

Class Notes

Turning Personal Trauma into a Career in
Private Practice with Dr. Bryan Harnesberger



✓ **Start Before You're Ready**

Bryan's leap into private practice wasn't part of a long-term plan. It was a gut decision driven by urgency and necessity. His story shows that waiting until everything is perfectly in place can hold you back. Sometimes, momentum comes from just saying yes and figuring it out as you go.

✓ **Your Personality Is a Business Asset**

Instead of conforming to traditional expectations in mental health, Bryan embraced humor and irreverence as core parts of his brand. Being fully himself helped him connect more authentically with clients and build a workplace culture where others feel free to do the same.

✓ **Understanding Your Numbers Builds Confidence**

Hiring, expanding services, and taking risks became easier once Bryan had a clear handle on the business's finances. Learning to interpret financial data allowed him to make informed decisions and scale with clarity instead of fear.

✓ **Grow the Business Around What Matters Most**

From launching neuropsych testing to bringing in a prescriber, Bryan shaped his business around clinician passion and community need, not just revenue. This values-first mindset helped him create a practice that's sustainable, fulfilling, and deeply aligned with his purpose.

✓ **Bring the Human Back to Leadership**

Bryan makes it a point to know his 30 staff members personally. Whether it's meme-filled group chats or direct birthday check-ins, he leads with genuine care, reminding us that small, consistent acts of humanity are what make a practice thrive.