

Just because an organization is for profit does not mean the people who work in it has to be heartless. Business does not mean making money by cheating or lying, unfortunately many follow this path. There is a much more noble way of doing business, it may not yield profit quickly but it is the right way. This is the path we will be traveling in for sure. If we do the right things in business, I am sure money will follow. To us business should mean making money in the process of helping the other fellow who is looking to us for the expert help.

Everyone in Healing Touch must be kind and must have an understanding of the difficulties the other fellow is facing. That does not mean we bend the rules in any way. Do not deal with unreasonable people but if they have an explanation for a particular action, be willing to listen. It may not be the same as ours; then again everyone sees the world with different eyes!

The road that we will be traveling in is much higher therefore every action I or you take must be at higher level. Do not settle for an average performance, you must bring out the extra-ordinary talents you were born with. You must be the best at whatever title you hold. Remember to always compete with yourself, set the bar higher and higher. To many, you will be a wonder kid but you know how easy this is. Never ever view yourself as an ordinary person therefore an ordinary performance is o.k. You are a unique individual with special talents; there is no one in the world like you. All the talents that you need are buried deep within you-it is your job to unlock it. You can awaken it once you start competing with yourself. Once you make it a habit of becoming better and better at whatever you do-you are unstoppable!

Customer service should be a priority. Doing things that your duty requires is not enough. You must go above and beyond what your duty requires. When a client calls to find out if we take their insurance, do not end the call with “sorry we don’t take that particular insurance” If we don’t take their insurance, suggest an alternative like the package or let them pay for 1 or 2 visits for the P.T to show them the required exercises then they can continue with the wellness program. This is true with transportation also- if the client lives far, offer the visit when transportation is not busy. Do not be rigid in your ways; always work with the client to make it happen. They are looking to us for help so you must go out of your way to make it happen. If it’s possible somehow, then do it. Compassion and caring must be felt from every single person associated with Healing Touch.

Unfortunately many people have a false belief that money is the driving force behind a business person, truth is far from this. Why would someone sacrifice the good life in the beginning years with no income coming in when he/she can go and get a job with steady income and security? It is much deeper than that. Think of it like planting a fruit tree-you water it daily and get all kinds of necessary things for it to grow. In the end it may not even bear any fruit at all, all the money and countless hours spent on it is a waste. To most people this is crazy, yet there is a small fraction of people who is willing to take the chance. This may be the reason small business owner gets so much respect, well your case isn’t any different. You treat your clients so well, apply the latest break through technique and gives them home exercise programs. You are not guaranteed everyone will follow through, yet you do it anyway, why? Once you are passionate about making the other fellow pain free, it does not matter anymore.

You can derive a great satisfaction from the acts you are doing. Everyone involved in Healing Touch must be so passionate about making the fellow seeking our help live a pain free life.

In order to be successful in business we do not need to cheat or lie. Our goal of why we are doing what we do has to be crystal clear. This has to be conveyed to the market we are serving and if we can do that I have no doubt in my mind that we will be successful. It's not a question of if we will be successful, the only question is when?
