



I began the start of 2024 with a feeling of optimism and energy.

I was looking forward to 2024, not behind. I felt like I was leaving the old me and stepping into a new one. I had left my 50's behind and heading into my 60's – my Crone Years.

My business had a good 2023 and I was looking to grow in 2024. I had my calendar set up and things written into it for business and personal, so each month there was something that I was looking forward to or aiming for.

I was ready for 2024.

Except it didn't get off to the good start I wanted.

My mum had been taken into hospital the year before and then into a care home before Christmas with dementia. In the February she passed away. I had already lost my dad 11 years before. This was expected but still a shock all the same. The trip for my Business Retreat also became a time for soul searching and reflection as I headed back to South Wales. I think my Business Retreat was a blessing because it gave me the time on my own that I needed to grieve and journal my thoughts away from my family.

I came back with a new purpose and new grounding – a transition – a new life.

I gave my office/cabin a complete make over, decluttered it for an inch of its life, several trips to the tip with stationery that I just have not used but kept for 'just in case'. I spent a week on the cabin – painted the outside, new floor on the inside and new colour. From the girly pink of my 50's to the vintage dark green for my 60's the theme of vintage, cosy, academia with mood lighting, chandelier etc.

A new impetus, a new drive of stepping out of my comfort zone personally – a trip by train to a day in London. I had not been on my own before and certainly not spontaneous sightseeing. Looking into all the Harry Potter shops I could find and looking through the recommended book shops I had found on Instagram. A fabulous day out and certainly something I want to do in 2025 with a visit to a Museum and Art Gallery included.



Ali's Therapy Academy was steady through the year, but nothing I could really shout about. I thought it was getting stagnant, but what could I do about it? Time to journal, manifest and ask the Universe and certainly through the second half of the year the business transitioned along with me. My work with the FHT (The Federation of Holistic Therapists) came to an end after 2 years but I am grateful for that time, the connections I have made with all the Coordinators and members of staff. I also ended the year with the FHT recognising Ali's Therapy Academy for the business support and is recognised the membership training for CPD points, which I am thrilled about.

From September after having a lovely camping holiday in North and South Wales and completing the trek up Pen Y Fan (another tick off my bucket list) there was a new vision with support for therapists and a re-designing for the Done For You Support with Business Audits as an overview for therapists websites, social media, marketing etc, to a new mentoring of 1 hour Empower and Clarity Hour and new online business retreats with Elevate and Innovate. A lot of the first part of the year with the business was about consolidating and putting properly into place what was already there. No need, for continually adding new stuff. From the Autumn it was ready for the last part of transitioning.

This has come with reviewing Ali's Therapy Academy and getting the clarity, mission and vision that I realised that was awry the previous 2 years. I recognised my 'soul clients' the therapists I wanted to work with and that I felt that wanted/needed to work with me. It needed to go back to basics, to offer again what I originally wanted, to market/promote what I was originally looking for. The owl branding came back and with his blackboard, and I set the marketing and branding for fun. The Facebook group got a renaming from Fully Booked Therapists to The Business Side of Therapy, I shared with pride the membership name of 'The Parliament' and members being 'owlets' and I released my inner 'wise owl'. This had all been there for years, but I hardly mentioned it because incase I was called silly and not professional.

I have always said that you are always learning, and every day is a school day. I am always learning about me and my business and I am very grateful for that. Each time, my decision to end something or change something created the space for my next transition phase.

Thank you 2024 for showing me the Transition and the new way for me to Begin stepping into 2025.