



THE WRIGHT INSTITUTE
CONTINUING EDUCATION PROGRAM

THE BUSINESS OF PRACTICE: CREATING A SOLID PRACTICE

Saturday, April 26, 2025

9:00 AM – 4:00 PM Pacific

at **The Wright Institute
2728 Durant Ave,
Berkeley, CA 94704**

Did you wish you knew
what to do before
starting a professional
practice? If so, this
workshop is for you!

Register by: April 23, 2025
In person only - limited seats!
Scan or Click QR Code



Wright Institute Community: FREE

Wright Institute Faculty, Students, and Staff
Practicum & Internship Supervisors & Training Staff

General Public: \$150

Non-WI Students: \$60

Alums: \$90

Alumni who have completed/updated their Alumni Survey may attend this WI continuing education program for free. Email contact Cassandra Dilosa at cdilosa@wi.edu for more information.



STEVEN M. CRANE, PHD

**INTRODUCTORY LEVEL: THIS COURSE IS USEFUL
FOR PSYCHOLOGISTS NEW TO THE FIELD.**



CE Credits: 6 CE Hours

The Wright Institute is approved by the American Psychological Association to sponsor continuing education for psychologists. The Wright Institute maintains responsibility for this program and its content.

California LMFTs, LCSWs, LEPs, & LPCCs: The State of California Board of Behavioral Sciences (BBS) no longer approves continuing education providers. Instead, they accept courses from providers approved by various agencies. The Wright Institute is APA-approved, and all our courses are accepted for CE credit by the BBS.

DESCRIPTION

This workshop will help you build necessary professional business skills to design and manage a private practice. The workshop will focus on what is needed to set up and manage a private practice to address necessary resources and partnerships as well as building marketing principles and financial management into your practice.

This course is suitable for psychologists starting their professional practices. (3rd & 4th year graduate students wanting to plan for the transition to private practice may also attend).

LEARNING OBJECTIVES

- Identify challenges for transition to practice and be able to refine/modify practice goals.
- Describe your ideal clients and connect that ideal to your values and baseline competencies.
- Determine service offerings, necessary resources, and partnerships appropriate to recruit ideal clients.
- Identify what is needed to set up a practice and to perform necessary activities for effective practice management.
- Apply the principles of marketing to your vision of a professional practice—namely what can you start doing to market to your ideal clients.
- Incorporate into your model of practice a way of forecasting revenue and expenses including addressing taxes.

BIOGRAPHY

Steven M. Crane brings over 20 years of higher education experience to this work. His experience includes both senior academic administration and faculty positions at Presidio Graduate School (PGS) and Alliant International University. At PGS, he taught a variety of courses in the MBA program with Managerial Finance as his main course. He also co-designed and led the school's Executive Certificate program. At Alliant International University's Organizational Psychology Program, SF Campus he directed the fieldwork and internships program and taught a variety of classes including a business foundations class for psychologists as well as chaired and co-chaired dissertation committees. He also teaches a Financial Literacy course for musicians at the SF Conservatory of Music.

Steve earned his PhD in Organizational Psychology from Alliant International University and completed his MBA in Management from Golden Gate University while working as a Vice President of Commercial Banking for a large regional bank. Although he has spent most of his adulthood in the San Francisco Bay Area, he still claims roots in Michigan where he was born, raised and received his BA degree in Art History with a focus on Asian Art and Culture from the University of Michigan. Besides an on-going interest in the creative arts, he loves putting together the bounty of Bay Area produce into dishes he shares with his wife and his daily walks convening with nature.

Please contact us in advance if you require special accommodations on the day of the workshop.

THE WRIGHT INSTITUTE CONTINUING EDUCATION PROGRAM DOES NOT RECEIVE ANY COMMERCIAL SUPPORT FOR ANY OF OUR PROGRAMS.



[Website](http://www.wi.edu/continuing-education)
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