

2020

Annual Strategic Planning

A Guide
for Music
Therapy
Practices

Brought to you by

Ictus Strategic Marketing
&
Transformational Health Music Therapy Services



Business Focus

The purpose of my music therapy practice is to...

What makes you get up in the morning? Avoid making this about you - ...to pay my rent and buy groceries. Make this about your clients and how you want to change their world. For example, Coca Cola's purpose is to ...inspire moments of optimism and happiness

My clients will view my practice as:

What do you want your clients to think about your practice? If you can define this, it will change the way you run your music therapy business. For example, you might want your clients to view your practice as ...the area's leading expert in working with children with autism.

Evaluating Past Efforts

Things that worked last year	Things that did NOT work last year
<ul style="list-style-type: none">•••••••••••••••••••••	<ul style="list-style-type: none">•••••••••••••••••••••

SWOT Analysis

Strengths and weakness are things that you have control over. Your skills, your expertise, your instrument inventory, your professional network, etc.

Strengths	Weaknesses

Opportunities and threats are things that you do not have control over – the economy, your competition, etc.

Opportunities	Threats

SWOT Analysis

Now, take your top 3-5 strengths from the previous page and think of ways that you are going to use them to meet your goals this year. This is how you build a strategy.

Top 3-5 Strengths	How can we maximize these strengths this year?

SWOT Analysis

Now do the same thing with the opportunities that you have noticed. These could be things like... one of your competitors moved out of the area, or you notice that podcasting is becoming more popular, or your local hospital received a grant for alternative therapies. How are you going to make the most out of what's happening out there?

Top 3-5 Opportunities	How can we capitalize on these opportunities?

Who is your customer?

As you might guess, this is super important, but most businesses don't spend enough time really thinking about their customers.

Be customer savvy and **think beyond the client**; you have more than one customer. Is your customer the mom who's son has autism? or the facility activities coordinator at the nursing home? Or is your customer the 65 year-old woman with Parkinson's? All the people who care if you do a great job – they are your customers.

Top 3-5 Different Customers	What motivates them?	What value can we offer them?	Strategies to engage them

Big 5 Goals

What do you want to accomplish this year? How many clients will you be working with by the end of the year? How many contracts will you have? Are you going to build a website, start a podcast? How much revenue will you earn?

Write down your top five goals for the coming year.

- 1.
- 2.
- 3.
- 4.
- 5.

Obstacles to achieving your goals this year

	Obstacle	Strategies to overcome obstacles
Goal 1		
Goal 2		
Goal 3		
Goal 4		
Goal 5		

Performance Measurement

Key Performance Indicators

It's important that you have the courage and discipline to measure your own performance. If you aren't keeping score, how will you know if you are on track to accomplish your goals. A **Key Performance Indicator** is like one of the dials in the cockpit of an airplane. If the altimeter is telling you that your plane is losing altitude, you know you have make some adjustments to keep that plane in the air.

It's the same with business. Choose a handful of the most important measurements that will tell you if you are on your way to achieving your goals. Examples include: revenue, sessions booked, facility contracts, inquiries, social media followers, etc.

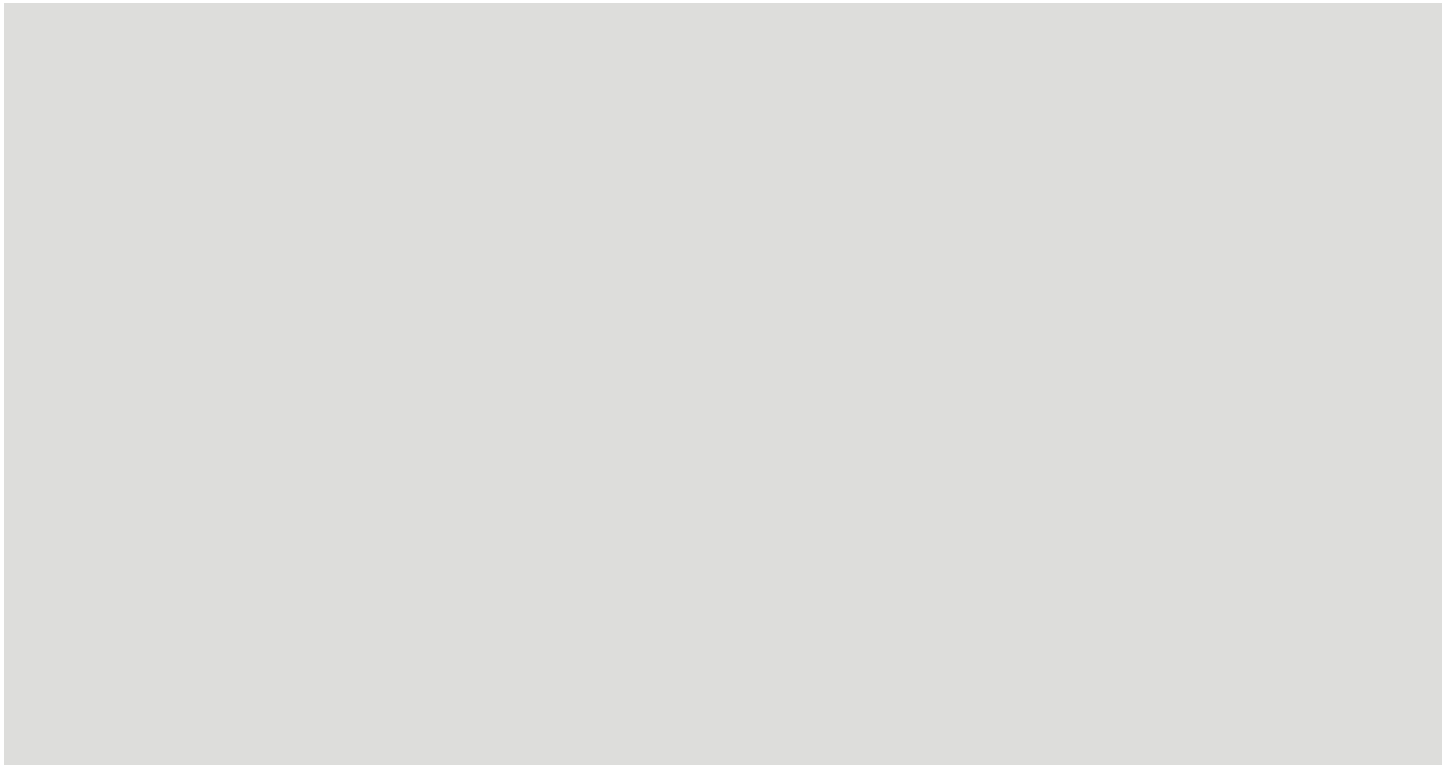
KPI	Q.1	Q.2	Q.3	Q.4	Annual

Theme for the Year

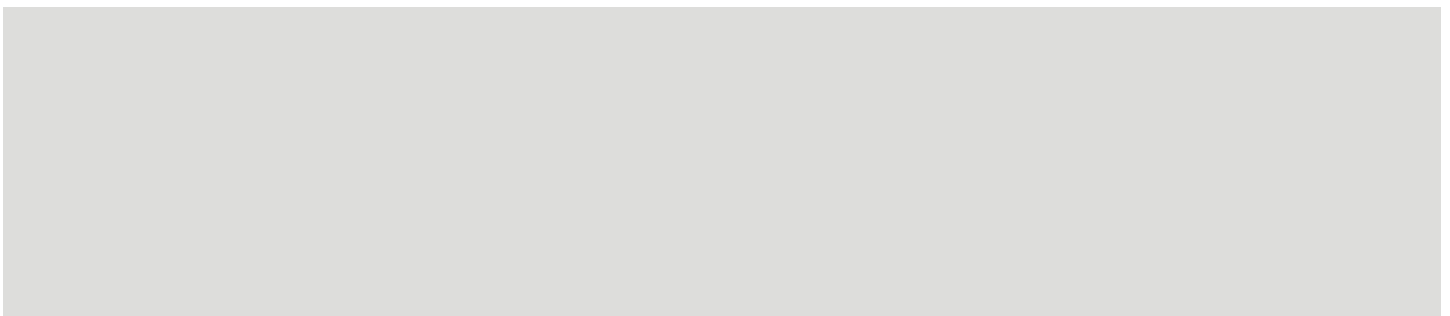
Start by making a list of some words or phrases that would be appropriate as a theme for the year. Examples might include: *growth, leadership, professionalism, commitment, balance, decisive, creativity, compassionate, patience, enthusiastic, results, clear, mindful, etc.*

After you've created a word cloud, arrange the words into a sentence or phrase that will inspire you.

Word Cloud



Sentence or phrase that inspires you





Coffee, Tea, and Music Therapy is a podcast dedicated to exploring the world of health and the adventure of running a music therapy practice.



Transformational Health Music Therapy operates in Southern California and is dedicated to promoting patient advocacy, healthcare collaboration, and caregiver support through music therapy.



Ictus Strategic Marketing is a marketing and design thinking agency. We work with clients who want to solve human-centered problems with human-centered solutions. Ictus specializes in helping people develop growth strategies, implement marketing tactics, and launch new innovations for their business.

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