

1 Hour CA Training Non-CE

## **The Year of Transformation: Personal Growth, Practice Power & Patient Connection**

### **Course Description:**

Join Dr. Irum Tahir, international speaker and chiropractic leader with nearly 20 years of experience, as she guides both Doctors and Chiropractic Assistants through a powerful hour of transformation. Drawing from her work coaching high-performance teams and practices around the world, Dr. Tahir shares the mindset shifts, communication tools, and leadership strategies needed to elevate every role in the office. You'll leave inspired, aligned, and equipped to make a greater impact with every patient interaction.

### **Course Objectives:**

To equip CAs with the mindset, communication strategies, and personal development tools required to contribute powerfully to patient flow, team synergy, and the overall growth of the practice.

#### **0–15 Minutes: Transforming Your Mindset & Expectations**

##### **Key Concepts:**

- What is your current mindset around practice, patients, insurance, and growth?
- Common limiting beliefs CAs hold:
  - “Patients won’t pay out of pocket.”
  - “I’m not sure how to answer their objections.”
  - “It’s not my place to talk about finances or care plans.”
- Contrast: What we believe vs. what the patient believes
- How your energy affects the tone of the entire patient experience

*Mindset Check-in Exercise – Write 3 beliefs you currently hold about patients or the practice. Replace them with new, empowering statements.*

#### **15–30 Minutes: Creating Effective New Patient Flow**

- The CA’s crucial role in the new patient journey
- The “Patient Flow Blueprint” – is the office, communication, and experience patient-ready?
- Are you:
  - Confident in explaining visit limits?
  - Ready to discuss finances with empathy?
  - Trained to answer “Do you take my insurance?” with clarity?
  - Creating a HIPAA-safe, calming experience?

### 30–45 Minutes: Values, Identity & Your Unique Contribution

- Discovering your unique value to the practice beyond just “doing the job”
- Creating a Personal Core Values Statement
- Understanding the “Why” behind your work: How do you contribute to healing and transformation?

*Values Discovery Exercise* – Choose 15 values → narrow to 5 → craft a statement:

**“I help [who] by [what you do], and I encourage [core value] every day.”**

**Example:**

**“I help pregnant women feel safe and supported by guiding them through their first visit with compassion. I encourage calm and trust every day.”**

### 45–55 Minutes: Overcoming Limiting Beliefs About Money & Success

- Identifying where your money mindset came from (childhood, environment, role models)
- How this affects your ability to speak confidently about finances in the practice
- Wealth isn’t just about money—it’s about growth, abundance, and freedom

*Limiting Beliefs Inventory* – Identify 2 beliefs around money or growth that could be holding you back and reframe them.

### 55–60 Minutes: Final Reflection & Call to Action

**Key Concepts:**

- Transformation begins with awareness and small daily actions
- You are not just a CA—you are a leader in patient care and energy
- Your mindset sets the tone of the practice before the first adjustment happens