

# Reaching Out - Making a Difference

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To reach out to our community and make a difference. To grow ourselves and our team. To have fun along the way. Inspirational great goals for any Chiropractic office. And yet many people in the Community don't know what we do.

Recently a marketing person asked me what I thought the competition was for my business in our area, and I said, "Ignorance - that's all. The public don't know what we do." This provides an interesting and exciting challenge for all of us to let the community know what we do and how chiropractic works. How do we and our teams rise to meet this challenge?

It doesn't matter what techniques we use - in fact variety is great! I believe if our intention is to improve health and function by adjusting the spine, then we are all working towards the same common goal, and I'd much prefer to work together towards this goal because synergy is very powerful, and it's a lot more fun too!

If you are looking for a powerful and inspiring way to develop this synergy with others in the chiropractic family, as well as enhance your skill in getting the powerful message out to your community, then Dynamic Growth Experience is the place for you and your team. If you've been before you'll know what I mean.

Come with an open mind and willingness to recognize that special gem that someone drops in their presentation that seems to speak directly to you. If you've never been, why not give one a try. Attending as a whole team is far more powerful because each of you will gain something to make your practice even more fulfilling and inspiring. The ASRF has kept registration very low to make it easy for your team to come. DC Registration is \$75; and for CAs, spouses and students registration is \$45.

## **What is Dynamic Growth?**

The focus of Dynamic Growth is the raison d'être of chiropractic practice - the "human" side of practice, encompassing both personal and practice-based principles. Of particular importance is an ethos of personal growth through the sharing process and development of peer and mentor networks. Dynamic Growth is primarily a grass-roots movement, recognizing the depth of

amazing talent available from within the members of the chiropractic community. Dynamic Growth gives this knowledge, experience, and talent a forum for expression with an "inside out" approach!

Both the Annual Gold Coast Congress and the various State Experiences comprise the "DG Movement."

DG Experiences engage Doctors of Chiropractic and Chiropractic Assistants in personal and professional learning and motivation. Knowledge-based presentations, experience-based presentations, and case stories from your local chiropractic peers are features of DG Experience programs. Join the movement by being part of your local DG Experience, and enhance the experience even more by offering your assistance in some way... Many hands make light work.

Mark these dates and convenor's names on your calendar right now:

### **Victoria: 24 May**

*Richard Mitton*

*Ph: (03) 5572 5455*

*Email: rmitton1@bigpond.net.au*

### **Western Australia: 28 June**

*Taylor Vagg*

*Ph: (08) 9336 4577*

*Email: vaggchiro@westnet.com.au*

### **New Zealand: 12 July**

*Georgina Compton*

*Ph: (09) 379 0991*

*drcompton@chiropracticedge.co.nz*

### **New South Wales: 2 August**

*Julie Uren*

*Ph: (02) 9428 4033*

*Email: jrmidwife@optusnet.com.au*

### **Queensland: 16 August**

*Travis West*

*Ph: (07) 3342 6525*

*Email: admin@backtofront.com.au*

According to delegate feedback last year's Dynamic Growth Experiences were the best ever, continuing a trend over recent years. With a

broader variety of speakers they are now catering for even wider tastes within our profession. Chiropractic teams who had never been before thought they were great.

Personally, I find DGE to be uplifting and inspiring. There is always something concrete I can take away and use. Because I practice in a rural area, I also enjoy the opportunity to catch up with friends and colleagues from our profession. When we attend DGE as a whole team, our impact on our community can become greater. We can function better as a team and have more fun.

Dynamic Growth Experience... it'll be great in 2008!! Don't miss it!

*By Dr Gary Smith, Governor, Australian Spinal Research Foundation*