Going Digital: Online Consulting for Mental Performance

https://appliedsportpsych.org/webinars/going-digital/

April 9, 2020

Chat and Q&A Follow Up

Thanks to everyone who contributed ideas and examples in the chat box during the webinar! We have collected and organized that information below along with some additional Q&A responses as a supplement to the content provided and discussed in the webinar.

ADDITIONAL TECHNOLOGY SUGGESTIONS

- **Websites:** Squarespace or Wix
- **Video Conferencing:** Zoom, Skype, FaceTime, Google Meet, Google Hangouts, Microsoft Teams, Cisco Webex (recommended for those who work with military/government personnel who need a secure connection), GoToMeeting (share screen and writing features), Basecamp (used by COVID-19 Mental Health & Mental Performance Task Force in Canada – excellent for sharing documents), Doxy.me (HIPAA compliant), VSee (HIPAA compliant), WhatsApp video (easy to use, actually secure/encrypted despite Facebook affiliation)
    - Zoom for Healthcare is HIPAA compliant - https://zoom.us/healthcare - not clear if their encryption issues still apply with this version
- **Invoicing and payment:** others also use Square
- **Online courses, sharing skills, teaching a series:** Teachable
- **Educational materials for clients:** Google Classroom
- **Surveys:** Qualtrics (good security and most students have access)
- *Note:* Most free versions of technology don't allow you to have access to all the encryption and privacy settings. Likely will need paid versions. HIPAA compliance/compatibility doesn't mean you are automatically protected.

ZOOM CONSIDERATIONS

- Policies and features are changing often – stay in-the-know: https://blog.zoom.us/ - for example, since the webinar:
    - https://blog.zoom.us/wordpress/2020/04/13/coming-april-18-control-your-zoom-data-routing/
    - https://blog.zoom.us/wordpress/2020/04/14/enhanced-password-capabilities-for-zoom-meetings-webinars-cloud-recordings/

    - https://blog.zoom.us/wordpress/2020/04/08/zoom-product-updates-new-security-toolbar-icon-for-hosts-meeting-id-hidden/
- Other useful Zoom-related links:
    - https://zoom.us/privacy
    - https://www.nytimes.com/article/zoom-privacy-lessons.html
    - https://theintercept.com/2020/03/31/zoom-meeting-encryption/
- Consider a Zoom background: https://support.zoom.us/hc/en-us/articles/210707503-Virtual-Background
- If you have a Zoom Pro account, there is no time limit for group sessions with three or more people. Unlimited sessions with groups. Features: breakout groups, screen share, whiteboard, polls, etc. Encourage everyone to keep their video on and set the screen to gallery view (to see everyone) rather than speaker view.

WIFI CONSIDERATIONS

- Make sure your connection is good
- Be close to the source of your WiFi signal or boost it in your home office where necessary. Your provider can recommend how and what to use to boost signals.
- Power line adaptors simulate Ethernet at a much lower cost. It uses the electrical circuit in the house. This is according to the ACA training on Telebehavioral Health.

LEGAL

- With HIPAA, a Business Associate Agreement (BAA) is necessary, but not sufficient. It also matters how the Business Associate interacts with the data. Important to truly understand the ins and outs of HIPAA if you are a covered entity.
- Website that links to US and Canada state psychology boards' websites: https://www.asppb.net/page/LicenseLookup
- Search terms to consider using when reviewing your state law: sport psychology, psychology, counseling, therapy, coaching, mental skills training, consumer protection, privacy, security, privileged communication, electronic communication, confidentiality, etc.
- Federal Trade Commission - Start with Security Guide: https://www.ftc.gov/tips-advice/business-center/guidance/start-security-guide-business

INSURANCE

- It may be called Errors and Omissions, General Liability, Commercial Liability, Professional Liability, etc.

- Make sure your liability insurance covers online work
- Hiscox (available through AASP): http://www.aaspinsure.com/
- You may consider looking into other carriers, such as American Professional Agency, Lockton Affinity, CPH & Associates, or a local insurance agent
- In Canada, MPCs who have liability insurance through the CSPA (Canadian Sport Psychology Association) are covered for telephone and e-consulting
- If we are insured in one state or one country, can we see clients from other states/countries? In terms of mental consulting specifically.
    - If you are strictly focused on mental performance consultation, then AASP's CMPC credential is a national certification, not a state-based licensure. Check with your state laws and liability insurance to check for limitations. For those looking at this question from a mental health lens, the APA Telepsychology Best Practices 101 series has a lot of information on this: https://apa.content.online/catalog/product.xhtml?eid=15132

WORKING WITH DEAF/HARD OF HEARING

- Zoom is not best for transcriptions – instead use Skype
- Google Meet suggested – automatic closed captions
- For more information, there is some good literature in counseling, psychology, and medicine

WORKING WITH YOUTH ATHLETES

- It is important to consider your personal preferences and their developmental capacity – they may not have the capacity to do the same kind of work as adult clients (think: Piaget's stages of cognitive development)
- Potentially you could have the parent at the session (depending on age, confidentiality, and impact on engagement/client-consultant relationship)
- When starting out, scheduling communication often goes through the parents, but after trust is established, a youth client (ages 13+) can often take over scheduling
- It is important to engage in lots of planning and preparation to have a plan of action for the entire session in addition to giving homework
- It is still possible to get youth engaged via online consulting

ADDITIONAL Q&A

Note: Abby and Lauren selected additional questions that they felt could be answered in a written format based on their experience and the scope of the webinar. If you have additional questions (and the answer was not already covered within the webinar), feel free to email Abby at abby@intrepidperformance.com, Lauren at lauren.tashman@gmail.com, and/or AASP at info@appliedsportpsych.org. We will do our best to help or point you to an appropriate resource.

Will you share an example of a consent form as it relates to online work / a sample technology addendum?

After careful consideration, we feel it would be most appropriate to offer some general recommendations and examples. It is important to create and update your Informed Consent document based on applicable laws (e.g., federal, state, and county/city in the United States), ethics codes of organizations where you are a member, requirements based on credentials you hold, your liability insurance policy, and technology you use (i.e., reviewing terms of use as well as privacy and security policies). Abby also recommends reviewing Safe Sport, particularly MAAPP, if you work with youth athletes under age 18.

Abby includes the following sections in her informed consent document: Introduction, Services, Payment, Cancellations and Missed Appointments, Technology, Communication, Storage and Retention of Records, Social Media, Confidentiality and Limitations to Confidentiality, and final legal points + signatures. For reference, it is seven pages long (Arial, 11-12 pt).

Lauren includes the following sections in her client agreement - notes are provided of things to consider for these sections when constructing your own:

- Introduction - intro to the client about how to proceed with the document and identifying any terms/titles that will be used throughout, any client information to be collected such as address, email, phone
- Service Boundaries - your service boundaries, competency, types of work consultant does and with whom, differentiation from other types of work such as mental health/physical training, information about referrals
- Confidentiality - insight into how confidentiality is defined in MPC work, use of a “team approach” in some cases in MPC work, limitations to confidentiality and when it will be broken as well as how that will be handled (client notification), points for clients to consider regarding how to protect their privacy
- Nature of Performance Context - something to consider including if you do work “outside the office” such as at practices/competitions and if you do observations
- Outcome Expectations and Responsibility - what the client can expect from MPC work (e.g., not a guarantee to performance changes, there may be some initial adverse “results” from consultation depending upon the person and what the client is working on),

how clients should handle any deviations from expectations or dissatisfaction with services, point about quick fixes

- Agreement Initiation and Terms - when agreement begins, how long it lasts, will new agreement need to be signed if client continues work past initial service agreement
- Payment Terms - how and when clients will pay, whether refunds will be given, whether clients will forfeit sessions (for example if a client bought a package of 6 sessions, did 2 and then “disappeared” what will you do, what if they resurface 3 months later what will you do)
- Meeting Frequency and Scheduling - how will scheduling be done, when clients can schedule (e.g., clients must schedule with me at least 12 hours in advance and can only schedule 30 days out), recommended frequency of meetings, what might happen if clients don’t regularly have meetings (note about this potentially impeding their progress), frequency discussed in collaboration during intake and throughout, recommended frequency may change over time depending on client, performance domain, and situation
- Cancellation and Missed Appointments - how will these be handled, will you charge full price or a fee, when can clients cancel or reschedule (how much notice)
- Extension and Continuation of Services - if a client wants to continue past the original agreed upon services how will this be handled, what if a client has an extenuating circumstance such as a medical or financial situation (how will that be handled, how long will extensions be granted for, case by case basis)
- Client Responsibility and Commitment - client engagement, effort, discipline, commitment; in and out of sessions (e.g., completing homework), for this think about transtheoretical model
- Consultation Meetings - in person (how, where will those be done, any considerations or things the client needs to know), online (how will those be done, any considerations or things the client needs to know, direct them to the technology section for more information)
- Technology - what technology is used and why (I categorize this and provide information about technology used in each category: online sessions, communication between sessions, record keeping and collaboration, scheduling, website, payment), records if kept electronically, benefits and limitations, efforts to protect privacy/confidentiality, troubleshooting/technical difficulties, an online consulting section that covers information about Zoom - see Abby’s great example below
- Social Media - information about social media you use for professional purposes, consideration of boundaries when using social media, client preferences for social media (do they want to follow you, okay for you to follow them, do they want to follow you but not be followed back, can you post about your work with them, can you reshare if they post about their mental training, can you “interact” with any of their posts such as if they post about a competition can you like that post, do they not want to have any interaction on social media); consider ethics of your messaging about this (clarifying their confidentiality wishes rather than focusing on self-promotion/marketing)

- Confidentiality Preferences - is there anyone who they want you to collaborate with, can you discuss their work with anyone, make sure they provide specific names if they are consenting to either of those; do they want things kept completely confidential (e.g., pro athlete who doesn't want anyone to know they are working with a MPC); if youth athlete - parent or coach paying for services for an athlete, what is the agreed upon limits of confidentiality (what will be discussed with parents/coaches, when, how; do you provide reports to parents/coaches)?
- Summary - include point about agreeing to use of electronic signature
- Signature and Date

Lauren has her agreement set up so that client's need to initial each section and then sign at the end. In the case of work with youth athletes, both parent/guardian and youth athlete need to initial and sign.

Here is an example of what Abby (Intrepid Performance Consulting = IPC) included within the Technology section for Zoom:

IPC uses Zoom as a video-conferencing platform for consultations with potential Clients and sessions with Clients/Parents. Zoom has features such as a chat box, screen sharing, and a virtual white board, allowing for enhanced engagement and collaboration during sessions. IPC utilizes all recommended privacy and security measures, including scheduling sessions using a unique meeting ID and password, enabling the waiting room, only allowing the host (the Consultant) to share his/her screen and other content, and locking the meeting once the Client has joined. IPC will continue to monitor and utilize security and privacy updates. The Consultant is not responsible for any technical difficulties that may occur within a session; the Consultant will work with the Client to troubleshoot and resolve any technical difficulties promptly so that the session can continue as scheduled. When the Client and Consultant participate in a meeting through the Zoom app on a laptop, computer, or smartphone and the meeting is not recorded, all video, audio, screen sharing, and chat content is private as it is encrypted, nothing is stored, and no user content is available to Zoom's servers or employees at any point during the transmission process. Zoom does not monitor meetings or contents of meetings. Zoom does collect location and device details in order to provide their services and ensure they are delivered effectively; Zoom does not mine or sell user data. IPC has opted in to the United States as their data center region, meaning that data will never be routed outside of the United States. If a Consultant records a meeting, it is stored locally on the Consultant's work laptop and/or external hard drive. IPC never requests for transcripts to be made of recordings.

In order to compile this information, the following web pages were reviewed thoroughly:

- https://blog.zoom.us/wordpress/2020/03/29/zoom-privacy-policy/
- https://blog.zoom.us/wordpress/2020/04/14/enhanced-password-capabilities-for-zoom-meetings-webinars-cloud-recordings/
- https://blog.zoom.us/wordpress/2020/04/13/coming-april-18-control-your-zoom-data-routing/

- https://blog.zoom.us/wordpress/2020/04/01/a-message-to-our-users/
- https://blog.zoom.us/wordpress/2020/04/01/facts-around-zoom-encryption-for-meetings-webinars/
- https://zoom.us/privacy?zcid=1231

Within Abby's Technology section, similar to Zoom above (although most are shorter), she has a bullet point for Calendly, DocHub, Dropbox Business, G Suite, Grasshopper, HubSpot, iPhones/Apple, Jimdo, Mailchimp, Square, SurveyMonkey, and Zoom. She also mentions that links to privacy and security policies of all technology listed are available upon request (and has a separate document in a PDF that she can send to clients and discuss/explain as needed).

Lauren has one Technology section that covers all technology used as mentioned above organizing them by purpose area (provides a list of technology used for each of those areas) and provides information about the benefits and limitations to using technology as well as efforts taken to maintain privacy/confidentiality where possible, and also provides information for clients to think about regarding protecting their own privacy/confidentiality (e.g., think about when/where checking emails, use of passwords, consideration of locations for online consulting).

Within Abby's Limitations to Confidentiality section, this point is included:

- While IPC has carefully selected technology, enabled all encryption, privacy, and security modes available with the technology selected, and will make all attempts to maintain confidentiality, when a Client/Parent texts, emails, collaborates, and connects virtually with IPC and/or a Consultant, confidentiality may be compromised.

Here is Abby's Social Media section:

- All Clients and Parents are welcome to follow IPC on social media, currently including Facebook (www.facebook.com/intrepidperf), Twitter (www.twitter.com/intrepidperf), and Instagram (www.instagram.com/intrepidperf), for inspiration, updates, and resources.
- IPC monitors its social media accounts and removes any posts and/or engagement that involve inappropriate behavior. If a Client under the age of 18 engages in inappropriate behavior connected to IPC's social media, the Parent will be notified.
- Clients under age 18 are not permitted to friend or follow Consultants on any of their personal social media. Consultants are not permitted to accept any requests of this nature and are not permitted to friend or follow Clients who are under age 18 on social media. Any existing social media connections with Clients under age 18 shall be discontinued.
- All other Clients may choose to friend or follow Consultants on their personal social media in addition to IPC's social media accounts. IPC will share a "Social Media Preferences" document with each Client to allow Clients to identify how they would like to engage with IPC and/or their Consultant online.

- Engaging via social media, including sending a direct message, is not an appropriate way for Clients or Parents to connect with a Consultant regarding mental skills training between sessions.
- There are potential confidentiality risks in Clients/Parents being connected with IPC and/or a Consultant publicly on social media. It is important to IPC to maintain confidentiality and respect boundaries based on Clients' social media preferences.

When do you send the informed consent to your clients, how do they fill it out, and when do you ask for it back?

- Abby - Previously, we were sending the informed consent document following a consult with a client as a PDF and asking them to print, sign, scan, and return via email. As of 4/15/2020, we decided to move forward with DocHub for electronic signatures for our informed consent. In the state of Georgia, an electronic record and signature satisfies the law. We require that a signed informed consent is in our hands before beginning the first session with a client.
- Lauren - I discuss informed consent in the initial consult and then follow up with clients afterwards if they want to move forward. Currently I use Google Forms and send a PDF of it as well. It must be signed prior to the first session. The document outlines the time limit for the document (this is so a client who wishes to continue work doesn't need to sign it again each time, unless there have been changes made since they last signed it). Also exploring DocuSign and other options.

Are CMPCs/consultants exempt from HIPAA-compliant platforms?

- It depends. You will need to determine if you are a covered entity: https://bit.ly/hipaacoveredentity. If you are, then you will need to select technology that is HIPAA compatible and be knowledgeable regarding how to fully comply with HIPAA in your online consulting practices.

Is the Google Form you send clients for the intake secured/password protected? Does it need to be?

- With G Suite (paid version of Gmail) the Google Form is secure and encrypted as-is, so it does not need a password.

What do you think about the Coach UP APP?

- Limited experience with this app - Lauren tried it a couple years ago but didn't get any clients through it.

How many clients do you see per day to avoid emotional burnout during this pandemic?

- Have to see where YOU are at with your headspace during this time. We have both experienced a slow down since mid-March, but as of mid-April, we have both started to see current clients, former leads, and new leads come around and express more interest. It seems like some people are finding their “new normal,” some are starting to think about how to get back to “normal” once the pandemic is resolved, and others are settling in to the true impact of the pandemic and wanting to manage it better mentally related to their sport/work.

- Consider energy demands of virtual consulting and WFH (work from home): https://www.bbc.com/worklife/article/20200421-why-zoom-video-chats-are-so-exhausting

Abby, when you do an intake, are you and your husband present, to give a chance to the client to meet both of you and decide which one of you fits with clients’ needs and preferences?

- No, John and I are never present with a potential or current client at the same time. We handle that in a number of ways: On our consult sign up form on our website, a potential new client can designate their preference for one of us. If they select “no preference,” usually I (Abby) will talk with them first since I am the one who is full-time and John only takes five clients or less at any given time, so he tends to be more selective and often has a “full” client load. In an initial phone call or email before a consult, if they have no preference, I try to gauge if they would be a better fit with John or myself. There have also been a few times where I have chatted with them, done a consult, then John has also done a separate consult. We would rather invest the additional time to ensure it’s a match with one of us or to refer them to another professional.

Do you have to have, or would you recommend a Master’s degree in sport psychology, to pursue a career as a mental performance coach?

- Yes, you would need a Master’s or PhD in sport psychology or a related field to gain the educational background and supervised experience to be successful in an applied career in our field. Additionally, if you want to work with athletes/clients, you will ideally select a graduate program that offers an applied internship component that aligns with CMPC requirements. Consider reviewing the Graduate Training resources on the AASP website for more information.

What difference do you find between starting with a new client online compared to face to face? Especially in regards to rapport, trust building, or general relationship building?

- As we discussed in the webinar, there has been some research done in medicine (telemedicine) and business (Google remote collaboration study) that suggests people prefer an initial face-to-face meeting. Obviously this may not be possible during the pandemic, but in general. This is important to think about regarding what verbal and nonverbal communication (consultant and client) might be like in person versus online and what first impressions might be like in person versus online, as well as what communication strengths and weaknesses both people have.

- Online you lose some of the power of psychophysiological factors (e.g., oxytocin) that can play a role in rapport, trust, and relationship building; additionally verbal and nonverbal communication can be more challenging and energy demanding.
- Amy Cuddy previously talked about two questions we automatically ask ourselves when we meet someone for the first time: Can I trust this person? Are they credible? Useful to think about how you create a space in initial online interactions (i.e., website, emailing, scheduling appointments, initial consult/intake) to demonstrate that you are trustworthy and credible.
- People's familiarity and past experiences with technology can also play a role.
- We both mentioned that we do initial consults via Zoom to test out this platform with a potential client first and be able to discuss with him/her/them how they are feeling about the format.
- Even more so than in person, consultants need to be considerate of their nonverbal communication and presence (e.g., leaning in, use of eye contact, smiling) as well as be aware of potential distractions that can impact virtual presence (e.g., taking notes, notifications that pop up on your computer during sessions if you don't close windows and/or enable do not disturb, etc.).
- It's helpful, especially when meeting online, to still introduce yourself and the consult/intake in terms of the amount of time it should take, what you'll do during that established time, what you hope to accomplish, and next steps you'll address at the end. That helps the potential client know what to expect and feel more at ease, while helping you to establish control of the meeting.

What marketing do you do for your practice / How do you market yourselves online? Besides word of mouth, what has been most effective for you? How are you marketing yourselves to athletes now/during this time?

- Lauren - The majority of my marketing thus far has been through word of mouth or networking. I also use social media to "market" myself (i.e., when I'm posting content on social media I'm thinking about how this represents me and gives potential clients a feel for who I am, what I do/don't do, what I have done, my potential value add, my professional philosophy, what it's like working with me, etc.). Though I have consulted with individuals from various locations online, I haven't specifically marketed to those clients (they have reached out to me after coming across my website, my information on the AASP consultant finder, seeing a post on social media, or having a mutual contact refer them to me). I also use some free online resources, such as Alignable. I am not currently marketing to clients during the pandemic; I'm using this time to work on some projects for future consultation or marketing that I've wanted to develop; however, I have made clear that I am providing services during this time if people are interested. Another consideration that comes to mind (and why Abby and I shared at the beginning some context about us and our businesses) is how your business is set up, what stage of business you're in, what types of clients you work with, your local market/location, your finances, etc. so that you can determine what technology/marketing options/expenses are a necessity, which are worth the investment versus those that aren't, etc.

- Abby - Initial marketing when we first started our business (2015) was our website/SEO (people finding us on Google due to key words and other SEO strategies) and reaching out to people we knew to share what we were doing and see if they were interested or if they knew someone who would be interested. We worked with our first three teams due to one of my old coaches who was still in the area. After I went full-time in the business in early 2016, I went to a ton of networking events all around the Atlanta metro area to meet other professionals, share what I do and what kinds of connections I was looking for (lots of elevator speech reps), hand out business cards, and build relationships with potential referral partners. We also reached out to local sport-related businesses, like local running stores, to see if we could do free clinics/sessions. Our online marketing is really just our website and being listed in the AASP CMPC finder as Lauren also mentioned. What has been most effective for us is: 1) our website -- we get a lot of traction in Georgia and the Southeast organically due to SEO, 2) word of mouth as our reputation has grown and clients/other professionals in and out of our field refer people to us, 3) after a few years of growing our business, specializing in running, swimming, and triathlon -- this has helped us focus our efforts and make intentional connections within those sports to be the "go-to" resource in our area. During COVID-19, we have reached out to all of our current clients to see how they are doing if we haven't had a session lately, reconnected with most leads from March to see how they are doing first and foremost and let them know that we are here if they decide they still want to consider working with someone (but no pressure!), and we've updated our website with a message and resources related to COVID-19. We are not actively pursuing any new work otherwise, and instead, like Lauren, using this time to catch up on/invest time in other projects (and admittedly, clean up my home office!!).

How would you introduce online consulting with clients who may not be as educated or familiar with online consulting and the technology?

- Lauren - When I work with clients who aren't familiar with Zoom or online scheduling, etc. I sometimes send detailed instructions (often with screenshots) on how to use the technology. This is also why I do the initial consult via Zoom. If they are completely unfamiliar with technology or find it very difficult, this might be a client who I try to refer to someone local to them instead.
- Abby - Ditto what Lauren said. Also for online scheduling, I always send a link to my calendar but also mention, "or send me a few days/times that work for you" so that they have that option if that is easier for them. I often have parents ask me how our process works or how we will keep their athlete engaged for a full session, which gives me an opportunity to talk about the typical flow/breakdown of our sessions, give an example of how we teach/train a mental skill virtually, and share what is expected of the athlete between sessions for "homework."

What are the benefits of using a CRM (customer relationship management) in private practice? How complicated does it need to be and how easy is it to get one set up?

- You do not need a CRM initially. When you are first starting out, a few basic tools can work just fine: Excel spreadsheet (keeping track of leads, contact information, communication cadence, stage in your sales pipeline, and active clients), calendar (paper, online, and/or phone for reminders and to-do's in terms of sales communication), and Word doc (email templates to copy and paste for efficiency).
- Depending on which CRM you select, it can be fairly simple/intuitive or a bit more complex in getting started. There are many options… HubSpot, Salesforce, Zoho, Streak, etc.
- The benefits we (Abby) have seen are: 1) organization: easier to keep track of contacts as well as sales and relationship tasks + provides a dashboard, or a visual way to see our sales metrics and pipeline activity, 2) email integration: we can select a saved template to use from within our email and have the ability track if someone has opened an email, and 3) reporting: data about our sales activities to allow for reflection and future planning. In general, a CRM helps you run the business side of your business.

Do you charge the same/different for online consulting? What is the rationale for what you do?

- Lauren - I've heard arguments for both (within and outside of our field). At present I charge the same amount based on an argument from the business coach community that an hour of your time is worth an hour of your time.
- Abby - Ditto. Additionally, I think about how at least in part, travel expenses are offset by monthly/annual expenses related to all the technology we use. At the end of the day, YOU have to be comfortable with what you charge, in-person/online/combo, based on a number of factors and how you break down your margins internally.

What do you ask about in the post-consultation evaluation form?

- Abby - Number of sessions completed; level of effort on the client's part; questions about their perception of the consultant on a number of characteristics; degree to which mental skills training contributed to knowledge, skills, abilities, and performance; impact of mental skills training in general; net promoter score; anything they would change about working with us
- Lauren - currently rethinking how I want/need to approach this

For youth athletes (high school aged), how do you use technology to effectively keep parents in the loop without breaking confidentiality?

- Abby - In discussing confidentiality with youth athletes, I ask what, if anything, they want me to share with their parent(s)/legal guardian(s) and document that on the informed consent and in a release form that is housed within their private Google folder. I articulate that decision/expectation to their parents, along with our policies and procedures document, so that we are all on the same page. I ask athletes to decide if they want: 1) their parent(s) to join us for the last few minutes of a session, in which case I ask the athlete to give a summary from their perspective and we answer any follow-up questions together/I answer in ways aligned with their confidentiality preferences, 2) me to send a session follow-up email (based on information they asked me to share), or 3) to follow up with their parent(s) on their own. We also offer parent sessions for youth athletes using Zoom, where myself, the athlete, and their parent(s) have a session together. The athlete shares a summary of our work together and the impact experienced, I lead a discussion on parental support and gain the athlete's input, we collectively align on next steps, and I answer any questions (while adhering to the athlete's confidentiality preferences).

- Lauren - whether it's parents, coaches, or other "team" members of clients, I try to emphasize a team approach in service of working together to help the client; this can take shape in many ways and is something (along with confidentiality) we all discuss and outline together.

Would love to have more info on how to accurately, legally, ethically, and professionally market your services online. Often see misrepresentation of expertise online and considerable self-promotion through clients. We need to do more work in this area to best inform MPCs and supervise students. / I have seen an increase in Instagrams and posting with little regard for the athlete's consent and privacy, as well as the purpose of these forums.

- Lauren - I believe some individuals in the field have/are currently working on research regarding social media use and preferences in the field as I remember completing an online survey for a study in the past few months. I have a section in my informed consent about social media preferences (would encourage thinking about the following: do they want to follow you, is it okay if you follow them, is it okay if you interact with their posts on social media, if they post something about your work is it okay if you repost, do they want to follow you but not have you follow them, what social media platforms, okay to post about your work, don't want to interact at all, etc.). Agreed that there needs to be some further discussion of this - while we don't want to continue the stigma that mental performance consultation is something to keep secret and also don't want to continue making it unclear who we are and what we actually do, it is the client's right to confidentiality and we do have to be considerate of not only what we post about work with clients but also how we post about that (both individual and group/team clients). From a different vantage point/coaching field, it is now very common place in coaching in its various forms (ex: business coaching, publicity coaching) to provide case studies of work with clients (both individual and group; the "new" testimonial). Further, whether it's sport, performing arts, business, etc., many clients often ask what type of work you've done and with whom as a way of vetting you and whether they want to work with you.

- Abby - Agreed that further discussion of this topic is warranted, and it seems others agree based on comments from the webinar evaluation! In addition to what Lauren mentioned… the AASP Ethics Code and APA Ethics Code make mention of what to consider in regards to testimonials. We review and update our website regularly (at least once a quarter) to ensure the information is current and accurate. Unfortunately it's common to see web pages/LinkedIn profiles that are out-of-date in terms of what people are doing, positions held (paid or volunteer), membership, etc. Related to what we highlighted on the webinar, it's imperative to know what you can and cannot call yourself (title), your services, etc. based on federal and state laws -- even if that means giving up some SEO in the process. We include a photo/video release in our consent form and in all contracts, however, we respect any client/parent who does not consent to it.
- Additionally, if you are certified through AASP, it's important to ensure you have removed CC-AASP from any virtual or physical marketing or information about yourself and updated that to CMPC while also reviewing and adhering to the usage guidelines (found in the AASP Member Area under Member Resources on the right) for the certification mark and logo. Particularly for students or professionals working towards obtaining the credential, you cannot use CMPC or the logo until you have received specific written notification that you have successfully completed all requirements, including passing the exam.

Thank you again for your engagement in the webinar!

We hope to see you at the AASP Conference in October.