



## Corporate Counseling – Week One

Dr. Richard K. Nongard

FastCEUs.com

### Where is the opportunity?

1.) Keynote Speaking

Resource: [SpeakerMatch.com](http://SpeakerMatch.com)

2.) Doing Intensive Training

Resource: LinkedIn

3.) Writing Books

Resource: [KDP.Amazon.com](http://KDP.Amazon.com)

4.) Corporate Coaching

Resource: <http://www.cce-global.org/Credentialing/BCC>

**Starting Point:** What is it that you can offer companies? Where does your expertise translate into business?

Personality Disorders -> The Personality of Sales Closing

Addiction Treatment -> Changing Corporate Culture

Family Therapy -> Coaching CEO/Board Member Disagreements

Hypnotherapy -> Subconscious Aspects of Sales/Hypnotic Language

Motivational Psychology -> Training Front Line Teams

Mindfulness and Contextual Psychology -> Seize the Power of Now to Create Lasting Transformation in Business

## Ten Skills Therapists Have That Companies Need:

- Listening and communication
- Problem Solving
- Positive Psychology/Appreciative Inquiry
- Mediation
- Crafting Appeals to Funding Resources (profit and non-profit)
- Affirmations & Intentions
- Structuring Hierarchy of Needs
- Engaging Teams
- Creating Ritual & Culture
- Storytelling
- Hypnotic Language Patterns

(Yes, there are 11 on my list of 10)

### **Starting Point:** Establish your Expertise

- 1.) Write Guest Blogs (Business.com, Forbes.com, Inc., Fast Company, Harvard Business Review, Business2Community.com)

Link to some of my blogs:

<https://www.business2community.com/author/richard-nongard>

- 2.) Write a Book

Link to my book: [https://www.amazon.com/Viral-Leadership-Lasting-Transformation-Business-ebook/dp/B07DFB6HVX/ref=sr\\_1\\_1?ie=UTF8&qid=1535996094&sr=8-1&keywords=viral+leadership](https://www.amazon.com/Viral-Leadership-Lasting-Transformation-Business-ebook/dp/B07DFB6HVX/ref=sr_1_1?ie=UTF8&qid=1535996094&sr=8-1&keywords=viral+leadership)

## **Starting Point:** Sizzle Reel and Images

- 1.) Hire a pro photographer – images in action, face, ¾ shot.
- 2.) Start getting video of you speaking in front of groups.

### **Richard Business Sizzle Reel:**

<https://richardnongard.com/>

### **Richard Therapist Sizzle Reel:**

<https://fastceus.com/keynotes/>

### **Corporate biography:**

# About Richard Nongard

[Dr. Richard K. Nongard](#) is the author of *Viral Leadership: Seize the Power of Now to Create Lasting Transformation in Business* and numerous other books. He is a leadership keynote speaker and trainer who helps businesses engage culture, build community and discover affirmative identity. He has real-world executive and entrepreneurial experience in both the education and healthcare sectors. As a licensed psychotherapist, he has applied his problems solving and communication skills to business psychology and is an expert in sales psychology, motivational psychology, and peak performance coaching.

Read more at <https://www.business2community.com/author/richard-nongard>