

# Dr Jo Davison



Dr Jo Davison is an international speaker, business mentor, author and consultant known for helping heart-led clinicians thrive in practice and beyond.

## EXPERT SPEAKER TOPICS

- ✓ **How to Make a Wider Difference:** Create Impact, Income, and Freedom by Sharing Your Knowledge Online.
- ✓ **The Juggle Is Real:** How Female Clinicians Can Thrive Professionally, Personally, and Financially - Without Stress and Sacrifice.
- ✓ **Booked With Purpose:**  
How heart-led clinicians can fill their practice without selling out or burning out.

## ABOUT ME

Hi, I'm Jo....



Alongside my chiropractor husband Steve, I built several successful chiropractic practices and led a large team of associates and support staff. We created our dream: a 7-figure single-site practice, followed by satellite centres. When other chiropractors began asking for advice on how to run their own practices, I started mentoring. Since 2011, I've had the privilege of supporting hundreds of chiropractors, clinicians and thousands of team members. I love seeing their transformations. My original focus was simple: to help them create fully booked dream practices—on their own terms.

A few years ago, a chiropractor said to me, "I want your life." They meant they wanted to sell their knowledge, create expert positioning, leveraged income, global reach—and freedom.

That moment sparked a new chapter. I began teaching my 5V Technology™ to help clinicians turn their expertise and experience into impact, income, and influence— **while making a wider difference beyond their practice room.**

I love to serve, speak, and educate. I've written seven chiropractic and business books, contributed to numerous industry publications, and been featured in Success Magazine, HuffPost UK, Authority Magazine, Global Woman Magazine, and Mums in Business International.

A passionate speaker, I've hosted and delivered hundreds of my own events—both online and in person—and I love speaking at other people's events too. My intention with every presentation is to deliver value-packed, inspiring content with actionable steps your audience can use for real growth. My goal is to leave them feeling connected, empowered and engaged.



## AS SEEN IN



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

## MY BOOKS

- Dream Practice Secrets.
- The Blue Cow Way.
- Crack it! For Chiropractic Assistants.
- Womanpreneur.
- The Fully Booked Guidebook.
- The Little Book of Inspiration for Health Care Practice Owners.
- Beyond Your Practice Room.

# Signature Talks



## ✓ How to Make a Wider Difference

### Create Impact, Income, and Freedom by Sharing Your Knowledge Online

This keynote empowers heart-led clinicians to turn what they know into leveraged impact. Jo shares the personal story and simple 5V Technology™ framework she uses to help clinicians build income and influence—without burnout or tech overwhelm.

#### In this talk, your audience will discover:

- How to turn real-life expertise into an online offer that makes a difference
- The 5Vs that make success feel simple, not stressful
- How to grow visibility without selling your soul
- Why online programs don't just create freedom—they amplify your purpose



## ✓ The Juggle Is Real

### How Female Clinicians Can Thrive Professionally, Personally, and Financially—Without Stress or Sacrifice

Being a woman in business is a whole different game. In this relatable and inspiring session, Jo shares how to juggle clinical life, home life, and finances—without losing yourself in the process. Based on her signature ALIGN framework, this talk is part permission slip, part practical playbook.

#### Your audience will walk away with:

- A fresh understanding of what true, aligned success looks like
- Tools to navigate the emotional and financial load women carry in practice
- New strategies to protect their energy and design a life that works for them
- Real stories, reflection points, and no fluff



## ✓ Booked With Purpose

### How Heart-Led Clinicians Can Fill Their Practice—Without Selling Out or Burning Out

This session is for those who want a thriving schedule, but not at the cost of their soul. Jo shares how to build a fully booked practice that honours your energy, your values, and your life—with soulful systems and aligned strategies that actually work.

#### This talk includes:

- Why being fully booked doesn't have to mean being burned out
- How to align your energy with your marketing using the 5V Technology™
- Systems that create flow instead of force
- The difference between hustle success and sustainable success



# What 'Event Hosts' and 'Thought Leaders' Say About Dr. Jo Davison

"I invited Jo to be a speaker for our Chiropractic Business Mastery Event and I was blown away by how professional, committed and cooperative in the organising and planning that she was. Her talk was packed with energy, it was so inspiring and I really felt so grateful to have her there on the day. She had fantastic feedback from our attendees too. I'd highly recommend Jo as a speaker and would be honoured to work with her again".

Abbie Gospodinova  
CEO ChiroHub.



"Jo Davison is an incredible speaker—adaptable, engaging, and deeply inspiring. She has a unique ability to connect with chiropractors, making complex ideas simple and actionable. Her sessions are packed with warmth, energy, and tangible takeaways that leave you feeling empowered and ready to take bold steps forward. If you get the chance to hear Jo speak, don't miss it!"

Dr Philippa Wilmot.  
CEO ChiroVisibility.



"Jo Davison has spoken for the United Chiropractic Association on many occasions. She is very passionate about creating dream teams and chiropractors having a practice they love to be in! I know that Jo and her husband Steve have been instrumental in helping many chiropractors with their journey to a wow practice"

Melissa Sandford  
On Behalf Of The U.C.A.



"I have known Jo and Steve Davison for a number of years and watched with delight as their blue cow dream has become the blue cow reality for many who have followed them. Jo and Steve, with their unique passion and enthusiasm, inspire, coach and challenge others into becoming the very best they can be!"

Dr Berni Martin  
President of McTimoney Chiropractic Association.



"Jo Davison has been positively impacting audiences for many years. With her simple yet clear message of choosing to follow your own path and deliver excellence in everything that you do, she engages and challenges her audience to be at a higher level and then do at a higher level. Jo speaks with a passion, certainty and conviction that will empower your audience to step out of their comfort zone."

Dr Ross McDonald.  
President Of The Scottish Chiropractic Association.



"The first time that I heard Jo Davison speak, I was in awe of her energy and her message! I knew that she had the incredible ability to support and inspire so many around the globe... she has proved me to be right!"

Dr Monika Buerger.  
Founder Of Academy of Neurodevelopmental Practices



I love Jo's positive energy and her love for connecting and supporting others. She is an inspiring speaker, a true Blue Cow and I wish there were more like her".

Rebecca Robertson.  
Evolution Financial Planning and Events.



"When it comes to people who are making a difference to Chiropractic Jo and Steve are among the first names mentioned. The community they have built around the Blue Cow is not only wholesome, but keeps delivering valuable lessons to help practitioners shape the practice they want"

Dr Connor Ward.  
CEO Lions Chiropractic Seminars.



Jo is always incredible. Her energy, enthusiasm, and deep knowledge are absolutely contagious.

Dr Sarita Sharma.



"Blue Cow Global is the top community for Chiropractors, healthcare professionals and entrepreneurs. The leadership of Steve and Jo Davison is unprecedented. Not only do they host excellent events and provide excellent content but they're mentors who go over and beyond for their community. The blue cows are the best of the best. I highly recommend this community"

Dr Krista Burns.  
Co-Founder Of The American Posture Institute.



"Drs Jo and Steve, and the entire Blue Cow Community, are exceptional individuals on a quest to improve healthcare. They are individually and collectively committed to serve at the highest level".

Dr Gilies LaMarche.  
Vice President Of Professional Relations Life University.



"Jo is a positive beacon of light for anyone who wants to live their dreams and create success and happiness on their terms from the inside out".

Dr Heidi Havvik  
Vice president research new zealand college of chiropractic and Founder of Haavik Research Ltd



# LET'S CONNECT

I'm passionate about serving your delegates in a unique and meaningful way—so they leave feeling inspired, empowered and motivated.

I'm friendly, approachable and adaptable - I tailor my delivery to suit your audience and your event's goals. My aim is always to help you create an engaging, high-impact experience they'll remember.

I'd love to hear all about your event and how I can help make a positive difference.

**Speaking with heart. Teaching with strategy. Unapologetically different.**

**For talks, please contact me here:**

✉ [hello@beyondyourpracticeroom.com](mailto:hello@beyondyourpracticeroom.com)

🌐 [www.beyondyourpracticeroom.com](http://www.beyondyourpracticeroom.com)



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