



Ontario Society of
Occupational Therapists

Advancing and Inventing our Future –

Enabling Occupational Therapists To Be Their Best Champions

A Popular 2 part WEBINAR SERIES!

**Creating and Sustaining Presence
within your Workplace**

**You set the date!
1 hour session**

**Marketing and New Business
Development in the OT Marketplace**

**You set the date!
1 hour session**

**Listen to/view
the taped
sessions at your
leisure!**

Ontario's healthcare environment presents many challenges and the OT job market is experiencing transformations. This is time for strategic positioning and leadership within our profession! Be your own *Best Champion!*

Are you:

- Top of mind to clients, referrers, administrators and funders?
- Able to clearly articulate your value-add?
- Prepared to build your own practice?
- Ready to develop leadership skills within your facility or community?

Through this web-based learning program you will:

- Understand strategic promotion and marketing approaches
- Develop skills in audience analysis and targeted messaging
- Gain knowledge, skills, techniques and approaches to showcase your services

Who should watch this webinar?

ALL occupational therapists! New grads, seasoned therapists, those currently working or seeking to work in public and private practice, mental health, acute care and the community! All those who want to learn and practice the power of self-promotion and positive negotiation and be their best champion for occupational therapy.....*you!*

"this was completely amazing, timely and helpful in a hands-on way, even more than any other workshop"

"It re-invigorated my thinking."

"Well presented, well paced and relevant!"

How to Register

Online at www.osot.on.ca
Fax, email or mail your completed registration form

Co-facilitators, [Liz Mullan](#), OT Reg. (Ont.) and [Andrea Duncan](#), OT Reg. (Ont.) share a wealth of experience, knowledge and leadership in the field of OT across all practice sectors.

Don't miss this opportunity!



Contact OSOT

55 Eglinton Ave. East, Suite 210, Toronto, ON M4P 1G8
Phone: 416.322.3011 Fax: 416.322.6705 Email: osot@osot.on.ca

Advancing and Inventing our Future –

Enabling Occupational Therapists To Be Their Best Champions

Program 1

Creating and Sustaining Presence within your workplace

- Opportunity comes to the open mind
- Who to speak with
- Customer Readiness Scale
- Your unique value proposition (UVP)
- Strategic communication techniques
- Changed behavior brings different results

Program 2

Marketing & Business Development in the OT Marketplace

- Definition of Marketing and the OT Marketplace
- Strategic Planning – SOAR
- Unique Value Proposition
- Cost Benefit Analysis / Return on Investment
- Starting your own Practice
- Putting strategy into practice

Webinars are conducted online and archived. To access both webinars, contact osot@osot.on.ca to request the access link. Electronic copies of the handouts can be made available.

OSOT employs the Adobe Connect platform. Participants will require a hi-speed internet connection and an Adobe Flash enabled device with Flash player 10.1 or later to connect to the webinar platform. [Click here](#) to verify if your computer has Flash Player installed. [Click here](#) to download Flash Player.

PLAN TO
VIEW
BOTH!

Registration Fees:	OSOT Member
Webinar Series – both programs	\$50.00
Creating & Sustaining a Presence in your Workplace	
Marketing & New Business Development	