



# Dr. Jo Davison

INTERNATIONAL SPEAKER | PRACTICE GROWTH  
& BUSINESS MENTOR | CHIROPRACTOR | AUTHOR |  
CO-FOUNDER & CEO OF BLUE COW PRACTICE  
& BLUE COW GLOBAL |  
MARRIED | MUM TO FOUR KIDS |

Dr Jo Davison is an award winning business and motivational speaker with 24 years of experience as a business owner and 14 years as a practice growth mentor, consultant and speaker.

When she first started her Chiropractic practice, Jo struggled with the juggle between seeing patients, running the practice, leading her team, sorting the finances, doing the marketing as well as being a wife and mum. Life felt like an emotional roller coaster, she knew that things had to change or she would have to give up. After studying best practices and investing in mentors, (along with her Chiropractor husband Steve), she created a system that would transform everything. She went on to grow her first Chiropractic practice to 7 figures, employed a large team of associates, chiropractic assistants and massage therapists. They expanded into multiple sites. Creating her dream freedom based practices that could run 'with or without' her. After winning a number of Chiropractic and business awards, other Chiropractors started asking her for advice and Jo's coaching career began. Jo has mentored hundreds of Chiropractors, business owners and thousands of their team members around the world and leads a thriving 'Blue Cow' community.

Jo's presentations are value packed and inspiring with actionable steps that the audience can use to transform their practice, make a greater impact in their community, while creating a life they love with less stress, more time freedom and increased income. She is passionate about empowering Chiropractors to confidently create their heart centred dream practice from the inside out.

If you or your audience want to learn how to create personal and professional success without stress, whilst living a life you love, you must consider inviting Jo to speak at your next gathering.

Jo has written six practice and business books, has been featured in a number of publications including Success Magazine, HuffPost UK, Authority magazine, Global Woman Magazine, Moms in business international and has contributed to a number of Chiropractic Association magazine articles.

She has spoken to Chiropractic and business audiences around the world as an in-demand keynote speaker. She has shared stages with Michael Gerber, Jack Canfield, Dr. Joe Dispenza, Dr. Deepak Chopra, Dr. John Demartini, Dr. Bruce Lipton, Dr. Fab Mancini, Dr. Gilles LaMarche, Daniel Priestley, Mirela Sula, Kim Kiyosaki, Leona Burton, Ann Wilson, and many 'Chiropractic 'hero's'.

Jo has created and managed hundreds of her own events, webinars, workshops in both the offline and online space since 2011. She has shared her knowledge and passion on several international stages including:

- United Chiropractic Association
- British Chiropractic Association
- McTimoney Chiropractic Association
- Women in Chiropractic UK
- The Edinburgh Lectures
- Lions of Chiropractic
- Student Chiropractic Association UK
- The Wave USA
- Life Vision Roma
- American Posture Institute
- Women in Osteopathy
- Manifestation Goba
- Blue Cow Summit
- Blue Cow Congress
- Hallmark Healthcare
- Global Woman London
- Global Woman New York
- Global Woman Paris
- Global Woman Dubai
- Global Woman Summit
- Success Resources UK
- Mums in Business International
- Glitter and Goals
- Precious Homes Health Summit
- The Wealth Accelerator Podcast

## EXPERT TOPICS

- The Fully Booked Formula: Grow a Fully Booked patient list without stress.
- Success without Stress or Sacrifice: Running a freedom based practice with less stress, more time, more money.
- Women in Chiropractic: The Happiness Success Blueprint for balancing personal and business life.
- Successful team member recruitment and leadership.
- New Patient generation without 'yucky' marketing.
- Money mindset, management and mastery.
- Unleashing your inner 'Blue Cow' and living a life you love.

## JO'S BOOKS

- Dream Practice Secrets
- The Blue Cow Way
- The WOW Chiropractic Assistant
- Womanpreneur
- The Fully Booked Guidebook
- The Little Book of Inspiration for Health Care Practice Owners

## SOCIALS



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## GET IN TOUCH



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