

# American Bowen Academy

## Associate Instructor Training

What is an Associate Instructor?

An associate instructor is a practitioner having completed the Associate Instructor training, eligible to teach to the public the 4-hour course Bowenwork: An Introduction to Wellness in Your Hands. As an associate instructor you will be teaching the low back and upper back stoppers, supine respiratory, knee 1-4, and neck 5&6.

Investment

- \$860 – 4 days
- \$300 deposit to indicate commitment and hold your space
- \$560 due 22 days prior to class
- Payment made within 22 days of class, \$50 additional fee

Return on Your Investment

- 32 CE hours credit, including 2 days review of the basic work
- 10 free intro-class manuals – teach 10 students, make \$950 immediately

Prerequisites

- Completion of Module 9
- 6+ clients seen per week, doing Bowenwork not mixed with any other modality
- Legal to practice Bowenwork in your state
- An application submitted and accepted

Why Become an Associate Instructor?

- We love the work and want to help it grow
- It is the next step in our professional development
- To market our clinical practice and foster a well-informed client base
- We become more technically proficient
- We stretch our personality and learn to relate to all sorts of people
- For the income
- For fun

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The associate instructor training program is a standalone certification course, leading to a contract with American Bowen Academy (ABA). It is also the first phase (Orientation) in the full instructor training program leading to contracts with ABA and Bowen Therapy Academy of Australia (BTAA) to teach modules 1-6 as a Band 1 instructor.

American Bowen Academy invites confident, capable, and vital practitioners to join the new instructor training program in a supportive environment where you will be encouraged to discover your authentic position among distinguished instructors.

We are calling for practitioners who stood out to their peers and instructors during their training; practitioners with impeccable boundaries and ethical behavior; practitioners with the vitality and presence to keep a class interested and learning; practitioners who are confident with their performance of the basic work; practitioners who embody Tom Bowen's philosophy and methodology.

The purpose of the 4-day Associate Instructor training/Orientation is twofold:

- To train eligible practitioners to teach 4-hour introductory Bowenwork classes
- To make a mutual determination of whether the role of a full-status ABA instructor is a good fit for you

To apply for admission into the Associate Instructor training program -- successful completion of which leads to a contract to teach the 4-hour introductory Bowenwork class -- you must:

- Fulfill the prerequisites
- Agree to allow American Bowen Academy to solicit feedback from your past instructors and from a sampling of fellow classmates about how you work with others, your communication skills, your respect for boundaries, your ethics, and your technical competence

The requirements to become a full American Bowen Academy instructor are outlined in this document. Click <https://www.americanbowen.academy/wp-content/uploads/2018/01/QUALIFICATIONS-TO-BECOME-AN-AMERICAN-BOWEN-ACADEMY-INSTRUCTOR-12312017.pdf>.

- Complete and submit an application form for review

On the first day of the Associate Instructor training/Orientation, we will discuss what is required of an American Bowen Academy instructor "behind the scenes," including paperwork, familiarity with Word and Excel, and marketing.

## American Bowen Academy

We will also discuss American Bowen Academy's "DNA:" why we exist as an organization and the behaviors we aspire to embody. We'll outline both tracks of the instructor training program and the career path to full instructor status, including the income you may generate by producing at varying levels.

You will be asked to demonstrate moves from the intro class in front of a sympathetic audience, to get a taste of finding the words that match the movement of your hands.

Days 2 and 3 of the training will involve watching the instructor give a demo of each procedure while highlighting teaching points and "fixes" for moves that are commonly difficult to perform. We want you to familiarize yourself with the clear wording and hand placement that will enable you to convey effectively what needs to be taught. We will practice each procedure using the same clarity of hands, as if students were only watching your hands and not hearing your words. The practitioners on the table will practice giving accurate feedback as to location and pressure, and work on translating what they feel into clear suggestions for quality improvement. You will receive a handout outlining procedure refinements.

These two days count toward the American Bowen Academy requirement of a review of the basic work.

The final day of training will be spent focusing on the 4-hour introductory class: the "emergency" moves LB 1&2, UB 1-4, supine respiratory, knee 1-4, and neck 5&6. You will work in groups of three, alternating role of teacher, student, and model. The role-playing environment creates a safe and supportive space where you can have fun while learning from and with each other.

You will become familiar with the new teaching and marketing material created specifically for this class. The manual has clear descriptions and photographs of hand positions, as well as anatomical illustrations, which will make it easy for a student to replicate at home what they learned from you in class. The marketing flyer has our new branding and a customizable field for you to add your class logistics; a registration confirmation letter is provided to save you time.

Where else can you get paid for doing your own marketing? It's a win-win for everyone!