

The Pettibon System™

Proven spine and posture correction

First Report about the Decision Makers' Conclave in Las Vegas

The Pettibon Team met in Las Vegas on August 4th and 5th to make decisions for 2008. It was an exciting round table of information and discussion on such topics as instructional material, reformatted and updated reference books, neurology, marketing, class structure, and online learning. Issues were laid out along with solutions.

We were delighted to hear Mark Shreffler speak regarding the use of words and their definitions in regard to our intent to deliver the promise of chiropractic and to ourselves in our everyday life. The team found him extraordinarily inspirational. So much so, that we're all participating in a special Seattle workshop with Mark on September 8th and 9th. It is our solid stand that we need to change to grow and that starts with ourselves first.

We believe you will see the difference in the upcoming year as we make several major changes in not only *what* we teach but *how* we teach. Once the format is complete, an issue of the newsletter will cover the full story.

Everything we do, we do with a purpose and we cannot do anything without field doctors' participation. Continue to spread *the word*. Forward this newsletter to colleagues and encourage them to sign up. Sharing your information and your enthusiasm is one of the most effective ways to stimulate interest in The Pettibon System.

We're excited about the coming changes. You may also see some of *your* suggestions come to fruition next year. Stay tuned!

An Update: Online Learning & The Pettibon System Knowledgebase

By Carol Remz, Ph.D.

Online Learning:

Over ninety percent of the evaluations we're getting from online learners have rated quality of content, presentation of content, and usefulness of printed material 4s and 5s-the highest! The 'fun factor' rating has been as high too!

Most learners don't 'love' the pretests and posttests. They bring back feelings of intimidation from being tested and judged in school and college. However, the value of the pretests and posttests as instructional aids is being acknowledged. And that's the sole purpose of the tests: To reinforce learning!

The self-rating for achieving understanding is primarily 'satisfactory.' About 20% have rated 'strong.' What comes across in the self-assessments of understanding is honesty and humility based on the realization of 'how different' The Pettibon System is from conventional chiropractic.

Newsletter

August/September 2007

Volume 3, Number 8/9

From Sharon Freese-Pettibon,
President of Pettibon System, Inc.

Synchronizing Publication With the Start of a Month

This issue is a combined August and September newsletter so we can synchronize the emailing of issues going forward with the start of a month. Now you can expect to get the October issue on October 1st, the November issue on November 1st, etc.

Special Prices for Online Courses Extended Until Year-End

You made the request and we agreed! We're extending the current prices for the online courses until the end of the year!

<u>Course</u>	<u>Price</u>	<u>Time to Complete</u>
Fundamentals	\$99	15 days
X-ray Procedures	\$295	30 days
Clinic Protocols & Home Care	\$295	30 days

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From both written comments and in conversations with doctors from all over the country, there has been an expression of appreciation for making it possible to learn anywhere and anytime. And save on travel and expenses.

Doctors who have taken other online courses claim that ours are in a league of their own!

Nothing is perfect. We've had a few doctors who have come to the conclusion that self-directed learning is not their 'cup of tea.' There have also been a few doctors who didn't like anything.

We've had technology related glitches and we've fixed them. One issue concerned learners' Internet browser. We now strongly recommend the latest version of Microsoft Internet Explorer (which is IE 7) or Mozilla Firefox (which is Firefox 2.0).

A gratifying discovery has been those doctors who have taken all the instructor-led courses and are using the online courses as a way to review and stay up-to-date.

The development of hands-on practicum opportunities to support the online learning has begun!

The Pettibon System Knowledgebase (PKB):

In the business world, knowledgebases are becoming more and more common. A knowledgebase (often abbreviated kb) is a computerized way to collect, organize and retrieve information and knowledge. A knowledgebase is a support tool for both an organization's customers and its employees.

What's the difference between information and knowledge?

Data: Facts and figures.

Information: Facts and figures in context-insights and statements about the data that provide understanding.

Knowledge: Application of information through the human experience that enables decisions and actions with greater certainty about their consequences.

How does a knowledgebase work?

Information and knowledge is contained in the form of questions and answers and resources for information and knowledge. The resources can be written documents, spread sheets, photographs, drawings, audio clips, video, and links to related websites.

Users enter a question or topic. A 'solution' is returned. The solution can be a specific answer, a specific resource, or a highlighted area in a resource.

If no relevant solution is found, a report is issued so the knowledgebase manager can track that until it's resolved.

Good news:

- The software that manages PKB is up and running.
- The homepage for PKB which will be linked to both our web sites has been set up.
- Solutions have been entered and are being entered daily. Our

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solutions are questions and answers, specific references in the format of PDFs, a complete glossary of terms for The Pettibon System, drawings, and video.

- Projected launch: end of September.

It will never be done! Before that declaration gets me in serious trouble with Dr. Burl and Sharon, let me clarify.

Life doesn't stand still. In any important endeavor, you have to take the first steps. Every venture has its infancy and then grows over time.

The repository of information and knowledge we have at launch over time will grow quantitatively and qualitatively. That will happen as we track the types of questions and topics entered, review how users evaluate the solutions, add content sources, and author new solutions.

What questions would you like to see solutions for in PKB? Send them to me care of: newsletter@pettibonsystem.com.

Stay tuned!

***Vision is not enough.
It must be combined with venture.
It is not enough to stare up the steps.
We must step up the stairs.***

— Václav Havel