***THE KIND OF Chiropractic Assistant I WANT IN MY OFFICE***

*BY: YOUR DOCTOR*

I do not see just any person to fill the role of a CA. I seek a CA for his/her right intent, motives and principles more than for their content, methods and practices.

This is what I mean:

I seek a CA more for their “right intent” than “content”. This mean a CA who really cares about people, especially people who are suffering. A CA who has a love for mankind and is concerned about the world, and whose lifestyle documents this love and concern. I seek a CA whose heart is in the right place, whose personality is not abrasive, whose character is, or can become, above reproach. I seek a CA who is honest and honorable, whose integrity is their mainstay.

I seek a CA more for their “motives” than “methods”. This means a CA whose motives lead them to do right in the world. I seek a CA who will fit into a professional environment, whose good motives will lead them to relate well to their doctor, their fellow employees and their patients. I seek a CA whose motive is to help build rather than destroy, to construct, not to destruct. This CA will be more cooperative than combative; complimentary not critical; and by their very nature is neither cantankerous nor confrontational. This CA is constantly seeking to know more about our profession, themselves and life.

I seek a CA who exhibits a professional appearance, who is articulate and who has a pleasant personality.

For with the right motives, the right CA can act as a catalyst for me and my purpose, which is to get Chiropractic to as many people as I can.

I seek a CA more for right “principles” than “practices”. This means a CA who “knows right from wrong” and whose basic breeding will not allow them to do what they know is wrong. This CA’s basic belief system is “constructive” not “destructive”. This CA knows and understands the chiropractic principle and how it relates to life principles, and practices these principles in their own life because they believe in them.

For with the right principles of life, a great CA catapults a practice to it’s lofty goals, an office full of happy, satisfied and enthusiastic people getting chiropractic care.

If you are a CA whose intent, motive and principles are in the right place, then **you are a CA who can help change the world**. As a doctor, I need you to help me. As a profession, we need you because you can assist us in getting the message to the **millions of people who so desperately need chiropractic**. The world needs you because people are dying from subluxation related causes. If you understand this, you will never work another job in your life. **You now have a mission**. You now have a reason to get up in the morning, like I do. People need you. I applaud you.

