

Practice Profile

Use this form to set a direction for your practice. Use it in conjunction with a well-formed outcome. Consider re-visiting this form and your outcome regularly to confirm your direction and evolve your practice. You can insert your own criteria as well.

Purpose

Working with the client

- allows me to learn/teaches me new skills
- creates new networks for my business
- contributes to the community
- makes a difference (how specifically? Write it down)
- sets a foundation for further work
- pays me well (how much? Write it down)
- gives me a name in my industry or area
- expands my base in a new industry (which one? Write it down)
- ...
- ...

Working with my client is:

- creative / structured
- challenging / easy
- harmonious / conflicting
- confronting / not confronting
- ...
- ...

People

My clients are:

- clever
- like me
- friends / anyone but friends
- relatives / anyone but relatives
- helpful people
- successful people
- rational people
- quiet people
- party animals
- practical people
- challenging / easy to get on with
- from a particular profession (which?)

- ...
- ...

Time

My ideal single session length is:

- ____ minutes / hours

Ideally a client comes to me for:

- a minimum of ____ sessions
- a maximum of ____ sessions
- ____ weeks / months
- as long as they are improving
- as long as they want to
- as long as they can afford

- ...
- ...