

Raising the Bar in Massage Therapy

The *Excellence in Practice Workshop Series* is specifically designed for massage therapists who want to advance beyond the fundamentals. These workshops focus on navigating the professional complexities that arise in day-to-day real-life interactions.

The Series is built upon three strategic tracks to address all different of professional excellence. These tracks—Ethics and Boundaries, Professional Skills, and Clinical Collaboration—work in tandem to ensure you are not just a skilled technician, but a high-functioning member of the health and wellness community.

Ethics and Boundaries: Instead of merely reciting rules, this highly interactive track explores in-depth topics to help you understand issues clearly and make confident decisions in common, high-pressure or uncomfortable scenarios. Learn skills to help you maintain professional integrity while protecting both yourself and your clients in the moments that matter most.

Professional Skills: This track focuses on the essential skills beyond technical massage skills—the parts of professional practice many therapists were not fully taught in school because there simply wasn't enough time. Participants will develop branding, marketing, communication, documentation, intake skills to support a practice that is legally sound and professional. In short, this track helps therapists learn not just how to perform massage, but how to show up and operate as professionals in the field.

Clinical Collaboration: By understanding the roles of other healthcare providers, massage therapists can collaborate more effectively within multidisciplinary care settings. Learning when and how to make appropriate referrals—and how to communicate clearly with other professionals—builds clinical confidence, supports better client outcomes, and strengthens your role as a responsible, well-connected member of the healthcare team.

What to expect:

- Practical and relevant topics each month
- Supportive, interactive and fun learning - bring your questions
- Professionalism, ethics, communication, and clinical thinking integrated into every session

- Practical skills to apply immediately