



# What I have learned as a mindfulness trainer

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# My experience as a mindfulness trainer includes

- ▶ MSc in Mindfulness-Based Approaches
- ▶ Running standard MBSR courses
- ▶ Integrating mindfulness into existing courses – leadership and management, work with young people
- ▶ Setting up a mindfulness-based social enterprise
- ▶ Designing and delivering tailored and bespoke training
- ▶ Gaining CPD accreditation for my courses – looking at assessment
- ▶ Handing over the baton



I have learned that success boils down to 4 factors...

- Visibility
- Collaboration
- Credibility
- Getting a return on your investment

All underpinned by mindfulness!!!






# Visibility



- ▶ Accurate and up to date website with high quality content – thought leadership
- ▶ Regular social media activity - posts, blogs, responding to what others have written
- ▶ Networking – strategically, not just mindfulness networks!
- ▶ Publishing – articles, maybe even a book or two



# Working collaboratively

- ▶ Know who your stakeholders are
  - ▶ Identify what benefits they might provide and what they expect in return
  - ▶ Be clear about what added value collaboration will bring
  - ▶ Get legal advice if necessary – especially if going into partnership
  - ▶ Continue to monitor to ensure collaboration is working for you
  - ▶ Invest time and energy in what works
  - ▶ Be prepared to let go of what isn't working
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# Credibility



- ▶ Research – keep up to date
- ▶ Tailor your offer to different audiences – approach, content and the language you use
- ▶ Do not compromise when it comes to mindfulness
- ▶ Have in place a robust process for developing and delivering training – from start to finish .....and include contingency plans
- ▶ Get approval for the learning outcomes, session plan/s and materials – at each stage so no surprises
- ▶ Think about joining other professional bodies e.g. CMI and SET
- ▶ Invest in your own CPD
- ▶ Get testimonials

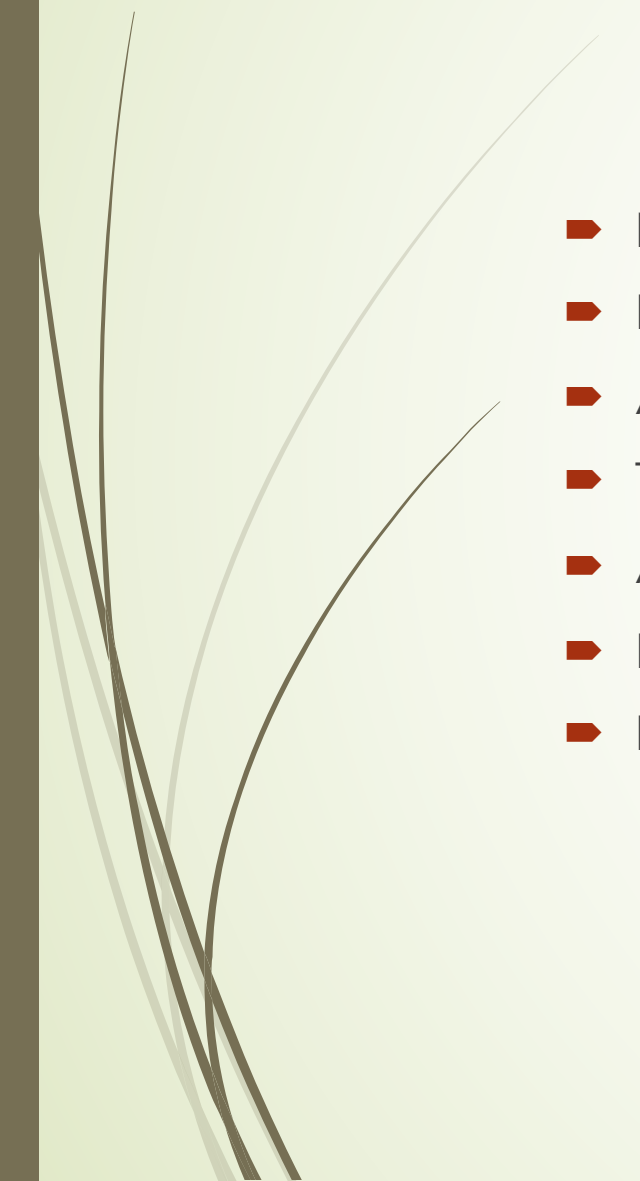


# Getting a return on your on investment

- ▶ Cost out your offer – include your time, the resources you use and your overheads
- ▶ Think about the value of any additional benefits you might gain
- ▶ Don't be price/funding led
- ▶ Read any contracts very carefully – especially payment by results!
- ▶ Consider adopting a Robin Hood approach
- ▶ Manage cashflow
- ▶ Penalise late payment



# Mindfulness has helped me to...

- ▶ Not be so judgemental
  - ▶ Be patient – allowing things to unfold
  - ▶ Adopt a beginner mind
  - ▶ Trust my own judgement
  - ▶ Acknowledge my strengths and weaknesses...and know when to delegate
  - ▶ Recognise the importance of self-care
  - ▶ Know when it is time to let go and move on
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# And now I am a PhD student I am...

- Developing a new online and social media profile
- Reviewing the literature to identify gaps in existing knowledge
- Gathering the views of different stakeholders – survey, interviews and focus groups
- Adapting an existing mindfulness-based intervention
- Piloting
- Assessing the potential for scaling up

.....And looking for mindfulness trainers to share the journey!



# Thank you for listening

- ▶ Question?
- ▶ Comments?
- ▶ Suggestions?

If you would like to learn more about my research e mail me at

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