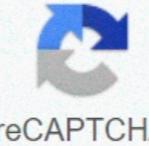


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Objectives of guidance and counselling

The logistics of starting a counseling business are no different than that of any other small business. You will need to follow the guidelines for establishing a business in your community, as well as adhere to the requirements established for professional licensure in your state. Establishing a good reputation in your community is by far the most important step of starting a successful counseling business. Get credentialed. It is useful to have your professional credentials before starting a counseling business so you can begin seeing clients right away. Licensure varies by state but usually requires a supervised internship and work experience as well as a passing score on a state exam. Once you are licensed, ensure that you are adequately covered in case of a malpractice suit by getting malpractice insurance coverage at the limits designated by your state. Complete required business paperwork. Each city or county has ordinances that address starting a business. Apply for a business license, apply for a fictitious name permit if you plan on using a name other than your own for your business and ensure that you have met all safety and fire codes. Some states require an inspection before you can open your doors. Be sure to get adequate coverage for your building insurance in case of fire or accident occurring to or at your business. Establish several streams of income. It is advantageous financially to accept health insurance so clients can pay using their mental health benefits. You will need to apply to each insurance company to become an approved provider in order to accept their insurance for payment. This process can take several months, so start as soon as you have a location established for your office. Provide several services that meet the needs for different clients. Offer a one-hour self-pay session, but also provide a reduced-rate group session to accommodate those who cannot afford the individual rate. Promote yourself. The key to a successful counseling business is a healthy base of referrals. Ensure that you have established good working relationship with other professionals such as physicians, social workers, school personnel and other mental health clinicians. Very few clients come through the yellow pages or just passing by. Word of mouth and direct referrals will be your largest referral base, so your reputation means everything. Work with other professionals to establish good working relationships so they are more likely to refer to you when a patient needs mental health services. It can also be helpful to advertise online. Internet searches that identify your practice can ensure you have an advantage over the competition. Offer to do community workshops and volunteer to speak at local school engagements. Look for opportunities to get your name out in the community. An objective is a written statement that succinctly describes tangible actions to take that are based on a predefined motive or mission. Objectives are used by individuals and organizations. In general, individuals set objectives in regards to their career and professional pursuits. Organizations and businesses set objectives for various departments that align with the over-arching mission of the organization. Objectives are broadly stated, non-measurable, well-written statements that have no "expiration date." Staying focused on objectives helps businesses and individuals decide which course of action to take and why. While an objective is not measurable, a goal is measurable. For example, an automobile manufacturer might set a goal to sell 1 million cars and an objective to "maximize leadership position in the auto industry." The goal and objective would then align with the company's mission to "Sustain profitable growth by providing consumers with the best dealership experience." If nothing else, set short, measurable and challenging career and professional objectives. For example, a college student who is majoring in biology might have established internship programs, contacting the campus career development office and finalizing her resume. Her long-term objective might be to sit on the board of directors for an international pharmaceutical corporation. On her resume, she would state a short-term objective to "gain an internship experience that will prepare me to pursue a career path as a biologist with a major pharmaceutical company." Strategic marketing objectives focus on what the company will do to sustain a competitive position in the marketplace. The components of strategic objective statements can cover areas such as product selection, price and customer service. An example of a strategic market objective for a hotel as a biologist would be "to provide travelers with the most affordable accommodations at over 500 locations." A company with a global marketing mission might state an objective to "become the most popular pizza chain in Russia." A plus-size women's clothing manufacturer might set a strategic objective to "provide plus-size women with the widest selection of contemporary styles." Operational objectives focus on the internal aspects of a business and what it will take to keep the business profitable so it maintains and increases its market share. Operational objectives focus on people, product development, inventory and distribution. For example, a soft drink manufacturer might set an operational objective to "improve turn-around time from plants to distribution centers." A software company might set an objective to "become recognized for developing the most innovative software programs." A fast-food chain might set an objective to "improve customer satisfaction by improving customer service training." Effective counseling is a two way street. It takes a cooperative effort by both the persons receiving counseling and the counselor. And it takes a commitment to make sometimes difficult changes in behavior or thinking patterns. What you expect to achieve with your counselor should be clearly defined as you begin your counseling. You and your counselor should discuss realistic time frames for reaching your goals and agree on how you will measure your progress. It's important that you and your counselor establish a good relationship that allows you to be completely honest about your thoughts and feelings. Often, this requires an elusive "chemistry" between both of you in which you feel comfortable with your counselor's personality, approach and style. If after the first few sessions you don't feel this chemistry, look for another counselor with whom you feel more comfortable. Once you think you've found the right counselor, how do you tell if your relationship is effective? Here are some signs to look for: While you are responsible for making changes in your life, an effective counselor can help pinpoint the obstacles in your way. If you have control over these obstacles, a counselor can suggest behavioral changes to help you overcome them. If these obstacles involve factors outside of your control, your counselor can teach you coping mechanisms that will foster your well being in trying circumstances. An effective counselor can identify negative thinking patterns that may be feeding feelings of sadness, depression or anxiety. By encouraging you to build upon personal strengths and suggesting skills that can overcome self-inflicted feelings of hopelessness, a counselor can help you develop a more positive attitude. A good counselor can assist you in making positive changes in your relationships with others, helping you recognize behaviors that may be contributing to a troublesome relationship. Your counselor can teach you effective ways of communicating, clearing the way for honest exchanges with people in your life who may be causing you emotional pain. You can determine whether your work with your counselor is effective if you begin to obtain insights about your own thoughts and behaviors that may have eluded you before. Over time, you should be able to recognize patterns in the way you act, trace their sources and identify stumbling blocks to your happiness that you may have unwittingly created. The end result is personal growth that empowers you to control your life and enjoy positive, life-affirming relationships with others. By Chron Contributor Updated July 01, 2020 Group guidance provides beneficial information to a number of people at once, instead of repeatedly explaining the concept to each person individually. This offers the group leader a more efficient way to educate. It also allows individuals the opportunity to interact with others facing issues similar to their own. Common examples in the workplace include orientation programs, career information sessions and job training workshops. Group guidance can deal with problems people have in common. A group member has the opportunity to spend time with other professionals facing similar challenges on the job, for example, which helps him realize that he is not the only one dealing with these issues. He has the opportunity to share his story with other group members, who listen to what he has to say and can try to help him solve his problem. He also has the opportunity to listen to the similar stories of his peers. For example, attending a seminar on time management might help a busy professional realize that he's not the only one that struggles with finding enough hours in the day to complete his work. Others in the group can suggest ways he can work to balance his priorities. This is one of those most widely used techniques of educational guidance within groups. Spending time with a diverse group allows people to be exposed to a variety of new situations, circumstances and opinions. Group members must learn to listen to others and to modify their behaviors in a manner that is socially acceptable, out of respect for their peers. They also must learn to appreciate and tolerate the opinions of other group members, even if they don't agree with them. For example, employees from different groups may be selected to work on a project together. Everyone in the group may have a different idea on how the project should be completed, and when they all listen to each other's thoughts in a respectful manner, they can choose the best option. Group sessions offer a great source of socialization, according to UC Davis. It is much more efficient for a supervisor to share information with an entire group of people at once than having to talk with each person individually. This is appropriate in situations where the information shared is not a private matter and is relevant to everyone in the group. Examples are situations such as new hire orientations, training seminars and department meetings. Because group guidance is more cost-effective than individual guidance, according to Regain, more people will also have access to it. Thus an objective of group guidance includes accessibility to lower income individuals. Understanding the meaning of guidance can help a manager see how employees interact with others. An employee may behave one way toward the manager when the two are alone together and act in an entirely different manner when placed in a group setting. Observing an employee in a group guidance situation allows a supervisor learn more about the employee's interaction patterns. This can help the supervisor better understand problems an employee may have getting along with his co-workers or completing his work on time. It also can assist the manager when preparing employee performance reviews.

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