

GIVING A TALK

Giving talks is an excellent way of letting people know about Bowen and how it may help them or loved ones. People are more likely to book with or recommend you if they have met you in person.

The best talks are adapted to the audience, so be prepared to flex yours accordingly when you talk with different groups. However, basic principals can apply to all groups and we hope that we can cover as many as possible in this section to help you reach out to a new clientele.

There are usually local groups in every town and village, such as:

the WI, Gardening or Ramblers clubs, Young Farmers, the Round Table or other charity groups.

These groups are made up of people from a wide range of professions and they suit a general talk and demonstration about Bowen.

For Sport Clubs it is important to research the types of injuries they are likely to sustain from their particular sport, as well as giving information on Bowen's use for general health.

Confidence

Many therapists, while very comfortable with the one to one interaction in their clinics, may feel daunted by the challenge of speaking in front of even a small group of people. Often this can easily be overcome by having some coaching to build confidence. Joining a singing/dramatics group can enhance voice projection and tonality. Emotional Freedom Technique can be done on yourself to improve confidence too.

Remember the reason you are talking to them is to help them and others to improve their health and well-being. Any return may not be immediate, and it may go to another practitioner elsewhere in the country, but what goes around, comes around. The more people have heard of Bowen the more confident they will be to give it a go.

STRUCTURING YOUR TALK

The following may help you plan and prepare your talk, it is not prescriptive. You will come across much more authentically if it is all your own style.

Making a Start

Any talk can begin with an introduction based on where Bowen came from and developed. "The Story of Bowen" has information you can use.

Everybody loves a story and Bowen has a very personal story behind it. Tom Bowen's intuitive approach to the body along with his advanced understanding of both physical and energetic connections within the body is unique, and still well ahead of its time. Again, and again we read of some "new" integrated therapy which uses touch and "neural responses" to initiate healing. Tom had it all sewn up in the 1950's.

His humble beginnings and his dedication to his work and people's well-being all make for good story telling. Tom's ability to assess people quickly and "know" what to do is something for us all to strive towards as we attempt to "read the body".

Follow all this with a brief account of Ossie's meeting with Tom and how Ossie and Elaine set out to share Bowen outside of Australia. If you are speaking to a sports club emphasise Tom's involvement with a huge range of sports.

Moving On

Follow this up with a brief account of how you found Bowen.

You can then move on to conditions that you treat with Bowen and a general account of how Bowen works, don't go too heavy into fascia if no one has heard of it, they aren't there for an anatomy lesson. Most will have peeled the skin off a chicken breast and this opaque 'stuff' is the closest most will have got to actual fascia. Invite the audience to try and lift their skin away from their hand or arm, they will feel the pull of fascia holding it to the structures beneath.

You can discuss how everyday activities or habits make our bodies adapt and how over years this takes its toll.

This is where you will make the talk more specific to individual groups, common issues or injuries, for example.

Questions

Invite questions. The more confident you are about your material the easier it will be for you to handle questions as they arise. This often makes the talk much more interactive and personal. Leaving them to the end may mean they don't get asked as everyone starts to think about their homeward journey. Don't be afraid of difficult questions that you may not be able to answer. These almost never occur. You are there as a factual entertainment for the evening, not for an interview. Know your subject and keep things general. Interject humour into things when you can.

Use instances from your experience with clients and make use of the "royal we". Often when we are starting out in therapy work, we do not have enough client stories to illustrate the power of Bowen. What we do have is those stories other practitioners or our tutors have told us. Use these as if

they are your stories and if someone asks you about a specific condition that you have little experience with, but Bowen is effective at treating, just say “we find that” That’s the use of the “royal we” – a sort of Bowen collective consciousness.

There is a huge amount of information on Bowen in John Wilks’s books, which will increase your working knowledge and help with a question and answer session.

Demonstrations

If you decide to give a Bowen demonstration during a talk you will have to break many of the Bowen “rules”.

You will not be keeping the client quiet or leaving the room, you will be talking and walking about, explaining what you are doing.

Explain what you would normally be doing if this was a private session and that this can affect the outcomes. You can still get amazing results in this less than ideal situation.

Ask the group if anyone has a back problem or maybe a shoulder condition. Neck and knee problems can also be good to demonstrate on. If you can recruit some volunteers from the group prior to the talk by arranging this through the organiser, it can be helpful. Try treating two people at the same time – one lying and one on a chair – it shows the flexibility of Bowen and that it can be done through clothing. Keep a flow of talk going between moves and answer any questions that arise.

Always debrief your volunteers after working on them and give them an after-treatment instruction sheet – and your card or leaflet of course.

Conclusion

Emphasis the wide-ranging benefits of Bowen treatment and that it also helps those who are fairly fit but in stressful occupations. Give your contact details and where you treat from, clinic, home, home visits.