

Four Women, Four Perspectives.

What did it feel like to speak and be part of the Therapy Live process?

Jo Turner (Physiotherapist, Life Coach and Clinic Owner)

Ten streams of high quality content delivered to 1000s of participants, free at the point of access. We heard this phrase so many times during the build up that maybe it detracted from the endeavour that was Therapy Live, and the sheer boldness of Jack Chew, Jack March and the Physio Matters team.

To be invited to speak at this event was a thrill. And in particular being trusted to speak about topics which are dear to my heart but not your usual MSK conference headlines, Imposter Syndrome, Burnout and Self-worth. And then of course came the internal gremlins that like to keep me safe. “Who do you think you are?” “Who cares what you have to say?” Trust me, just because I coach on these things, doesn’t mean I’m immune to them. What I have learned however, is that keeping them in the dark doesn’t help. In the week building up to the event, I shared my ‘Diary of a Therapy Live Speaker’ Genuine thoughts that plagued me each day, and a reframe that helped quiet the gremlins.

“What if no one is interested in what I have to say?”

“Actually, some people will, and some won’t be interested. This is human nature and preference, not a reflection of your worth or that of your content”

This process served to calm my own nerves and hopefully helped a few other folks.

Event preparation of a different form came via the Therapy Live moderators whatsapp group. For someone innately curious about humans, this was a fascinating space. On one level, this was a place for Jack March to share information about how to manage the technical side of moderating talks (JM is a man uniquely suited to this role, with near superhuman levels of patience) Then there was the chat itself. High energy support, funny, banter on a level I haven’t experienced before. I’m not going to go too deeply into the banter thing right now, it fascinated me so much that I’ve got a whole podcast planned. Suffice to say though, it challenged some previously held opinions.

The day itself arrived and, as I’m sure most of you are aware, the first couple of hours were beset with server difficulties (well documented now on many platforms if you want to know the detail) This was enough to raise, sub-maximal adrenaline levels to a ‘degree of significance’

What happened in those hours was, for me the most interesting part of the whole TL process. I've worked with some really great teams over a long career and have felt the joy of a mutual goal and unerring support for each other. Of this team of 30 odd moderators however, I have only met 1, in the flesh and most I knew nothing of before the weeks building up to the event. This is where I saw the power of that whatsapp group. Although the chat was at times 'edgy', the critical thing was the heart behind it. Do these people have my back? If there had been any doubt in anyone's mind beforehand, the level of support and determination to get things over the line in those first 2 hours would have dispelled it completely. Yes it was stressful, Yes, I'm sure that Jacks and co. would have preferred a little less excitement, but crikey, there were positives abound. The remainder of the day went without a hitch and some amazing talks were shared.

I know there is another side. As someone involved in the process of delivering Therapy Live, I share in the wish to apologise unreservedly to those of you inconvenienced and disappointed in any way because of the technical difficulties. This is most definitely not an excuse or defense piece.

My wish is simply to give an honest account of my experiences as a speaker. To dispel the myth that we are all uber-confident and bullet proof. I love being a Physio and I love the people you get to meet and work with in this profession. Therapy Live was a beautifully distilled illustration of the messy, fallible, passionately supportive humanness of it all.

Anna Maria Mazzieri (Soft Tissue Therapist and Educator)

The forced sabbatical from normal life Covid enforced on our industry, encouraged many of us to spend more time in that parallel world that is social media.

All of a sudden we were able to access amazing content and be in the same zoom session with all the great thinkers in our industry,

There is so much out there that it requires tremendous critical skills to sieve through it all and find good quality material...then....

Jack Chew from Physio Matters disrupted the status quo, as he usually does, and introduced Therapy Live! A conference like no others.

First year they had 9 streams and 120 speakers and this year they had 10 streams and 180 speakers, open to tens of thousands of attendees for free.

Therapy Live doesn't just bring speakers of the industry's circuit together, TL bringst the best speakers of the industry circuit together. No need to go and sieve what is quality content, Therapy Live does it for us. Each single of those sessions (and I have watched them all) is a non compromising quality session.

With a whole stream dedicated to public health, Therapy Live brought that very important broader discussion to an audience who may have not been necessarily aware or been exposed

to these public conversations before. And that's where for me TL has a special place, as it actively tries to bring those more challenging conversations to the surface and to the forefront of every practitioner.

I particularly align with that as I have this strong sense of individual responsibility towards the growth and improvement of the industry and better care for people. Even by choosing a specific CPD over another we influence the industry but will this influence improve public health? Because ultimately that is what we should be aiming for. We are individually responsible for public health.

That is why I nearly fell off my chair when the TL team asked me to be a moderator in one of these streams. Me and my colleagues Matt and Becky had speaking slots already but being asked to be a moderator to a couple of Pelvic Health sessions and to the Pelvic Health in the public health stream was to me a different level. Impacted by the fact that I was going to moderate Jack Chew and Grainee Donnelly ..so no more needs to be said...

The mod role is huge, each moderator is chosen as the speakers are for their knowledge and their sensible thinking behind a topic, so a moderator is expected to not just deal with the usual admin of the session as intro speaker, deal with Qs and chats etc but also to direct the discussion and ask the difficult questions which sometimes people are afraid to.

That is where TL is above the rest. For the boldness of every single one in that team, and i am proud to consider myself as one of them, to ask these difficult questions, The Sheer amount of work from Jack March, Jack Chew, Felicity Tow et al. to create an event at that scale and then allocate the right moderators to the speaker/topic is mind blowing. Each session had to be an outstanding session to provide each attendee with the right content to instigate critical evaluation so that the result will be to improve one's own practise and ultimately public health

That's the ethos underpinning the whole project of therapy Live.

Having had the first few hours disrupted by server issues which were completely out of the TL Team hands was disappointing to say the least.

Personally I felt so terribly sad for the Team, everything was perfectly prepared and all organised and tested to the finer details so having something out of their control disrupt the event like that must have felt awful.

But how they dealt with it was amazing, as a business owner I have to take my hat off the team as they managed an unmanageable situation in the most professional and responsive way, but what they did which to me was outstanding they gave us the moderators enough preparation leading to the event that the 30 plus team of people who never even met before such empowerment that we were able to support each other, jump on each other sessions if we couldn't log in, provide last minute support for any technical issues so we could leave the A Team dealing the with other bigger issues. That WhatsApp group was a community per se, what an experience even if most of the jokes went over my head! This English humour I never understood!!

Well done team, I can't wait to see what Therapy Live 2022 brings and what progressions have been made with these public discussions!

See you all there!

Katie Knaption (Physiotherapist, Clinic Owner and Founder of PhysioFirst Online)

PhysioMatters has been hugely influential to me as a clinician and the podcasts are literally what saved me from losing interest in what had always been my “calling” as a career. That questioning ability and up for debate attitude helped reignite my interest.

Therefore I have always felt very privileged to be involved in the Therapy Live Events. The 2021 bonanza of an event was even bigger than ever.

The main team did a storming job of managing speakers, moderators and sponsors.

As ever I was happy to be part of the wider team and delighted to be a moderator. From this I was introduced to the team via the Whatsapp group. A tremendous bunch of clinicians who were all very supportive especially with the initial technical issues of which I was caught up in. Everyone wanted a success story.

Improved MSK care and supported clinicians the very heart of what TL stands for.

The provision of best practice, evidence based and not only clinical “sexy” stuff but also public health and governance coverage is inspirational. The fact that people have this provided to them from their own homes and can attend for free is literally remarkable.

So glitches aside. The event was a success, certainly from a moderators view the sessions were enjoyable and informative. I have yet to watch the large number of recordings on my list but watch I shall.

So hats off to the “A” team and to the Whatsapp Moderator team you achieved your goals and surpassed expectations.

Educating, guiding, debating, supporting and informing the future of MSK care for all.

Leanne Antoine (Physiotherapist, Clinic Owner and Speaker)

Jack Chew and his team (Physio Matters) have become household names in our industry. Everyone knows that once they come together to provide content, it is usually well worth listening too (at least that's in my humble opinion). Therapy Live 2021, as an event, was no different. The team came together to bring some impeccable speakers to feed our educational souls (virtually) and truth be told, there was something for everyone.

When Jack March approached me to be a moderator, I immediately said yes – my actual words were, 'I'm always keen for some involvement'. This team (and yes, I keep emphasizing team) is pretty much seamless in terms of the roles they play, their synergy and the overall goal, which is to keep us as clinicians, up to date and informed with our CPD but also allowing for some thought - provoking discussion through virtual chat as it stands at the moment.

I can't speak for the other moderators but Jack March paired me up with two speakers in the afternoon (yes, I managed to escape the technical difficulties of the morning) that covered topics of great interest to me. The first, Andy Hosgood who had the opportunity to launch his business consultancy, Elevate Your Clinic and the second speaker was Val Jones, the elbow expert. They were both really pleased to have the opportunity to speak on such a great platform and they were so willing. Quite simply, I enjoyed the energy of this alone.

One thing that struck me about the whole process of TL was the coming together of all involved. Jack Chew and the team have a way about them that means that people are ready to be involved and the conversations and collaborations that occur from this space are a true testament to their authenticity and purpose. Simple WhatsApp interactions and emails with willing volunteers (who come together to serve effortlessly) and hours behind the scenes working hard to make sure that the schedule is just right for the audience are just some of the things that so many of us just might take for granted. I will look at these types of undertakings in a different light!

Thank you to Jack and the Physio Matters Team. I'll be here ready and willing next year.