

1. THE GENTLE MUSCLE RELEASE ACADEMY Organisational Overview & Structure

Please note: The details in this document are a work-in-progress and are subject to change before the document is set in stone!

We are tweaking things to make this as affordable as possible for EVERYONE AND so that it WORKS and is sustainable!

2. MEMO to TRAINERS and Therapists

- ▶ The way that we envision things developing, Trainers will essentially be trained how to train others - along the lines of what others might call a 'franchise', but which the GMRA prefers to see instead as a co-operative endeavour to 'spread the word'.
- ▶ As members of the 'co-operative' we all agree to provide a standardized delivery using the Academy Manual that will maintain standards and guarantee that prospective therapists - and trainers - can rely on the fact that what is taught in Birmingham is also taught in the same way elsewhere.
- ▶ This is in no way designed to 'limit' ourselves because we are all differently trained in our regular practices and have different skill-sets (scar tissue, myofascial therapy, manual lymph drainage etc etc) and hopefully there will be many opportunities for us all to expand our skills ... which presents opportunities for extra Special Topics days, but outside the main curriculum.
- ▶ We are focussing on maintaining a unified, standardised core curriculum which will provide a firm foundation, and building on that.

3. KEEPING THINGS AFFORDABLE and YET EQUITABLE ... for us all (1)

- ▶ Angela and I share the belief that GMR provides a fantastic opportunity for EVERYONE doing bodywork to no longer run the risk of hurting themselves when they do what they love to do.
- ▶ EVERYONE deserves an opportunity to learn this essential skill way before they are working so hard that they DO hurt themselves.
- ▶ We want to see PROSPECTIVE TRAINERS emerge from every training school in massage and bodywork and begin to teach the concept as early as possible.
- ▶ For these reasons we think it is important to encourage Trainers to be as proactive as possible, training as many therapists as possible and always keeping a lookout for other good candidates to become Trainers themselves.
- ▶ **It is our intention for trainers to be able to retain the lion's share of every workshop that they put on in the name of the GMR Academy,** whilst being realistic in ensuring that the Academy can become self-sustaining and able adequately to support both GMR Trainers & GMR Therapists.

4. KEEPING THINGS AFFORDABLE and YET EQUITABLE ... for us all (2)

- ▶ This is why we are offering a 25% discount to the:
 - ▶ **FIRST 10 TRAINERS and the**
 - ▶ **FIRST 30 PRACTITIONERS**
- ▶ ... to get the ball rolling and to build up excitement and momentum.
- ▶ As you will understand, it will naturally take a little while to get TRAINERS up to speed, experienced enough and confident and competent to deliver Practitioner Trainings
- ▶ It will be crucial to spread the word as quickly as possible. The more events that take place the quicker that peoples' *muscle memory* will evolve ...
- ▶ ... and as we all know NOTHING SUCCEEDS LIKE SUCCESS!

5. THE FACULTY IS COMPRISED OF:

- ▶ 1. REGISTERED TRAINERS/INSTRUCTORS
- ▶ These Academy Members will be responsible for training:
- ▶ 2. PROSPECTIVE PRACTITIONERS
- ▶ These students will eventually graduate and appear as GMR Therapists on the public Academy Register.
- ▶ Faculty will ALSO (unsurprisingly) be involved in training...
- ▶ 3. ... MORE PROSPECTIVE TRAINERS

6. What are the benefits of becoming a GMRA TRAINER?

- ▶ Besides being involved in a TRANSFORMATIVE & EVOLUTIONARY community of therapists which has the potential to:
- ▶ PROTECT the WELLBEING of existing & newly trained/training therapists
- ▶ CREATE an exciting career pathway to protect your own health and your own ability to work safely for as many years as you choose thereby ...

7. What else?

- ▶ CREATING the potential to collaborate as a franchisee /partner with other Academy members with **NO OUTLAY** required whatsoever...
- ▶ Other than the willingness to learn and replicate the training you will receive by training others under the aegis of THE GENTLE MUSCLE RELEASE ACADEMY and agreeing to abide by the ethos and spirit in which the GMRA has been established
- ▶ WITH THE ACADEMY'S SUPPORT the sky is the limit ... which is why the Academy is so keen to attract kindred spirits with whom to work

8. THE HIGHEST QUALITY, STANDARDS & AFFORDABILITY

- ▶ By this we mean:
- ▶ 1. Attracting the best candidates in the industry
- ▶ 2. Providing the best quality of training
- ▶ 3. Focussing on placing AFFORDABILITY within the reach of already established therapists as well as relative newcomers. (More to follow)

9. Pathway to becoming a GMR TRAINER

- ▶ Because you are already a highly experienced, established therapist we have every confidence that you will find the training schedule that we have planned for you well within your capabilities.
- ▶ Naturally, as with all new trainings there is a learning curve which requires a degree of practice and repetition to enable our muscle memory to kick in.
- ▶ However, we are confident that you will find that your MANUAL will be up to the task of jogging your memory, until it gradually becomes automatic and your existing creative therapeutic self instinctively takes over.
- ▶ Once trained, you will also have access to the entire training video (chunked for ease of access) for ever in the “Back Office” of the GMRA website

10. The Training Schedule (1)

- ▶ **WEEKEND 1.** This will take place over three full days. By the end of this you will have a full overview of GMR and how it works, having applied and received the full gamut of releases as often as is possible.
- ▶ **WEEKEND 2.** This will take place two weeks later over two full working days. This will provide an opportunity to revisit any areas you feel necessary, allowing us to make any subtle alterations and suggestions to refine and polish your delivery. At this stage you will confidently be using GMR in your practice and your name will appear on the GMR Register as a qualified GMR Therapist, accessible to the public.

11. The Training Schedule (2)

- ▶ **PART 3.** Prior to receiving your FULL GMR TRAINER Qualification (which will enable you to begin to train prospective GMR students to GMR Therapist level) you will be expected to attend 2 separate 3-day events (WEEKEND 1.) in the role of an Assistant Trainer AND also 2 separate 2-day events (WEEKEND 2.) This will allow you to observe the event, familiarise yourself with the way we want to see such trainings presented, using your manual to study each 'lesson' quietly. We consider that this is the gentlest, most stress-free way for you to get up to speed, in preparation for your first workshop. As this is in effect 'Supervision', cost for each of the 5 days is £100/day.
- ▶ We will ALL be learning together in a supportive, collegiate atmosphere rather than anybody feeling under the spotlight or in the hotseat!

12. TEAM-TEACHING APPROACH

- ▶ Gradually, as the number of TRAINERS ‘in training’ increases, it will become the norm for the Lead Trainer to be supported by Assistant Trainers at either their 1st, 2nd or 3rd event prior to them achieving their FULL GMR TRAINER qualification, and thereby full members of the GMRA FACULTY themselves.
- ▶ We hope that by making the THIRD PART of the training subsidised supervision it will encourage all trainers to reach out to suitable colleagues (they may even be in semi retirement due to injury or incapacity) and introduce this opportunity to them ASAP.
- ▶ Similarly, the sooner colleagues wishing to train as GMR therapists are introduced to GMR the sooner prequalified trainers have an opportunity to achieve FULL GMR TRAINER status.
- ▶ There is no shortage of damaged or potentially self-damaging therapists out there who need our help.

13. Practitioner Pathway (1)

- ▶ For those students not yet (or ever) at the stage of wishing to become Trainers, their training will be as follows:
- ▶ **PART 1.** This is a three-day event during which they will be taught the FULL MANUAL before going home to begin to apply the techniques with existing clients. They will have access to the complete video in the GMRA Back Office for their entire Membership. They will be encouraged to complete 2 simple Case Studies, prior to returning 2 weeks later for ...

14. Practitioner Pathway (2)

- ▶ **PART 2.** This is a two-day event during which they will be taught the FULL MANUAL and any problems or difficulties can be addressed. They will be encouraged to complete 4 more Case Studies prior to attending **(by ZOOM) ...**
- ▶ **PART 3.** This is a final opportunity for students to revisit the entire protocol prior to completing their training and having satisfied all criteria to appear on the GMRA Register as an Accredited Member of the GMR Academy.

15. Once a GMR Practitioner (1)

- ▶ Registered Members will be required to attend 1 Annual CPD Course but at reduced Returner rates. This will help to ensure standards and delivery of GMR in a unified and standardized fashion.
- ▶ Registered Members will be encouraged to attend Trainings of future colleagues in the role of Helpers to the Lead Trainer, for which there will be no charge. The benefits speak for themselves as we all learn something from each other at every event.
- ▶ 3 such attendances would be in lieu of the Annual CPD Course above.
- ▶ Annual Registration fee for continued presence on the GMR Register will be fairly nominal.

16. Once a GMR Practitioner (2)

- ▶ A pathway will be created to enable GMR Therapists on the GMRA Register to affordably transition into FULL TRAINER status should they feel that this is the next logical step in their career.
- ▶ The Academy wishes to see GMR become a ‘bolt-on’ for all therapists as it currently appears to promise the simplest way to protect therapists from long-term wear-and-tear.
- ▶ As well as raising the game for all trained and qualified bodyworkers by offering a gentler approach to resolving long-term injuries the role of AFFORDABILITY is seen as crucial.

17. SUMMARY of PRICING - TRAINERS

▶ TO ACHIEVE GMRA PRACTITIONER REGISTRATION

- ▶ WEEKEND 1 - 3 DAYS (7 HOURS PER DAY) £900
- ▶ WEEKEND 2 - 2 DAYS (7 HOURS PER DAY) £600

▶ TO ACHIEVE GMRA FACULTY TRAINER REGISTRATION

- ▶ (ESSENTIALLY HAVING COMPLETED THE FOLLOWING SUPERVISION)
 - ▶ IN THE ROLE OF ASSISTANT TRAINER WITHIN THE YEAR TO ATTEND :
 - ▶ 2 FULL 3-DAY TRAININGS (W/E 1) (£300 per 3-Day weekend*) +
 - ▶ 2 FULL 2-DAY TRAININGS (W/E 2) (£200 per 2-Day weekend*)
 - ▶ ... AFTER WHICH THEY WILL BE APPOINTED TO THE GMRA FACULTY ...

This will enable the new Faculty Member to begin to organize their own Practitioner Trainings where THEY will act as Lead Trainer (supported by a more experienced Senior Tutor supplying background support.)

* Refer to page 19 - “INCENTIVES”

18. SUMMARY of PRICING - PRACTITIONERS

▶ TO ACHIEVE GMRA PRACTITIONER REGISTRATION

- ▶ WEEKEND 1 - 3 DAYS (7 HOURS PER DAY) £900 FULL MANUAL
- ▶ WEEKEND 2 - 2 DAYS (7 HOURS PER DAY) £600 FULL MANUAL
- ▶ WEEKEND 3 - 1 DAY Over Zoom (4 HOURS) £120 *
- ▶ The TRAINEE PRACTITIONER will ‘buddy-up’ with another Trainee and together they will demonstrate a 60-minute Full Treatment on each other as if the other were a client. (Manuals can be referred to as well as questions to the other or to the Trainer via zoom.)
- ▶ REMEMBER: This process is not to ‘test’ you rather to ensure that you are a happy and confident Member of the Team. You WILL have demonstrated (formally) your worthiness to be accepted onto the GMRA National Register and that the Academy is confident that the public - too - can have confidence in you.
- ▶ You will always be welcome to attend Trainings as a Helper thereafter.

▶ *Refer to page 19 - “INCENTIVES”

19. INCENTIVES TO ACCELERATE THE MOMENTUM

This is important for everyone, especially those TRAINERS waiting to qualify by attending Postgraduate Supervision Workshops as mentioned above.

- ▶ To help to recoup the cost of the training and speed up the numbers of those training ...
- ▶ For Every THERAPIST that the Trainer / Practitioner refers to a PRACTITIONER training workshop, they will be credited with £50 once the workshop has been completed & paid for.
- ▶ For every TRAINER that the Trainer / Practitioner refer to a TRAINER training workshop, they will be credited with £75 once the workshop has been completed & paid for.
- ▶ WE BELIEVE THAT THIS WILL BUILD THE MOMENTUM AND ACCELERATE THE ACADEMY'S GROWTH BY HELPING 'GENERATIONS' OF TRAINERS TO COMPLETE THEIR QUALIFICATIONS FOR THEIR PLACE IN THE ACADEMY
- ▶ REMEMBER there are 100,000 of your friends out there!