What a Long Strange Trip its Been: The Business of MI; Ethics shifting paradigms as an MI Centered Entrepreneur

Half Day Session 20-35 participants

**Goals/Objectives of Workshop:**

* Participants will develop understanding of critical factors in developing their own training and consulting business Including visioning, marketing and ethics
* Participants will understand the #1 critical factor you must know before designing your business card or planning your website
* Participants will explore how to utilize MI principals and spirit ( not for evil but for good) when developing your business plan
* Participants will discuss pricing, proposals and how to calculate contract for MI training, coaching and consultation: Giving it away versus selling it-Finding the Middle Way in business dealings
* Participants will explore and discuss social media platforms: Tweeting, FB boosts and other social media dilemmas.

**Description of workshop**:

Participants will explore challenges and questions in creating an MI adherent business plan and also discuss ethical conundrums that come with an MI informed business model. Annie Fahy and Susan Dopart will share experiences in every aspect of their business development

**Sample Schedule**

* How shall we begin
* Small group business plan and visioning
* Ethics and troubleshooting
* MI adherent business: Mentorship, competition & the open platform of MI & MINT-
* Individual goals and questions and wrap up

**Annie Fahy** RN and LCSW has been a MINT trainer since 2004. She currently owns and operates Annie Fahy Consulting based in Asheville, NC. Annie uses her clinical knowledge as a nurse and a social worker to translate Motivational Interviewing into sustainable organizational change. She offers mentoring to MINT members and others in helping professions interested in starting their own training and private practice.She is recognized as a dynamic national trainer, expert and presenter in Motivational Interviewing, Harm Reduction and Reducing Compassion Fatigue and creating organizational change using evidenced based and common-sense practice.

She has recently authored a chapter in The Praeger Handbook of Community Health; We Are All Addictions Counselors Now, ( 2013) and a feature article for The Journal of Social Work “The Unbearable Fatigue of Compassion: Notes from a Substance AbuseCounselor Who Dreams of Working at Starbuck’s.”(2007). She is a prizewinning poet and has a book of poetry due out from AWA press in 2016. She is currently writing about aging, mental health and substance use for another Praeger Community Health publication due in 2017.

**Susan B. Dopart**, M.S., R.D., C.D.E., is a nutrition and fitness expert who has been in private practice for more than 19 years in Santa Monica Ca. As a trusted partner who works closely with clients and their physicians, she specializes in medical nutrition-related issues, including diabetes and endocrinology, heart disease, weight management, cancer, pregnancy, infertility, PCOS, and exercise nutrition.  Susan works with children, adolescents and adults.

Susan has consulted for UCLA Medical Center, UCLA Extension, the Beverly Hills Country Club, Sebastian International, and Procter & Gamble. She has written and contributed to multiple publications, including The Huffington Post, SELF Magazine, UCLA Medicine, Sports and Cardiovascular Nutritionists SCAN publication, Best Life, Men’s Health, Message Magazine, Diabetes Forecast and Diabetes Health.

As a member of the International Motivational Interviewing Network of Trainers, Susan advocates a client-directed counseling style for eliciting behavior change. This approach helps clients explore and resolve ambivalence.

Susan is a member of the American Dietetic Association and participates in subgroups of the ADA for Sports and Cardiovascular Nutritionists, Nutrition in Complementary Care, and Diabetes Care and Education. She is also a member of the American College of Sports Medicine and the American Diabetes Association. Susan is also a Certified Diabetes Educator.

Susan received her B.S. in Nutrition and Clinical Dietetics from UC Berkeley and her M.S. in Exercise Physiology and Sports Medicine from California State University, Hayward. She is certified as an Exercise Test Technologist from the American College of Sports Medicine.