

Some pointers to establishing an online practice, drawn from Chapter 8 of Psychotherapy 2.0: Where Psychotherapy and Technology Meet

Work out what topics might fit within these four quadrants below, **The key considerations for an online practice.** Each of the 4 quadrants represents a sphere of your clinical practice, and in this context we are referring to working online and the development of such a practice. In reality many will fit in more than one, and your choice is arbitrary, but you should be able to justify why you put something in a particular quadrant – I have started each quadrant for you, and later on you will receive a fully completed chart to guide you:

| PROFESSIONAL PRACTICE | BUSINESS PRINCIPLES |
|---|--|
| <input type="checkbox"/> The image we wish to portray, identity <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> | <input type="checkbox"/> Banking and finance <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| THERAPEUTIC RELATIONSHIP | CONTEXT, SETTING AND FORMAT |
| <input type="checkbox"/> Establishing the online therapeutic alliance <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> | <input type="checkbox"/> Your choice of online therapeutic communication <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |

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