

## **Concept of incremental growth**

Sometimes excellence eludes us because we have an unrealistic expectation of the work and time it will take to raise the bar. In this regard, it's good to bring out the concept of incremental growth. Growth most often occurs not in great leaps forward, but in tiny baby steps forward. We must learn to be satisfied with small baby steps, and have confidence that they will coalesce into something substantial over time. How much time is going to be different for each therapist, but it could take several months to several years.

Don't let the time it might take to become amazing discourage you, the time will pass anyway. I've met with therapists who told me they had 10 years of experience. Yet, after receiving their work, I had the distinct feeling it was really one year of experience, 10 times.

I will be recommending a series of steps to encourage you to raise the bar in your practice.

Many of these steps are so small that therapists often discount their importance, and may ignore them completely.

This is where a coach or mentor becomes valuable. Mentors can help you stay the course with these small seemingly insignificant steps, that eventually add up to something incredibly significant.

So, don't look for earth-shattering ideas here. Look for 10 to 15 small changes you can make to your massage practice. Small changes can revolutionize your practice.

It would be fantastic if you could gain a massive insight or understanding that would revolutionize your massage practice. And, on occasion, those huge epiphanies will come along. But don't hold your breath. Change and improvement most often come incrementally, bit by bit. Then, you will find that after years of small bite-sized changes, you have made a quantum step forward. Never discount the cumulative power of many small, seemingly insignificant changes. These small changes accumulate and come together into something powerful.