

## **Business Therapy helps small businesses and entrepreneurs solve conflicts and focus on the marketplace...plus a whole lot more.**

“... internal conflict is the largest source of stress, distraction and ultimately failure for small start-up businesses.”

--David Silverman, author of *Typo*

I am a psychotherapist in private practice. I'm also a Business Therapist specializing in the professional management of change processes with small businesses, non-profits, schools, religious organizations and entrepreneurs.

Business Therapy is a consulting niche in which psychotherapists utilize crossover skills to help small businesses solve problems and find better ways to do what they do. Objective listening and interpreting, creating laser-focused goals and pathways for achieving them, making determinations about the sources of current problems and bringing workable solutions to internal conflicts--these are some of the things Business Therapists do. Business Therapists also possess a talent for giving impartial, constructive criticism that others may not.

A typical Business Therapy project might be the examination of anything and everything a customer confronts when coming into contact with your business, especially that first time. One of the skill sets tapped into for this is what psychotherapists refer to as Motivational Interviewing, or MI. In a business context, MI becomes a sales tactic which greatly increases the probability that your desired customer will successfully complete this interaction with you and sets the stage for continued business over time. A similar skill is that of understanding internal and external complaints about your current practices and channeling that information into workable commitments for change, potentially affecting your future marketing tactics as well.

These services, while similar in nature to those offered by “high-end” business consultants, are typically much less expensive with Business Therapists, a big benefit to small businesses and entrepreneurs with limited resources who can't afford or don't need a full service agency.

One of the things I have learned is that business is about relationships, just like marriage, friendships and family. In ways similar to traditional therapy, Business Therapy helps companies and individuals make better decisions, manage problems creatively, and utilize practices that conserve resources and make more money.

More:

[http://www.nytimes.com/2007/11/29/business/smallbusiness/29sbiz.html?  
\\_r=2&ref=smallbusiness&oref=slogin&oref=slogin](http://www.nytimes.com/2007/11/29/business/smallbusiness/29sbiz.html?_r=2&ref=smallbusiness&oref=slogin&oref=slogin)

Morrison, James R. (1995). *The First Interview*. New York: The Guilford Press.

Silverman, David (2007). *Typo, The Last American Typesetter or How I Made and Lost 4 Million Dollars (An Entrepreneur's Education)*. New York: Soft Skull Press.

Annie H. Murrell is owner of *A Quiet Mind Counseling and Consulting*, a private psychotherapy practice and *Heartfield Management, LLC*, a company for the management of sustainable change for entrepreneurs, small businesses, non-profits, schools and religious organizations. [www.a-quiet-mind.com](http://www.a-quiet-mind.com).