**Brand Ambassador Guide**

**Role Overview**

To promote the Our brand and establish new business by making initial and ongoing contact with:

• Medical practices/doctors

• Job Networks

• Youth Centres

• Community organisations/ centres

• Disability groups

This role will cover the Nowra, Illawarra and Cronulla region.

**Duties**

• Visit the above networks and provide information on our services and leave information packs

• Update spreadsheet with clients seen and any additional notes eg doctors name, requests for call backs, Psychologists in office, receptionist names, feedback given etc

• Conduct cycle follow up calls

**Who we are and what we do**

Our was originally called Wollongong Psychology. The business has been around for about 5 years. Wollongong Psychology ran a program called ‘Walk it out’. The program took off and was able to expand into more locations throughout Sydney, the Illawarra and now Nowra. The business was then re-branded and re-launched as Walk Different.

We provide a fully bulk billed psychology service for anyone with a Mental Health Plan.

**Why walk and talk?**

• Less threatening

• Exercise- increases mood/ decreases anxiety and stress levels

• Outside- vitamin D/ fresh air

 • Adventure- see new places

• Convenient- options to walk your dog during the session or bring the bub along in the pram

• Creative- we adapt therapy into the outdoors

**FAQ's**

*Do you have any offices?*

• Program solely run outdoors

• No offices for clients to see a Psychologist

• Explain the benefits of walk and talk

*Where is your office?*

• We are a virtually run business.

 • Our 'office' is in Unanderra but we don't see any client's there.

*Will you be interested in having a Psychologist work in the office here?*

• Thank them for the offer but decline based on the fact that we a pioneering a new way of doing psychology and having someone in an office is not in line with our business model

*What happens when it rains/bad weather?*

• Our Psychologists will be there rain, hail or shine.

• All locations have covered areas

• The Psychologist will call the client to arrange a plan in bad weather or offer to re-schedule their appointment

*What about confidentiality- being out in the community talking?*

• The locations we have chosen are not heavily populated areas

• Generally walking with clients Mon-Fri during standard office hours

• Our Psychologists are trained and very tactful to be aware of people passing/ the public and we discuss this with our clients at the first session

*What if they see someone they know when their walking with you?*

• Our Psychologists discuss this with each client at the point of their first session. The client is asked what they would like to do if the situation occurs and the Psychologist will then take their lead from there. eg wave and keep walking, stop and be introduced as a friend etc

*What about taking session notes?*

 • Just like all Psychologists notes are taken of the session

• 6 session reports are also submitted to the referring GP

*Is this safe for clients and the Psychologist?*

• Our psychologists are all trained on how to deal with any incidents to ensure the safety of themselves and the clients

• Our Psychologists are fully insured

• What's the difference between and office and being outside? If an incident was to take place, there is nowhere to run in an office at least when you are outside you have options.

• We are walking in 'safe' areas that are not isolated

*How/why is your service free?*

 • We bulk bill anyone who presents with a Mental Health Plan/GP referral

• We do not charge a gap

• We believe everyone should have access to our service no matter what their financials situation is

*How to refer to you?*

• Give them the handout sheet

*How many Psychologists do you have?*

• We have 5 Psychologist’s and we are

• Currently recruiting for an additional 3 across Wollongong and Cronulla

*What types of treatments do the Psychologist do?*

• CBT

• ACT/Mindfulness

• Brief Solution Focused Therapy

• Motivational Interviewing

• Sand play therapy (for children and young people)

*Who are your psychologists? -* Get an email address and advise you will send their profiles

*What are your locations?*

NOTE: start with locations closest to where you but say all of them (if possible)

• Cronulla

• Wollongong

• Nowra

• Bulli

• Warilla

• Port Kembla

• Dapto

*What disorders/presentations/issues do you cover?*

• Anxiety (common)

• Depression (common)

• Adjustment disorder ) (common)

• Post traumatic stress disorder (PTSD) (common)

• Sleeping disorders (common)

• Obsessive compulsive disorder (OCD)

• Drug and alcohol addictions

• Post natal depression

• Phobias

• Eating disorders

*What age groups do the Psychologists work with*?

• We have a strong relationship with Barnados who have a number of children and young people

• Ages we work with can be anywhere from 3 years old to 80 years old

*What if a client doesn't want to walk/ can't walk due to an injury?*

• We have some clients with injuries currently seeing us and all locations have seating areas and all are wheelchair accessible

**FAQ’S FROM WEBSITE**

1. WHAT DO YOU GUYS DO EXACTLY? We are Psychologist who prefer to do sessions outside walking and talking! Nothing beats the smell of fresh air, the sun on your skin, crashing waves on the beach with the occasional dolphin sighting, the feel of soft grass under your feet, the wind in your hair, the sound of birds chirping and sometimes just the sound of nothing. You don't get that in an office and that's why we do what we do!

2. HOW DOES THIS WORK? Go to our 'Book Now' page and chose a location that you would like to have your session at and follow the prompts. Once you have booked your session you will be sent a confirmation email including a map of where to meet us.

3. HOW MUCH DOES A SESSION COST? If you have a referral to us from your GP (Mental Health Plan) than for you we are FREE! We also have private sessions (without a GP referral) which are $140 per session and may be reimbursed by your health fund.

4. WHAT DO I WEAR TO THE SESSION? Whatever you want! Our psychologists dress in casual clothes and you can too! The session is all about YOU so whatever YOU are comfortable in is fine with us!

5. WHEN I GET THERE, HOW WILL I KNOW WHO I’M MEETING? The psychologist will wear a lanyard around their neck with their Our. identification card. This is so you can verify that this person is associated with our business and will also allow you to easily spot them. The lanyard will be removed once you meet. Keep in mind that our meeting locations are not overly populated areas so identifying the psychologist will be easy plus they will be on the look out for you too!

6. HOW FAST WILL WE WALK? We are Psychologists not personal trainers so the pace is set by you! If you have an injury or prefer to just have a seat and take in the views then we can do that too!

7. WHAT IF I SEE SOMEONE I KNOW WHEN I’M WITH YOU? Most of our clients simply wave and continue walking, however at your first session the psychologist will run through what YOU would like to do if this does occur. Remember: our sessions are done in quiet locations and our psychologists wear casual clothes.

8. WHAT IF IT RAINS? Let your inner kid out and get amongst it! When was the last time you jumped in a puddle?! All locations have covered areas with amazing views and our Psychologist will be there rain, hail or shine! Don’t let the weather be an excuse to cancel, rain is actually very therapeutic!

9. HOW DID OUR COME ABOUT? Like all psychologists, we had an office once. In the office, great discussions were had with our clients about the benefits of being outside and walking. Clients were excited and motivated to start the change of lifestyle and take a walk, but it seemed making the first step alone was daunting and motivation dropped quickly. This happened over and over again until one day one of our psychologists said to a client ‘get up, we are going for a walk right now!’. She was shocked but she got up and off they went. They walked on the main road just outside the office, no scenery, there was noise from the traffic flying past and the smell of exhaust fumes, but they didn’t care. The session ended and the psychologist could already tell that this was exactly what she needed. She then trialled this approach with other clients and the results where unbelievable. Cancellation rates dropped, outcomes improved and the clients were exercising on their own- some for the first time in years! We were intrigued by the outcome and very quickly it became clear that we were on to something. Not long after, we packed up the office and moved to the beach. This is where our business began