

WELCOME
FICS VIRTUAL Global Symposium
Lead Like a Pro



HELPING LEADERS MAKE **SMARTER**
DECISIONS IN FAST CHANGE
AI ready * Strategy * Impactful Results



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A Promise of Value – Future Ready Skills

Technology AI



People Skills & Leadership 4.0



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Agenda

- SWOT Analysis Today
- Lead like a Pro Skills
- Your Plan Today
- Strategic View as Future-ready leader
- Take notes!
- Bonus



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Over 40% of healthcare tasks are expected to be impacted by automation and AI within the next five years.



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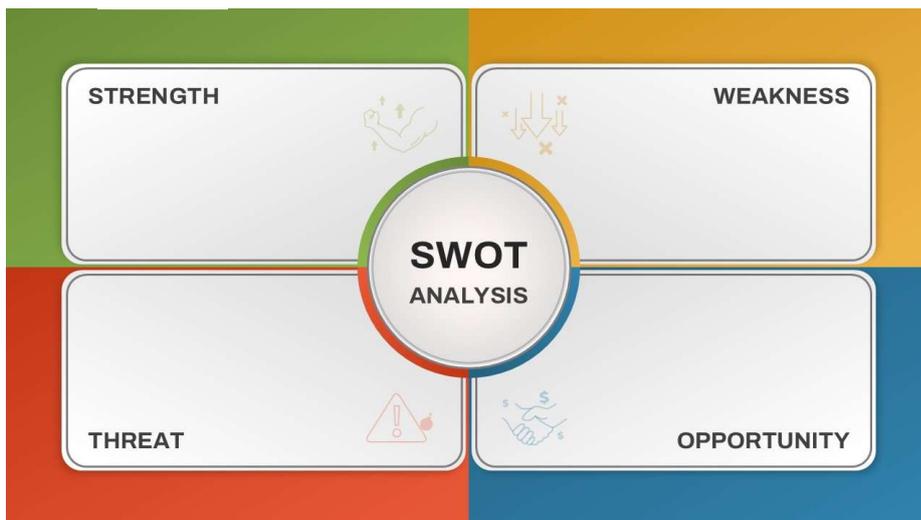
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Global Reskilling Needs by 2027



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Strengths

Bridge Role

Dual Value Proposition

Injury treatment AND performance enhancement creates multiple revenue streams beyond traditional care models.



Athlete Advocacy Power

High-profile athlete testimonials

Preventive Care Culture

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Weaknesses

Research Infrastructure Gap

Inconsistent Training Standards

Gender Diversity Challenge

1 Accessibility Barrier

2 Insurance Inconsistency

3 Solo Practitioner Model

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Opportunities



- Women's Sports Explosion
- Masters Athletics
- Corporate Wellness Integration
- Group Care Models
- Content Creator Economy
- Youth Sports Development

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- Education Cost
- Credentialing Complexity
- Economic Sensitivity
- Misinformation Association

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Warnings/threats

Physical Therapy Scope Expansion

Direct-to-Consumer Platforms

Strength Coach Involvement

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Strategic Implications

The profession stands at an
inflection point 

Winners will combine:

- + Clinical excellence
- + Business sophistication
- + Data fluency
- + Collaborative positioning.

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Strategic Implications

-  Standardize Outcomes Tracking
-  Invest in Business Training
-  Develop Scalable Models
-  Target Growth Segments
-  Embrace Technology

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New Leadership 4.0

From
"Know it all"
Cultures

→

To "Learn it
all" Cultures

From a 3-4
Strategic
Planning is
(obsolete)

→

Scenario
Planning
(What if...)

From
"Best
Practice"

→

To "Next
Practice"

Instead of
Setting a
Destination

→

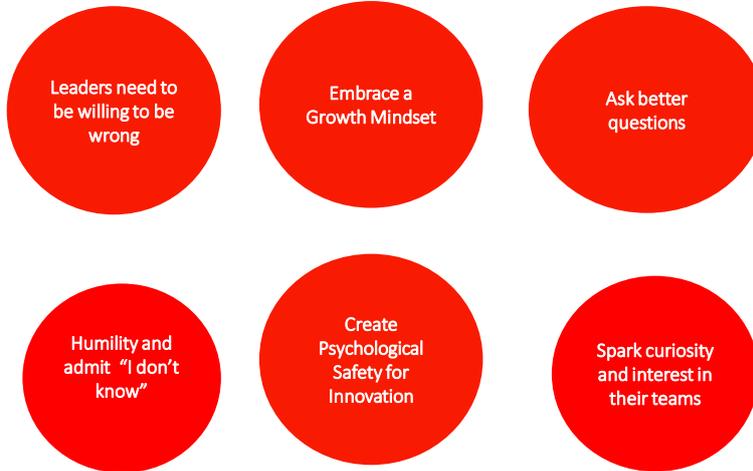
Set a
Direction
and read the
signals to
pivot quickly
when
needed

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New Leadership 4.0 - Tactics



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Technology & Data Proficiency

-  **AI-Enhanced Practice Systems**
Leverage automation for scheduling, clinical notes, billing, and patient recall
-  **Performance Tech Tools**
Integrate 3D posture analysis, motion capture apps, wearables tracking load, sleep, recovery
-  **Data Literacy Foundations**
Read dashboards, interpret basic statistics, critically assess data quality



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Business & Leadership



Strategic Positioning

Define your niche: elite teams, youth academies, endurance athletes, esports—then align services



Team Leadership

Build or integrate into interdisciplinary interdisciplinary performance units with clear role definitions



Financial Acumen

Master cash flow, profit drivers, pricing pricing models, and ROI for tech investments



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Communication & Collaboration

- Evidence Translation  Convert **complex research** into **simple language** for athletes, parents, coaches, medical staff
- Structured Collaboration  Establish **joint case reviews**, links, liaisons, bridges, cross industries/sectors
- Digital Professional Presence  Share evidence-based, **actionable content** on performance, recovery, injury prevention

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3 Key Skills in the Future – stay relevant

1. **Strategic View**
2. **Data Driven** 
3. **Tech Savy**

- People Analytics (data is a super- power, forecast needs)
- Change Management and design companies
- Tech fluency and AI literacy
- Ethics of AI in your area is a plus!



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SKILLS - Going Forward – Credentialing/Branding

Skill Stacking

Real World Projects (portfolio)

Certifications that solve problems

A LinkedIn Profile that tells a Story (not a transcript)





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AI is an augmenter

- Thought partners
- Different perspective
- Hallucinate (for ideation)
- Collect feedback
- Save you time/effort (non-critical work)
- Speed things up
- Data analysis and comparison
- Help you see perspectives nonene is aware of
- Personalize learning
- How to filter information (curating information)
- Catalyze people on their paths using information and data
- Content personalized to your needs

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Future-Ready Skills for Leaders

2–7 year horizon: Stay in the top 10% by 2030



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The Shift

From nice-to-have to non negotiable

EIGHT Strategies can power up
your impact in this field by 2030



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1. Human–AI Clinical Teaming
2. Esports & Digital Athletes
3. Program Design, Not Just Sessions
4. Data-Driven Decision Making



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5/6 Leadership & Innovation

1

Interdisciplinary Leadership

Chair case conferences, lead post-injury debriefs, align multiple professionals around athlete care

2

Digital Product Thinking

Package expertise into hybrid services: remote monitoring, online education, digital screening, subscription models

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7. A good communicator in all Formats

8. Ethics & Public Health Orientation



Evidence-based alternatives for pain management



Equity in access



Healthy aging



AI & data ethics



Youth health

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Will you start today?



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