



Baby Massage Instructor Course Day 2



Ground Rules



Housekeeping

10am - 4.30pm

Morning tea - 11.10am - 11.30am

Lunch - 12.30 - 1.30pm

Afternoon tea - 3pm - 3.15pm

Practical Assessment

11.30 - 12.30pm

Use the chat box

I'll have the chat box open at all times. Please feel free to interrupt me at anytime or pop any questions you have in the chat box.

What will I learn?

Day 1

Baby Massage Instructor Course

- Professionalism, ethics and the roles of the instructor
- Origins of baby massage
- Anatomy & physiology of the infant
- Infant sensory awareness
- Benefits of positive touch and research studies relating to baby massage
- Setting up your classes, oils, creating the right environment for baby massage
- Baby massage routine

Day 2

Baby Massage Instructor Course

- Teaching techniques for successful learning
- Presentation skills and how to face challenging situations
- Baby massage assessment
- Marketing and setting up a business



Recap from yesterday....

Question time!

Remember you can interrupt me at anytime or pop any questions you have in the chat box and ill answer them as we go.



Let's recap the
baby massage
routine !

**Blossom
& Berry**
natural nurturing
for little ones

Legs and feet

1. Relaxed touch
2. Indian draining
3. Winging
4. Sole stroking
5. Rolling toes
6. Pressure under toes and arch
7. Walking thumbs
8. Foot strokes
9. Ankle circles
10. Swedish draining
11. Rolling

Tummy

12. Stomach hold
13. Stomach stroking
14. Elevated stomach stroking

15. Open tummy

16. Full circle
17. Half circle
18. Full circle/ half circle
19. Walking fingers

Chest

20. Draw a heart
 21. Criss-cross
- Arms and hands
22. Relaxed touch
 23. Pit stroke
 24. Indian draining
 25. Wringing
 26. Finger rolling
 27. Wrist circles
 28. Swedish draining
 29. Rolling

Face

30. Face strokes – forehead
31. Stroking eyebrows
32. Breathe easy
33. Happy gums
34. Relaxed jaw

Back

35. Back to bottom and all the way above the ankles
36. Back paddling
37. Circles
38. Combing

BREAK Morning Tea

See you back here at 11.30am



Practical Assessment



BREAK It's lunch time!

See you back here at 1.30pm



MODULE 5

Teaching skills and techniques





3 Key Principles

Care - Emotional needs. Be responsive. Enjoy the moment.

Love - Unconditional love. Positive interactions. Special relationships. Build confidence and security.

Support - To the physical and emotional development. Without forcing. Little and often. Parents and carers network of support.

Value and respect babies + children.



3 Key Principles

We are babies first teachers.

Reflect.....

What do we want to teach our babes?

The 3 key principles that we would like to promote are care, love and support; with the idea of helping create a firm foundation so that our babies can grow and flourish.



- Health & Safety
- Professionalism
- Establishing goals and objectives
- Pre-Assessment of learners (preparation!)
- Confidence in your abilities as an instructor
- Value the needs of your parents/carers (who are your students) – use course booking forms
- Manage expectations
- Equality and diversity in teaching

Beyond your own beliefs, values and attitudes, when teaching you should promote equality and be inclusive.

Classes are a safe, non-judgemental space for parents and babies.

Successful teaching

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Love
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Effective facilitator of small groups

- Effectively guides, encourages and supports parents/carers
- Is flexible, patient and enthusiastic
- Uses short and concise teaching points opposed to too much information at once
- Gives and receives feedback Reminds parents/carers of benefits and goals
- Discusses any problems which arise professionally Is non judgmental and non opinionated
- Understands when to direct learning and when to allow contributions
- Feels comfortable facilitating and is happy to take a back seat when appropriate
- Can listen and is patient
- Can present and challenge ideas without being threatening or confronting
- Positive, energetic and sensitive to parents' needs

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Successful teaching

Avoid the following aspects when teaching

Ethocentrism

Belief that your culture is "best"

Discrimination

Make sure that you treat everyone the same regardless of their background, position or status in society.

Cultural blindness

Having a lack of respect for others culture and beliefs.

Stereotyping

This is easy to do and hard to avoid; do not judge people on preconceived ideas.

Group Dynamics

Bruce Tuckman first described the four stages of group formation in 1965. He developed a model by synthesising the literature in therapy groups, studies and natural and laboratory groups.

- Forming
- Storming
- Norming
- Performing
- Adjourning





Teaching Principles Ground Rules

The following ground rules are useful for small group teaching:

- Respect Open communication
- Everyone has the right to contribute and ask questions
- Friendly and supportive language and this is a safe space
- No judgement, each parent is the expert of their own baby and should follow what he/she thinks is best for them
- Everything said within the group is confidential
- Have fun, enjoy yourself and communicate with your child!

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Principles of teaching

Observe

Listen

Prepare

”An effective facilitator... is a person with BIG EARS to listen to both what is being said and what is between the words. CLEAR EYES to read body language and other visual cues the group is offering; a SMALL MOUTH; a STRONG HEART to have concern that each person be treated with respect and to have compassion for the challenge of working together and finally BIG FEET to keep firmly grounded when challenged and when the group is getting ahead of itself and needs to be brought back on track”.

Dee Kelsey and Pam Plumb, Great Meetings Hanson Park Press USA 1999



Facilitating Discussion

Discussion

Thought Showers

‘Thought showers’ are a quick and effective way to encourage group participation and to generate creative ideas. All contributions are valid.

To use thought showers effectively you should:

A sk – ask parents for ideas. Wait for at least 10-15 seconds for contributions

R ecord – write ideas on a flip chart or visually by acknowledging ideas with your body language or counting on your fingers

T rigger – use discussion or questions to trigger contributions

S ummarise – summarise the groups contributions at the end of the thought shower





Questioning Techniques

Using open questions

A good technique for facilitating discussion is to use 'open questions', which do not have 'yes' or 'no' answers.

For example – 'What is your experience of your baby crying?' 'When do you find your baby sleeps the most?' 'What has helped you bond with your baby?'

Most open questions begin with What/Where/How/Why/When?

As a teacher, it is your role to create a comfortable environment where everyone feels welcome and able to share ideas





Questioning techniques

The Four Bs

BUILDING – build on parents answers by adding comments or asking for group opinion

BOOSTING – support shy members of the group by asking for extra comments from them

BLOCKING – interrupting dominant participants in the class with questions and by asking for others opinions

BANTERING – using non threatening conversation and rapport to encourage contribution.



Presentation

7% of the words they say

38% from the way they way they speak, their tone, the speed

55% from facial expressions

Source: Albert Mehrabain (1972, 1981)

When thinking about presenting, consider what is relevant to your audience. You must present the information in a way they will understand and enjoy. Each class will be different, so your way of presenting information is likely to change each time you teach.



Presentation

To present information well it is important to:

- Make eye contact
- Have relaxed body language
- Smile
- Use a clear voice



Pay attention to your appearance: when teaching look smart and clean, look professional.

With you voice try to...

- Project
- Articulate your words
- Vary your tone and pitch of your voice
- Check pronunciation of words and avoid jargon
- Repeat key points and phrases
- Vary the speed of delivery to match the speed of the class



HOT TIPS



This is a baby led class.

Babies are unpredictable (they are in charge). Some days it won't go as planned and that's ok.

Just breathe.





Troubleshooting challenging situations

- Shy person in class or someone who doesn't participate much
- Late person coming to class
- Too rough massage
- Babies are all crying or feeding
- All babies are crying except for one
- Talkative person
- Baby does not want to lie down
- Twins
- Class that has not bonded
- Crawling baby
- Colicky baby
- Mum really low in mood, changes in mood
- Unable to answer a parent's question
- Mum asks you to hold her baby while she goes to the toilet
- Group of chatty Mumma's

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Babies with special needs

It is important not to make the parents of a special needs baby feel like they are different to other parents in the group. Take the lead from the parent and let them introduce their baby.

Don't single them out.

It may be useful to do some research on the special needs of the baby attending the course so that you are aware of any terminology the parent may use when talking about the baby's condition and how the baby's developmental goals may be affected.

Get GP / medical consent.

You may also need to modify some stretches/ strokes.





Adaptations for massage for babies with special needs

- Babies with Hypotonicity – poor muscle tone. Use more stimulating strokes to help tone muscles ('wringing')
- Babies with Hypertonicity – tense muscles with poor flexibility. Use slow, following strokes to relax the muscles. Try touch relaxation to help teach relaxation techniques.
- Babies with visual problems Communicate throughout the massage. Keep touch continuous and gentle Use a towel rolled up and wrapped around them to create a boundary for them to identify with. Keep the surrounding environment calm and avoid sudden loud noises which may scare distracted or unsettled baby
- Babies with hearing issues Use lots of eye contact and facial expressions to convey a sense of security and calm Continue to communicate and sing to baby as this may help develop lip reading
- Babies affected by alcohol or drugs Babies may be prone to overstimulation so keep the massage slow and gentle, during shorter sessions Use a rolled up blanket to create a boundary for baby You could keep baby covered up when not massaging the area Choose a comfortable position for massage, prone or side lying may avoid overstimulation

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General Guidelines for all lessons and sessions

DO's...

- Speak slowly, clearly and avoid jargon
- Relax and enjoy yourself
- Be aware of the emotions and sensitivities of parents in the class
- Teach as if the group has little knowledge of massage and its benefits,
- Be adaptable and flexible towards parental styles and situations
- Try to empower parents through classes and build confidence in their new roles
- Remember to ask babies for permission before starting the massage
- Remind parents to respond to their babies' needs in the class, babies are in charge of the class
- Be clear on learning objectives and recap on your lessons at the end of each session
- Encourage parents to practice at home with their babies
- Avoid comparisons or competition between parents and babies
- Show different positions to ensure all babies can participate
- Find something positive to say to everyone in the group
- At the end of the session, approach everyone to make sure they enjoyed the session
- Be inclusive to everyone
- Demonstrate clearly and at a steady pace
- Carry out a risk assessment of the venue
- Remember to do a patch test and remove jewellery

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General Guidelines for all lessons and sessions

DONT'S...

- Bring your own life experiences or opinions into the classroom
- Be sarcastic or use inappropriate humour
- Be late Forget names
- Be subjective or judgmental
- Ignore a parent or be non inclusive
- Be cultural unaware
- Diagnosed conditions or teach something outside from your professional boundaries

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BREAK Afternoon tea

See you back here at 3.15pm



MODULE 6

Marketing + setting up your business





Sole Trader?

Professional Indemnity + Public Liability Insurance

***Do you want to teach online?**

Fire Safety

OH+S

GST

Business Bank Accounts



Marketing



You can be the most incredible, knowledgeable baby massage + yoga instructor in the world but without successful marketing no one will know what you do, what services you offer or just how amazing you are.

Have you got Blossom & Berry's Baby Business Bundle?

Have you checked out the google drive?

Tune in to Marketing Monday's in the Nurture Collective



LIKE, KNOW +

TRUST

What is your big why?



06



Before you begin, you need to identify your WHY....

Owning and running your own business can be a long, lonely, windy road. You have to have a strong enough why to keep going.

Don't worry though - I've totally got you!

Things to think about.

What do you want to teach?

Monthly or weekly classes, workshops, offer 1:1 sessions, mobile visits.

Who do you want to teach?

Mums, dads, couples, teenage parents, parents with special needs.

When do you want to teach?

Where do you want to teach?

How much do you want to charge?



Getting started on the right foot.



Set yourself up for success.
So that you run your business not your business runs you.



Marketing Train



Creating incredible customer experiences



Success.

What does success look + feel like to you?

..... To laugh often and love much; to win the respect of intelligent persons and the affection of children; to earn the approbation of honest citizens and endure the betrayal of false friends; to appreciate beauty; to find the best in others; to give of one's self; to leave the world a bit better, whether by a healthy child, a garden patch or a redeemed social condition; to have played and laughed with enthusiasm and sung with exultation; to know even one life has breathed easier because you have lived – this is to have succeeded.

- Ralph Waldo Emerson



Masterminding

What is the biggest challenge you face in running (or establishing + growing) your own successful baby massage and yoga business?

Describe your challenge

Ask questions

Strategy

Conclusion

Congratulations

You've completed your 2 day baby
massage instructor training!

Lets celebrate !

ASK ME ANYTHING !

Feedback please - ill pop the link in
the chat box. Xo

