

How to set up every clinic session for success

SRT (Structural Release Technique)

What I will cover in this presentation...

- Why start at the body's structure?
- Setting out to exceed your client's expectations - and delivering.
- The role SRT plays in every clinic session success.
- The WOW factor - what your client didn't know!
- How you can set your clinic sessions up for success in four steps!

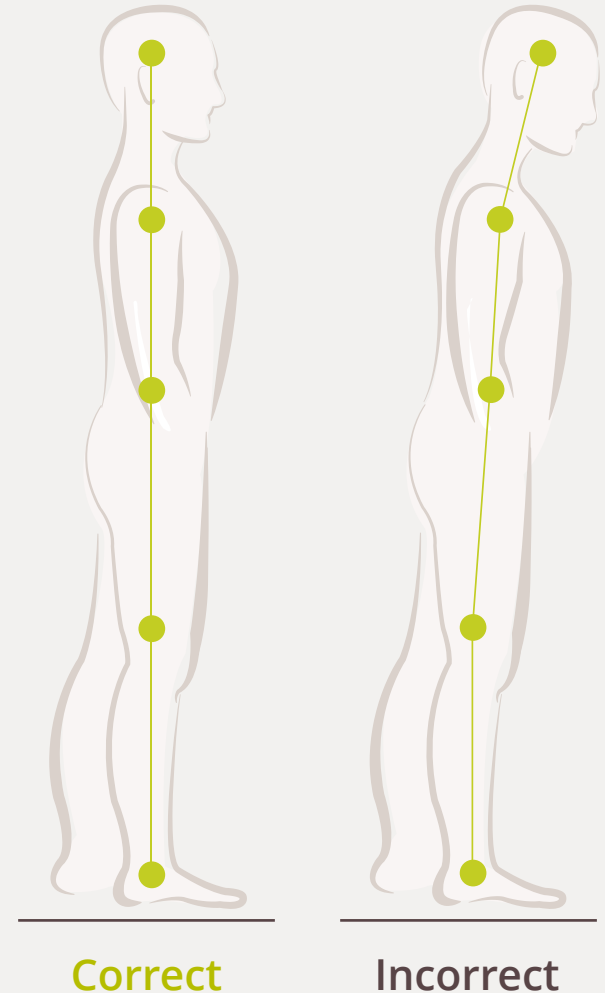
Why start at the **body's structure**?

The human structure is naturally impacted, being continuously subjected to gravity, biomechanical use, load bearing, injury and aging. Therefore, It can present quite differently, individually.

All internal physiological body components, including the skeleton, muscles, organs, vessels and soft tissues, are impacted by the overall effect of just living.

How these variables present themselves individually is uniquely dependent on how that life is lived.

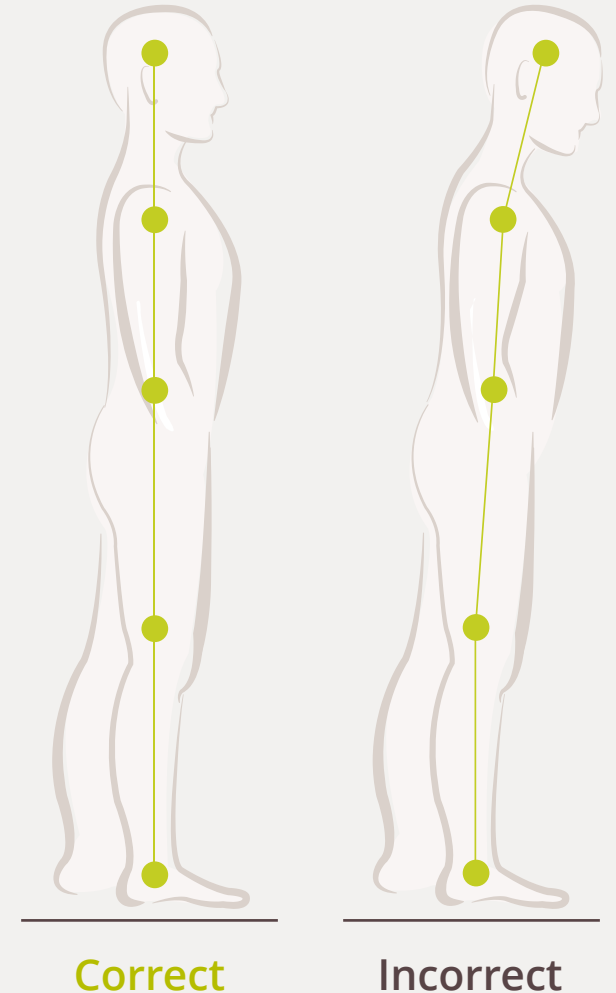
Structural posture and alignment / misalignment has a direct link to that persons health and wellbeing.



Why start at the **body's structure**?

A balanced human body could also be described as 'a body in harmony with itself'. Unfortunately, this does not necessarily mean that the body is in structural alignment. The overriding principle of homeostasis means that the body can only reflect its best possible self-balance at any one moment, and it cannot be in perfect balance constantly.

Assessing the body's postural alignment at the start of each session provides invaluable insights for each and every therapy plan delivery.



The role SRT plays in every clinic session success

Having a diverse set of therapy types in your tool kit does provide therapy flexibility. However, if like me, you have your core 'go to' techniques that are reliable.

In my clinic, it's SRT (Structural Release Technique). It's the starting point of every session, and I find it provides the foundation for a successful session.



The role SRT plays in every clinic session success

It does this by;

- Releasing structural tension
- Initiating a relaxed state - physically and mentally
- Improving the physiological results of any following therapy

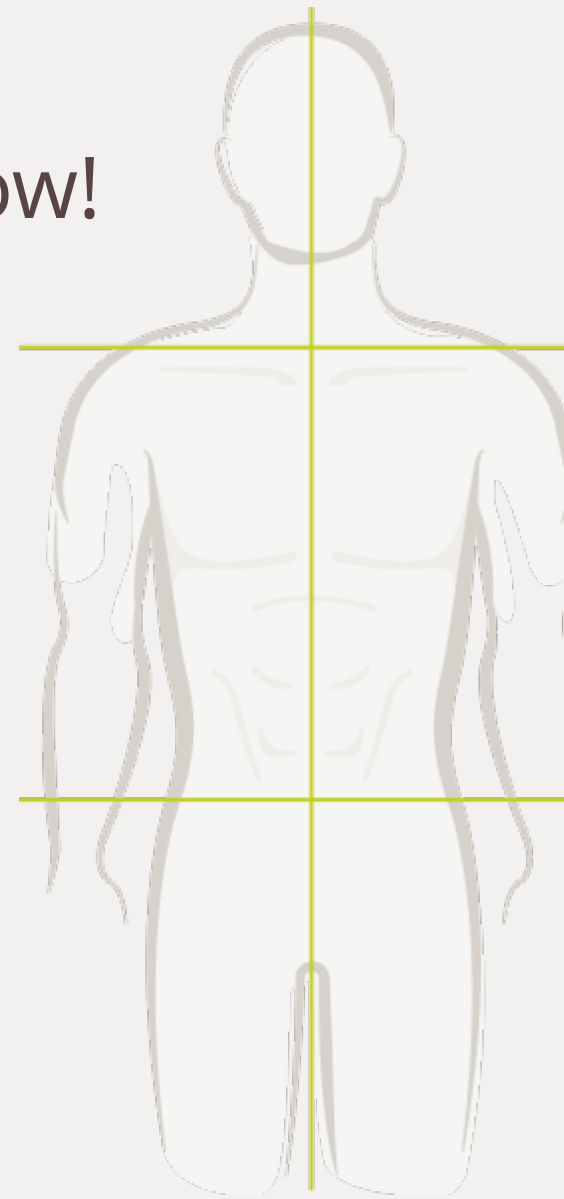
SRT is not only a starting method, but it also acts as an evaluation tool from session to session. As the technique is a posture assessment, you're able to understand the client's postural stability, which reflects the ongoing lived experience and practiced self-care results.



The **WOW** factor - what your client didn't know!

The importance of posture and structural alignment is much more relevant for our clients. The modern workplace is set up for postural fatigue, with the computer driven workspace being such a dominant factor.

Musculoskeletal health issues alone represents significant importance to people through work and lifestyle. Once understanding the connections between structure and the physiological body, it becomes quite clear.



The **WOW** factor - what your client didn't know!

It is my experience that at least four in five people (80%) that present in clinic have postural misalignment of lower or upper body, or both. Addressing these issues at the start of each session is a revealing release. Clients will say: "I didn't know I was out of alignment." and then say "WOW!" when I release it.

Now that the client has had a tangible experience in the clinic, they willingly relax into the rest of the session, which enhances the therapy delivery and results.



80%

of people that present in clinic have postural misalignment of lower or upper body, or both.



How you can set your clinic sessions up for **success in four steps!**

1. Assess the body's postural alignment at the start of each session.

This provides invaluable insights for each and every therapy plan delivery.

Remember, posture starts at the feet!

2. Design each therapy plan to exceed your client's expectations. Once they trust you, the effectiveness of your therapy delivery is enhanced because they enable you to achieve results.

How you can set your clinic sessions up for **success in four steps!**

3. Ensure you have a diverse set of therapy types in your tool kit, providing therapy flexibility. Adding SRT or your version of a postural assessment is a valuable starting method and useful evaluation tool for session to session progress.

4. Provide your client with an initial tangible therapy result within the first ten minutes of each session. Once your client has had a tangible experience, they willingly relax into the complete session, which enhances the therapy delivery and their long-term results.

You are well on your way to building a clients' memorable reflexology relationship.

Any questions?



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Thank you

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