Blossom berry natural nurturing for little ones

Baby Massage Instructor Course Day 2





# Baby Massage Instructor Course DAY 2



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### Ground Rules





### Housekeeping

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.

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10am - 4.30pm
Morning tea - 11.10am - 11.30am
Lunch - 12.30 - 1.30pm
Afternoon tea - 3pm - 3.15pm
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### **Practical Assessment**

11.30 - 12.30pm

### Use 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!**

and ill answer them as we go.





### Remember you can interrupt me at anytime or pop any questions you have in the chat box

## Let's recap the baby massage routine !



love letters for new mothers



### 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

### <u>Tummy</u>

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

- <u>15. Open tummy</u>
  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 draining2
- 9. Rolling

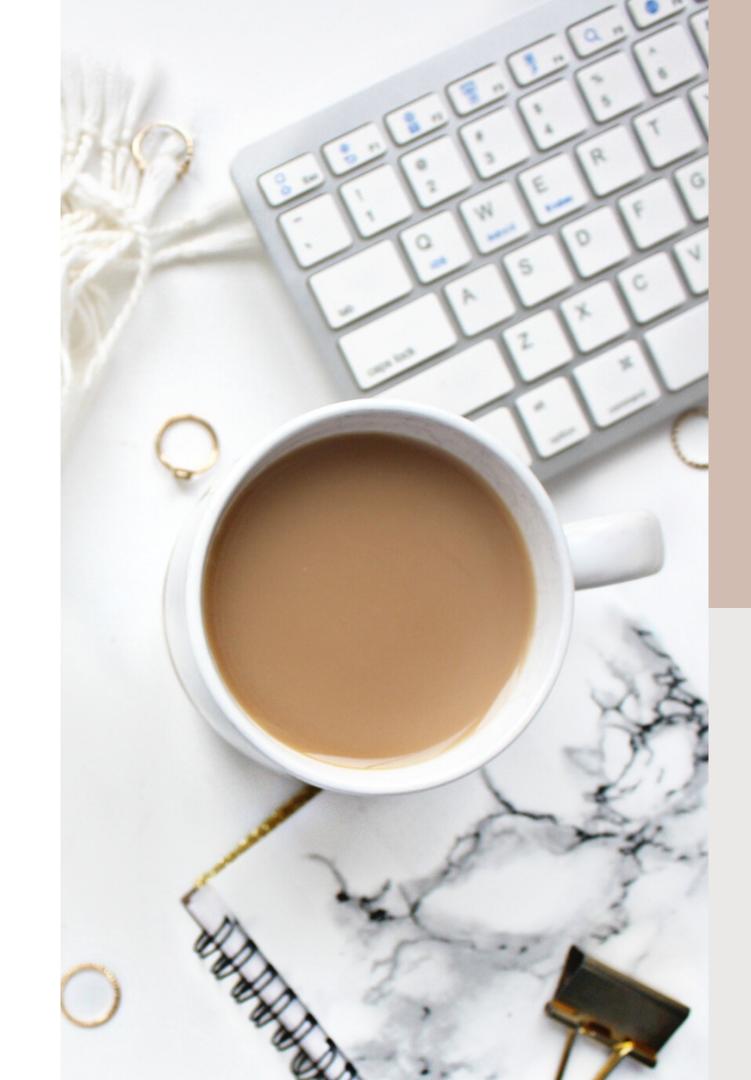
Face
30. Face strokes – forehead
31. Stroking eyebrows
32. Breathe easy
33. Happy gums
34. Relaxed jaw

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







Baby Massage Instructor Course Day 2

## MODULE 5

Teaching skills and techniques











**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.

## 3 Key Principles



- 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







- 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

### Effective facilitator of small groups





### Successful teaching Avoid the following aspects when teaching

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

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

### Ethocentrism

Belief that your culture is "best"

### Discrimination

### **Cultural blindness**

Having a lack of respect for others culture and beliefs.

### Stereotyping

## 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



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!

### Teaching Principles Ground Rules





## Principles of teaching





"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

### Prepare



'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 effective 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 – a summarise the groups contributions at the end of the thought shower

## Facilitating Discussion

Thought Showers





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

Using open questions





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

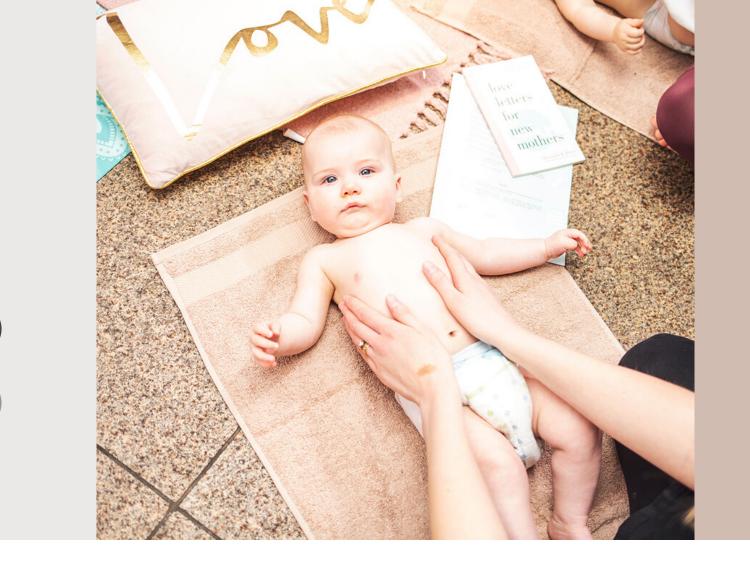
BLOCKING – interrupting dominant participants in the class with questions and by asking for others opinions

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

## Questioning techniques

The Four Bs





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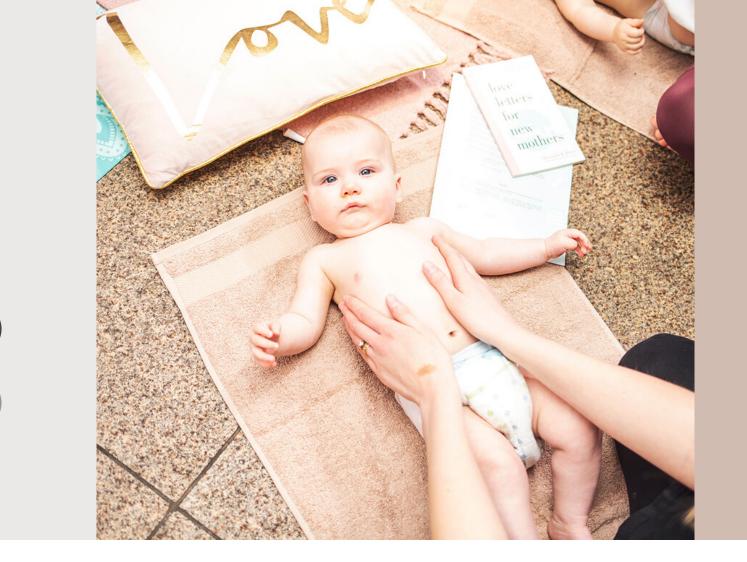
### Presentation

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

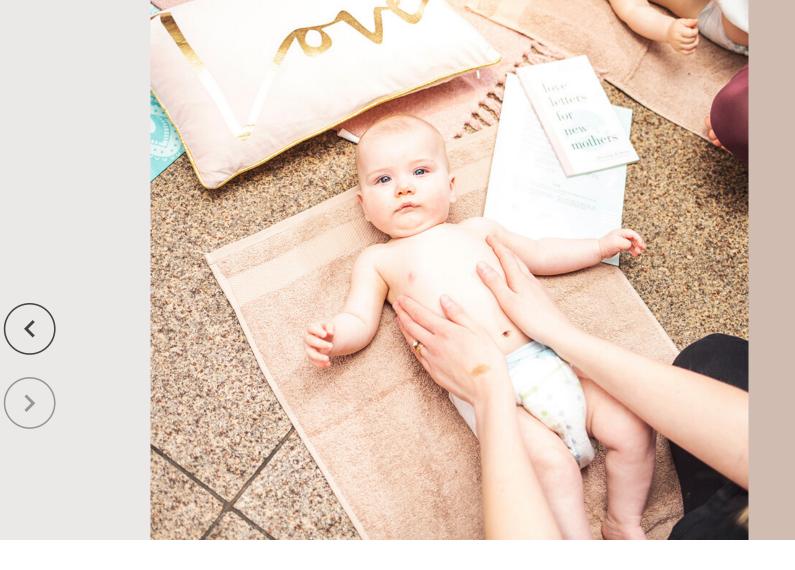
Pay attention to your appearance: when teaching look smart and clean, look professional.

### With you voice try to...

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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 thats ok.

Just breathe.

GACH



- 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

### Troubleshooting challenging situations





## Babies with special needs

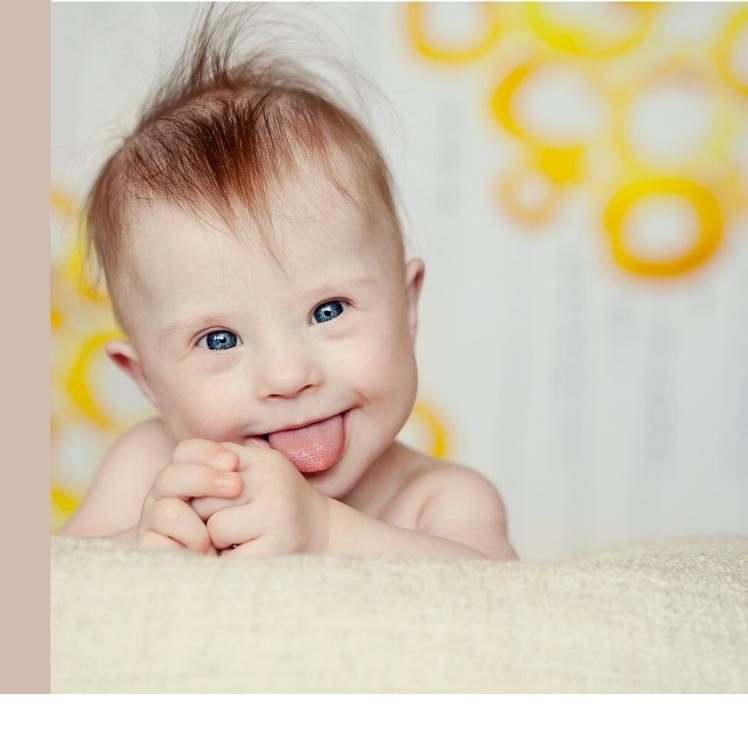
It is important not to make the parents of a special needs baby feel like they are different to other parents in the group. Take the lead from the parent and let them introduce their baby.

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.





- <u>Babies with Hypotoncity</u> poor muscle tone. Use more stimulating strokes to help tone muscles ('wringing')
- <u>Babies with Hypertoncity</u> tense muscles with poor flexibility. Use slow, following strokes to relax the muscles. Try touch relaxation to help teach relaxation techniques.
- <u>Babies with visual problems</u> Communicate throughout the massage. Keep touch continuous and gentleUse 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
- <u>Babies with hearing issues</u> Use lots of eye contact and facial expressions to convey a sense of security and calmContinue to communicate and sing to baby as this may help develop lip reading
- <u>Babies affected by alcohol or drugs</u> Babies may be prone to overstimulation so keep the massage slow and gentle, during shorter sessionsUse a rolled up blanket to create a boundary for babyYou could keep baby covered up when not massaging the areaChoose a comfortable position for massage, prone or side lying may avoid overstimulation

Adaptations for massage for babies with special needs







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

### 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

### General Guidelines for all lessons and sessions

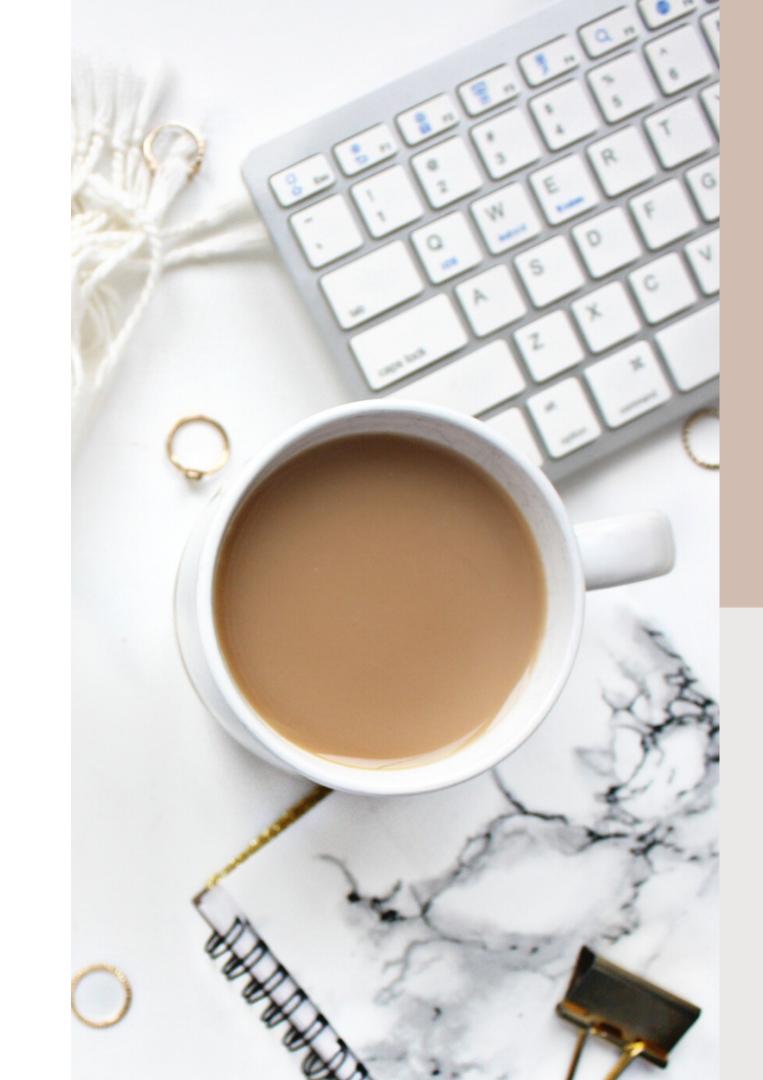




## BREAK Afternoon tea

See you back here at 3.15pm







Baby Massage Instructor Course Day 1

## MODULE 6

Marketing + setting up your business











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### Sole Trader?

Professional Indemnity + Public Liability Insurance \*Do you want to teach online? Fire Saftey OH+S GST Business Bank Accounts



## Marketing

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

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.

### DIGITAL MARKETING

## LIKE, KNOV-



# What is your big why?



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!

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.

Where do you want to teach?

How much do you want to charge?

### Things to think about.



When do you want to teach?

### Getting started on the right foot.





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





## Marketing Train



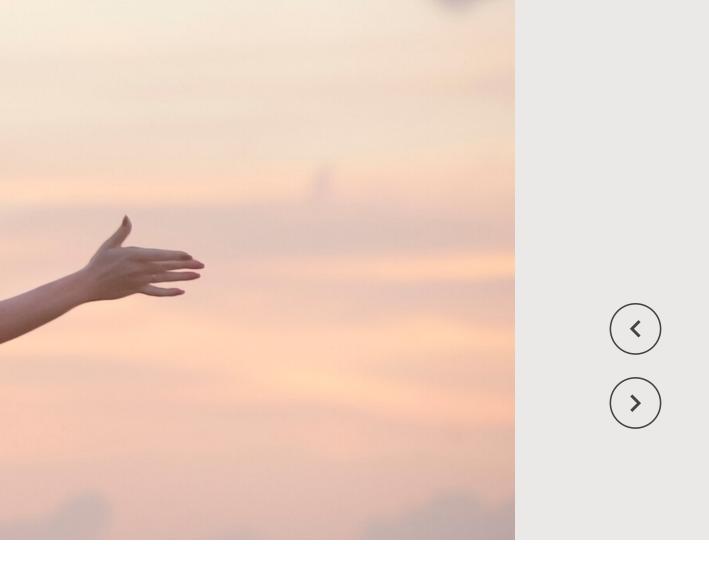


Creating incredible customer experiences

### 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



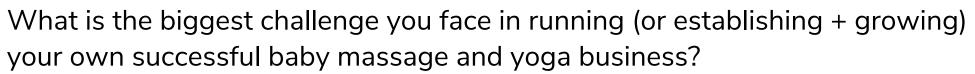
### Masterminding

Describe your challenge

Ask questions

Strategy

Conclusion



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Congrafulations

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



