

# Program Development



- **beginning**
- **real examples**
- **program proposal**
- **pieces of the process**

# ask why

Before considering program development, first ask why and think about your capacity



# it can be a big undertaking

However, it all starts with networking, so you can start this part of the process at anytime!

# examples from my experience



## Small Hospice

They found me and contacted me for services

## General Hospital

I cold-called them and networked my way into providing inservices

## Private Eldercare

This was passed on from another MT and continues to progress

## Large Hospice

Informal pitch through my network over lunch, development over time



# they may be ready

## Before you start, inquire

The agency you are thinking about may already be looking for a music therapist. They may know about music therapy, have the budget, and have the infrastructure to take on a music therapist.

If not, they may have an idea of what they need to see in order to take on a music therapist.

Basically, don't do more work than you need to!

# what you need in a program proposal



## Debunk Assumptions

Music therapy may not be what they think it is



## Point out Problem

What are the highest areas of need?



## Provide Solution

What do you want?  
structure - cost - impact



# network

Take all opportunities to create relationships with others  
Any of these connections may support your career

# gather information

History with music therapy, structure of organization, fiscal year (when they review the budget), needs or quality measures

# inquire

Make contact - call, email, show up at an event  
Find out where they are and what they would need to see to start a position/program

# be present

...with communication, creativity, professionalism, and flexibility



**connect**  
**contact**  
**collaborate**



**@kimberlyjanebest**



**hello@kimbest.com**



**Visit the booth!**



**This is what chasing your dreams  
(and working on program  
development) looks like**