/behaviour		
How to grow		
Budgeting	<ul style="list-style-type: none"> <li>- Set a savings target</li> </ul>	
Join APA Business Council		

### BECOME AN APA-TITLED MUSCULOSKELETAL PHYSIO

GOAL	METHODS	MEASUREMENTS
PD sessions monthly	<ul style="list-style-type: none"> <li>- Internal mentoring from Titled Musc. Physio</li> </ul>	
Present case studies weekly		
Complete short courses		
Finish Clinical Milestones		
Identify suitable post-grad		
Join APA's Musc. Council		
Supervise students		
Mentor Junior Physios		
Achieve APA Titling	<ul style="list-style-type: none"> <li>- ET will pay for APA Titling</li> </ul>	



## BECOME A WOMEN'S HEALTH PHYSIO

GOAL	METHODS	MEASUREMENTS
	<ul style="list-style-type: none"> <li>- Level 1-3 courses via APA</li> <li>- Internal &amp; external mentoring paid by ET</li> </ul>	

## BECOME A CLINICAL PILATES EXPERT

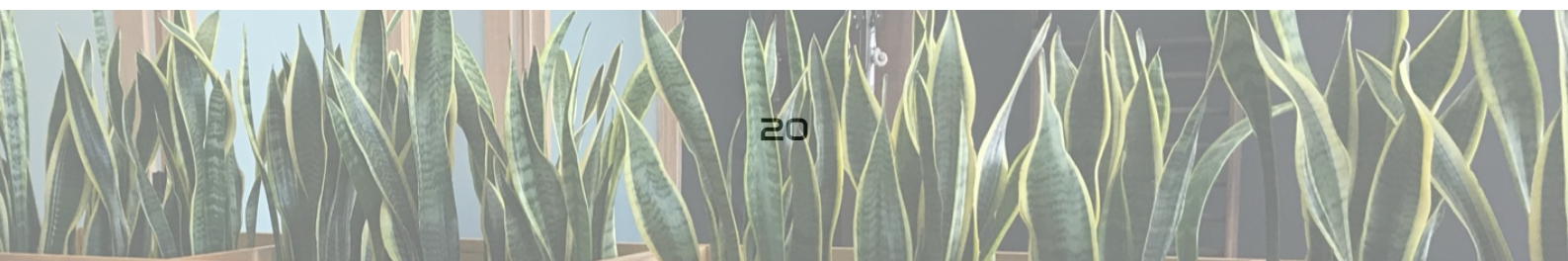
GOAL	METHODS	MEASUREMENTS
	<ul style="list-style-type: none"> <li>- Internal mentoring from Rachel</li> <li>- Courses are available through APPI, DMA etc</li> <li>- External mentoring available</li> </ul>	

## BECOME AN APA-TITLED SPORTS & EXERCISE PHYSIO

GOAL	METHODS	MEASUREMENTS
PD sessions monthly	- Internal mentoring from Sam	
Present case studies weekly		
Learn about Sports & Exercise Medicine	<ul style="list-style-type: none"> <li>- Find a Sports &amp; Exercise Doc</li> <li>- Schedule shadowing</li> </ul>	How many cases have you shadowed an SESP?
Complete short courses		
Join APA Sports Council		
Identify suitable post-grad		
Achieve APA Titling	- ET will pay for APA Titling	

## BECOME THE BEST EP IN LILYDALE

GOAL	METHODS	MEASUREMENTS



## B. CASE PRESENTATIONS

Junior practitioners are expected to present cases that:

- Demonstrates the diagnosis & treatment of a Level 1/2/3 condition
- Includes key features from the case using the Clinical Reasoning Framework at [exercisethought.com/students](http://exercisethought.com/students)
- Teaches the team something they did not know



## C. HABITS FOR PROFESSIONAL PERFORMANCE

HABIT	COMMENTS
How often do you have flexibility to accommodate a client with urgent needs who needs a booking today?	Always / Sometimes / Rarely / Never
How often do you know the referral source for a client?	
How often do you contact Referrers on Day 1?	
How often do you contact Referrers at Green?	
Have you introduced yourself to Referrers?	0 / 5 / 10 / 15
Measure Client progress numbers as 0-100%	
Provide a reliable service	
Set Client expectations & goals	
Walk a Client to the Concierge	
Dress to impress	
Meet with respect	
Apologise if late	
Ensure the practice is kept tidy & beautiful	
Make sure the treatment area is tidy	
Ensure everyone leaves with something	
Ensure everyone leaves feeling better	
Specify the day you next need to see them	
Tell the patient to "Please call us if you wish to clarify anything"	
Take ownership of problems and fix them	
Remember & use the Client's name	
Actively address any additional problems they raise	
Tell Clients when you spend extra time with them	
Proactively use any "down time"	
Transfer trust when going on holidays	
Review Client treatment notes before consultations	
Take interest in, comment on or ask about client's life outside of rehab	

## D. CLINICAL MILESTONES

Diagnosing and treating these causes of pain enables a junior practitioner to meaningfully & substantially reduce the pain and suffering of others.

### LEVEL 1 CLINICAL MILESTONES

6-months

80% of caseload

Lx disc  
Lx muscle hyperactivity  
Spinal canal stenosis  
Facet arthropathy  
SIJ  
Sciatica  
Piriformis syndrome  
Calf, hamstring & muscle strains  
Tendinopathy  
Wry neck  
Postural dysfunction  
Thoracic outlet syndrome  
Costochondritis  
AC joint injury  
Headache

Frozen shoulder  
Rotator cuff  
Biceps rupture  
Subacromial bursitis / impingement  
Meniscal injury  
Tennis & Golfers Elbow  
De Quarvain's Tenosynovitis  
Plantar fasciitis  
Shin splints  
Osgood Schalters  
Compartment syndrome  
Severs  
Metatarsal stress #  
Cervical radiculopathy  
Red flags

### LEVEL 2 CLINICAL MILESTONES

15% of caseload

Complex Lx Discs  
OA  
Falls  
Vertigo  
Fibromyalgia  
Multiple sclerosis  
Parkinson's  
Diabetes  
Groin pain  
Shingles  
Costovertebral arthropathy  
Paediatric hips  
Trochanteric bursitis

12-months

### LEVEL 3 CLINICAL MILESTONES

5% of caseload

Central sensitisation  
CRPS: Types I & II  
Stroke  
Shoulder dislocation  
Whiplash  
Polymyalgia rheumatica  
Crohn's  
RA  
Scheuermann's  
Ankylosing Spondylitis  
Psoriatic arthritis  
Septic arthritis  
Reactive arthritis

18-months



Demonstrating competency in diagnosing and treating Levels 1-3 enables a Junior Practitioner to become a Senior Practitioner





## 4. SOCIAL MILESTONES

Practitioners are privy to the lives of people across the lifespan. We step into the shoes of our clients every day and can learn vicariously therefrom. Understanding and learning from clients across age groups and demographic enriches the practitioner personally & clinically.

80% OF CASELOAD

15%

5%

**LEVEL 1 SOCIAL MILESTONES**  
40-65yo working or retiring

**LEVEL 2 SOCIAL MILESTONES**  
Sporting or Older Adults

**LEVEL 3 SOCIAL MILESTONES**  
Aged Care or Paediatrics





## 4. SOCIAL MILESTONES

UNDERSTANDING & LEARNING FROM 40-65YO WORKING OR RETIRING	
List 3 common aspirations or satisfactions	
List 3 common frustrations or pains	
List 3 common jobs or responsibilities	
List 3 lessons or insights you hope to gain from	

UNDERSTANDING & LEARNING FROM LEVEL 2: SPORTING	
List 3 common aspirations or satisfaction	
List 3 common frustrations or pains	
List 3 common jobs or responsibilities	
List 3 lessons or insights you hope to gain	

UNDERSTANDING & LEARNING FROM LEVEL 2: OLDER ADULTS	
List 3 common aspirations or satisfactions	
List 3 common frustrations or pains	
List 3 common jobs or responsibilities	
List 3 lessons or insights you have gain	

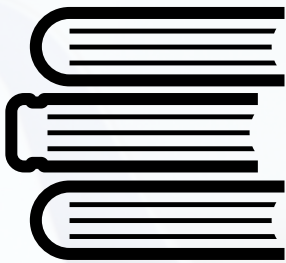
UNDERSTANDING & LEARNING FROM LEVEL 3: AGED CARE	
List 3 common aspirations or satisfactions	
List 3 common frustrations or pains	
List 3 common jobs or responsibilities	
List 3 lessons or insights you have gain	

UNDERSTANDING & LEARNING FROM LEVEL 3: AGED CARE	
List 3 common aspirations or satisfactions	
List 3 common frustrations or pains	
List 3 common jobs or responsibilities	
List 3 lessons or insights you have gain	




## 5. ROLES & RESPONSIBILITIES


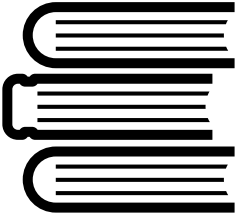
A successful team functions on 3 foundations

1. Everyone understands the roles held by themselves and others
2. Everyone fulfills their responsibilities and enables others to do the same
3. All are able to cover other people's responsibilities as circumstance demand



Role	Responsibilities
<p><b>Principal</b></p> 	<ul style="list-style-type: none"> <li>• Communicates Exercise Thought's 50- &amp; 10-yr Vision &amp; Mission</li> <li>• Allocates human &amp; other resources to achieve Mission and Vision</li> <li>• Anticipates macro factors that impact SWOT of Exercise Thought</li> <li>• Talent acquisition</li> <li>• Establishes structures &amp; systems that sustain growth</li> <li>• Builds &amp; maintains referrer relationships</li> </ul>
<p><b>Business Strategy Lead</b></p> 	<ul style="list-style-type: none"> <li>• Creates and executes a marketing strategy</li> <li>• Supports Concierge in developing Business &amp; Marketing systems</li> <li>• Adds value propositions</li> <li>• Curates the overall image of Exercise Thought</li> <li>• Recommends strategies and campaigns to reach target markets</li> <li>• Analyses trends and consumer behaviour</li> <li>• Researches demand for new products or services</li> <li>• Makes and implements plans for promoting Exercise Thought</li> <li>• Monitors public opinion</li> <li>• Develops and implements communication strategies</li> <li>• Conducts risk assessments and prepares contingency plans</li> </ul>
<p><b>Senior Concierge</b></p> 	<p>Finance e.g. Michelle</p> <ul style="list-style-type: none"> <li>• Graduates from the roles of Concierge</li> <li>• Mentors Junior Concierge</li> <li>• Ensures salaries are paid correctly &amp; on time</li> <li>• Onboards employees</li> <li>• Reconciles accounts</li> <li>• Produces quarterly report</li> <li>• Rosters Concierge</li> </ul> <p>Future Physio #1 e.g. Sean</p> <ul style="list-style-type: none"> <li>• Graduates from the role of Concierge</li> <li>• Mentors Junior Concierge</li> <li>• Performs &amp; documents massage consultations</li> <li>• Schedule quarterly Performance Reviews &amp; weekly Case Reviews</li> <li>• Submits work hours via a shared Note at the end of each shift</li> </ul> <p>Future Physio #2 e.g. Kirilly</p> <ul style="list-style-type: none"> <li>• Graduates from the role of Concierge</li> <li>• Mentors Junior Concierge</li> <li>• Performs &amp; documents massage consultations</li> <li>• Submits work hours via a shared Note at the end of each shift</li> <li>• Produces social media content</li> </ul>

Role	Responsibilities
<p><b>Concierge</b></p> 	<ul style="list-style-type: none"> <li>• Warmly welcomes clients (shoes, water)</li> <li>• Records a referral source for every client</li> <li>• Take payments: HICAPS, Credit card, NDIS, WorkCover, TAC, EPC</li> <li>• Makes bookings</li> <li>• Answers phone</li> <li>• Understands and uses the Traffic Light system</li> <li>• Understands plant care</li> <li>• Keeps the practice tidy, clean &amp; beautiful</li> <li>• Calls clients who do not attend within 4min of appt time</li> <li>• Requests Google Reviews on 'Green Day'</li> <li>• Completes Payment Summary for the previous day</li> <li>• Finalises treatment notes before close</li> </ul>
<p><b>Senior Practitioner</b></p> 	<ul style="list-style-type: none"> <li>• Graduates from the role of a Junior Practitioner</li> <li>• Participates in Peer-reviewed &amp; Peer-Enabled learning</li> <li>• Permits Junior Practitioners, Interns &amp; Students to assist</li> <li>• Identifies referrers so that relationships can be nurtured</li> <li>• Keeps the practice tidy, clean &amp; beautiful</li> <li>• Undertakes APA Titling e.g. Women's Health, Musculoskeletal, Sports &amp; Exercise</li> </ul>
<p><b>Junior Practitioner</b></p> 	<ul style="list-style-type: none"> <li>• Treats 0-5 clients per day within the first month</li> <li>• Treats 5-10 clients per day after 1 month</li> <li>• Completes Level 1 Clinical Milestones within 6-months</li> <li>• Completes Level 2 Clinical Milestones within 12-months</li> <li>• Completes Level 3 Clinical Milestones within 18-months</li> <li>• Completes 2 CRFs/wk via <a href="http://www.exercisethought.com/students">www.exercisethought.com/students</a></li> <li>• Contributes to the cultural leadership of Exercise Thought</li> <li>• Is aware of the Benchmarks &amp; Rewards</li> <li>• Considers postgrad/specialisation options</li> <li>• Engages in 1:1 and group mentoring</li> <li>• Supports Concierge, Senior Practitioners &amp; Principal</li> <li>• Meets, and helps to nurture relationships with, referrers</li> <li>• Maintains a balanced and sustainable workload</li> <li>• Asks for help - "pride to the side"</li> <li>• Aligns personal and team goals</li> <li>• Teaches and mentors Interns and Students</li> <li>• Develops a base of clinical and business knowledge</li> <li>• Attracts a modest number of direct referrals</li> <li>• Becomes independent with 1:1, 3:1 &amp; Assessments</li> </ul>

Role	Responsibilities
<p><b>Intern</b></p> 	<ul style="list-style-type: none"> <li>• Observes &amp; assists 1:1 and 3:1 consults</li> <li>• Facilitates the free Falls &amp; Balance class</li> <li>• Offers to help Concierge</li> <li>• Respects the other priorities of Practitioners &amp; Concierge</li> <li>• Delivers 1-3 massage treatments per week</li> <li>• Reflects daily <a href="http://www.exercisethought.com/student-reflection">www.exercisethought.com/student-reflection</a></li> </ul>
<p><b>Student</b></p> 	<ul style="list-style-type: none"> <li>• Completes the tasks outlined in the Student Guide (<a href="http://www.exercisethought.com/students">www.exercisethought.com/students</a>)</li> </ul>

## 6. PROFIT SHARING

Exercise Thought rewards contribution and commitment by investing in its people and sharing in shared success.

$$\text{Profit} = \text{Revenue} - \text{Expenses}$$

### Calculating profit

If Exercise Thought received \$500,000 and paid expenses totaling \$350,000, then...

$$\begin{aligned} \text{Profit} &= 500,000 - 350,000 \\ &= 150,000 \end{aligned}$$



## TYPES OF PROFIT SHARES

1. Permanent
  - A. One-time purchase
  - B. Pay as you play (fast, moderate & slow tracks)
2. Complimentary

## EXAMPLES

Permanent	
One-time purchase	A permanent 5% share is purchased for 37,500*. Buyer receives 5% of each year's profit annually.
Pay as you play	Investment is made over time
Fast	2885/fortnight for 6-months
Moderate	1442/fortnight for 12-months
Slow	962/fortnight for 18-months
Complimentary	
Concierge	A part-time Concierge works 1824 hours and is paid 1% of that year's profit the next financial year.
Practitioner	A practitioner earns 1% of the year's profit by working 1824 hours as calculated by: <ol style="list-style-type: none"> <li>1. Adding the number of 1:1 &amp; 3:1 appts</li> <li>2. Dividing by 2</li> </ol>

\*In 2023 & 2024, a 5% profit share paid 12,5000/yr  
Over 10yrs, 5% could pay 125,000 from a 37,500 investment



## 7. TEAM CULTURE

Exercise Thought gratefully celebrates the people & family who support each of us.

### **FAMILY DAYS**

Six-monthly event with partners, kids & parents for an afternoon of friendly competition.

### **TEAM DAYS**

Quarterly fun, games and socialising e.g. laser tag, bowling, escape room, water park

### **QUARTERLY TEAM REVIEW**

A celebration of life milestones, update on client & community impact, brainstorm on improving performance and forecast of the future.

### **QUARTERLY PERFORMANCE REVIEWS**

Personalised support to enable the health and performance of each person.





## 8. BENCHMARKS & REWARDS

CATEGORY	BENCHMARK				
Revenue/mth	20k	35k	50k	75k	100k
Direct referrals	>10%	>25%	>50%	>75%	
Clinical Milestones	Level 1	Level 2	Level 3	Level 4	Level 5
Teamwork	Assists others		Elevates others		Inspires others
Community service	Donates blood		Volunteers locally		Builds referrals
Post-Graduate	Enrolled	50%	APA Titled	Specialisation	

REWARDS	EXPLANATION
Profit share %	See "6. Profit sharing"
Increase in commission %	Increments of 1%

	EXPLANATION	EXAMPLES
<b>CLINICAL</b>	Increasing revenue or efficiency	<p>Increasing revenue via a new service offering e.g. Exercise Physiology, osteopathy</p> <p>Decreasing the time, cost or effort of:</p> <ul style="list-style-type: none"> <li>- Diagnosing a client's problem</li> <li>- Delivering consultations</li> <li>- Teaching Interns or Students</li> <li>- Making or changing bookings</li> <li>- Receiving payments</li> <li>- Registering new clients</li> <li>- Recording payments</li> <li>- Beautifying or maintaining the practice</li> </ul>
<b>TEAM</b>	Recruiting, teaching, or elevating others	Teaching someone to do your job so that you can accept higher responsibilities
<b>COMMUNITY</b>	Increasing reputation or impact	<ul style="list-style-type: none"> <li>- Increasing visibility or reputation via               <ul style="list-style-type: none"> <li>- Printed media</li> <li>- Social media</li> <li>- Public speaking</li> <li>- Volunteering at local events</li> </ul> </li> <li>- Creating new referrer relationships</li> </ul>