



Instructor Recruiting **Build a Strong and Successful Team** with Kristin Coverly and Les Sweeney

Print this handout or download the document and then use the text boxes to type notes.

I. Hiring philosophy

II. Hiring criteria

III. Instructor training

IV. Evaluations and feedback

V. Questions and tips

Resources

Cornerstones: The ABMP Instructor Development Program,
www.abmp.com/cornerstones

Smart, G. and R. Street. *Who*. Ballantine Books, 2008.

Instructor Bios

Kristin Coverly, LMT, is a massage therapist, educator, and the director of professional education at ABMP. She loves creating continuing education courses, events, and resources to support massage therapists and bodyworkers as they enhance their lives and practices. Before ABMP, she was an instructor and administrator at the Boulder College of Massage Therapy and Cortiva Institute–Colorado. Learn more about ABMP CE at www.abmp.com/learn and connect with Kristin at ce@abmp.com.

Les Sweeney

Les Sweeney is president and chief executive officer of Professional Assist Corporation, the parent organization of ABMP, ASCP, AHP, and ANP, leading membership associations that serve more than 120,000 individuals in the massage and cosmetology professions. Les is a graduate of the University of Virginia, has more than three decades experience in association management, a master's degree in business administration with a concentration in entrepreneurship from the University of Colorado, is a licensed massage therapist, been the lead singer in a band for 30-plus years, recently got an undeserved hole-in-one, and inadvertently appeared on the Super Bowl XLIII telecast while returning to his seat from the restroom. Connect with Les at les@abmp.com.