Zero to Hero

DEVELOPING PROFESSIONAL SKILLS

BSC COMPLEMENTARY HEALTHCARE PROGRAMME
The Complementary Healthcare programme

3 x Practitioner qualifications
- Holistic Massage (Level 4)
- Clinical Reflexology (Level 4 & Level 5)
- Clinical Aromatherapy (Level 5)

Embedded research (Level 4, 5 and 6)

Entrepreneurship & Employability (Level 5)

Placements (Level 6)

Research dissertation (Level 5 & 6)

Running a business (Level 5 & 6)
Clinics

- Case study clinics
- Community outreach
- Final year self run clinics
- Graduate clinics
Winners of Cardiff Met Entrepreneurship ‘Countdown to Launch’

2016: Megan Bearpark
2018: Roseanna Mathias & Becky Moore
2019: Susan Davies
Research

Development of evidence base
Holly Turner
BSc (Hons); MAR; MIFPA.

Passionate about promoting wellbeing to my community.


Inspired by my studies

Wanted to share my own self-care techniques with the wider community.
Goal of Women’s Wellbeing: To bring together a group of like-minded and open minded women who are ready to explore different techniques and methods that can help us feel happier and healthier, improving our overall sense of wellbeing.

Meeting Fortnightly in the local village hall between 7-9pm.
The Fundamentals of Group Meet-Ups.

Self-Massage Techniques
Hand reflexology techniques
How to safely use essential oils and aromatherapy
Meditation
Movement
Gratitude Practice
Feeling supported, safe and knowing you are not alone in how you feel.
Invaluable clinical work experience

- Year 3 - invaluable work based learning experiences
- Student-led university clinic
- Placement at Marie Curie Hospice
Wellbeing Studio

Holly Turner  MAR; MIFPA

REFLEXOLOGY, AROMATHERAPY & HOLISTIC MASSAGE

TUESDAY - FRIDAY - DAYTIME & EVENING APPOINTMENTS | SATURDAY 10AM - 3PM

WWW.WELLBEING-STUDIO.CO.UK  f  i
Clinical aromatherapy allowed us to:

- Learn to create homecare products for clients.
- Understand the current law, cosmetic regulations.
Re-located studio in November 2018

My training and membership of TWO professional bodies has set me apart from local competition.

Sharing scientific evidence in relation to my therapies with clients on social media keeps clients engaged and builds my reputation as being a true professional.
Graduate Perspective

Susan Davies BSc (Hons); MAR; MIFPA
Graduate Perspective

Susan Davies BSc. (Hons) Health & Wellbeing
Countdown to Launch Winner 2019

How the BSc (Hons) Complementary Healthcare programme has helped me to establish my own business and become a Cardiff Metropolitan Countdown to Launch Winner 2019
Professional and Clinical Practice Level 5

Two parts

Part 1 – Business marketing plan based on own business & experience of promoting university clinic

Part 2 – Clinic skills and community based experience
Establishing A Business

- Business Model – Sole Trader/Limited Company/Partnership/Co-operative

- Business Strategy - Branding/Logo/Business Cards & Promotion - "A business name needs to summarise all the emotional & rational feelings about the product/service the business provides (Williams, 2013).

- Networking Target Market
Business Location, Premises & Primary Goals

Geographical Area
Identify Target Market
Explore and Identify Similar Businesses
How much do they charge
Identify Unique Selling Point (USP)
Primary goals (SMART)
Who am I now? Where am I intending to go? How do I get there? (Stokes & Wilson, 2010)
Twelve Month Financial Projection

Accurate Income and Expenditure Forecasting is essential for business success, service charges must be high enough to cover all costs and make a profit (Business Wales, 2017).

Networking Leads & Hubs to establish robust client base and maximise potential earnings.

Essential experience for the author – identifying the necessity of beginning business planning immediately and not waiting until completion of degree course.
Promoting Complementary Healthcare Clinic

Identifying best location
Advertising Campaign - Posters/Leaflets/Social Media
Designing a "Sales Platform"
Personal Feelings - Apprehensive/Nervous/Out of Comfort Zone
Community visits

Taster sessions in

Sheltered Housing (Derwen)

Flying Start Centre

Group work organising visit and delivering taster sessions to clients who would not usually access the clinic environment.

Talking about our treatments - marketing
Fast Forward Countdown to Launch 2019

Cardiff Metropolitan University
Countdown to Launch June 10th – 14th 2019
Setting up a sales pitch
Identifying Business Needs/USP/Marketing
Interviewed by Judges
£1000 Cash Prize
Free Business Mentorship Advice
Access to other financial bursaries
Zero to Hero

At the end of the programme, opportunities are available in:
- Employment in a wide range of settings, NHS, private healthcare, sport, wellness industries
- Further study – Masters and beyond
- Research
- Entrepreneurship