

Everything they didn't teach you in grad school:

The ongoing process of establishing a
successful consulting practice

September 17th, 2014



The CSPA welcomes YOU!

Adrienne Leslie-Toogood, PhD, CSPA Chair
Shaunna Taylor, PhD Candidate, CSPA Co-Chair

Canadian Sport Psychology Association / Association Canadienne de la Psychologie Sportive



CSPA Panel of Experts

Two pretty impressive stories...



Dr. Kate Hays

Dr. Kate Hays, C. Psych, CC-AASP directs *The Performing Edge* in Toronto, specializing in sport and performance psychology. She has worked with individuals, groups, and teams in a wide variety of sports and performing arts, with skill levels ranging from amateur to elite and professional. As an independent scholar, Dr. Hays has authored 5 books on sport and performance psychology, presents on these subjects internationally, is past president of APA Division 47 and is its current legislative representative.



Dr. Colin Guthrie

2005-12, IST leadership for Own the Podium. Attended three Olympics and Paralympics as a mental performance consultant with sailing. Currently, he works with senior leadership teams in several billion dollar companies in both Canada and the United States ranging from public accounting, oil field services, food processing and marketing, energy and services, and mining.

Knowing

1. Who you are
2. What you need to learn
3. The domain you are working with

Consulting?

1. What does it mean to be a consultant? What is a consultant?
2. What are the necessary skills for successful consulting?
3. What would you like to have learned?
4. What is the moment of learning?

The business side of it

1. What is your value?
2. What is your brand?
3. How are you going to make money?
4. Different phases (e.g., pre-consulting, contracting)
5. Where do you look for referrals?
6. How do you engage with referral sources?
7. How do you get in? How do you stay in?

The value of networking & relationships...

What does it mean to be an entrepreneur?

1. How do you negotiate and navigate between this and the scientist model?

Pitfalls/Barriers/ Obstacles...

1. Internal?
2. External?



Where do I go to learn this stuff?

Favorite books, websites, professional organizations

The CSPA
Thanks YOU!!

Contact

Dr. Kate Hays
www.theperformingedge.com



Dr. Colin Guthrie
colin@mpcg.ca

