

Roadmap to Success in Business

Defining The Ideal Outcome & Game Plan

What is our ideal outcome, i.e. “how do we define winning”?

To build a successful, highly profitable, self-sustaining, ever growing family wellness practice.

What is our strategy for success, i.e. “what’s the game plan”?

To consistently execute care plans that deliver unmatched value and predictable results.

To strategically develop a Raving Fan culture that builds our practice through referral channels.

To use Reputation Marketing Programs that drive our target market into our office.

To supplement our primary marketing program with automated marketing systems

Using only one word, what is your role in this process, i.e. “what’s your position”?

Leader

What key elements will success hinge upon, i.e. “how do we score”?

1. Successfully executed care plans
2. Passive engagement systems (i.e. email, FB group, webinars, online resources, etc.)
3. Active engagement systems (white board, live events, seminars/workshops, etc.)
4. Relationship building (focused on the 6 human needs)
5. Reputation Marketing (reviews, market dominance, Adwords, FB marketing, social, etc.)

*** All elements must be automated, strategic, dynamic, multi-functional, outcome based

How do we measure quality of the outcome, i.e. “how do we keep score”?

The 4 Primary KPI's (key performance indicators): NP exams, signups, resigns, referrals

What obstacles must we anticipate, i.e. “what’s our competition”?

Poor planning

Inconsistent behavior

Lack of commitment and urgency

How can we minimize obstacles, i.e. “how do we overcome the competition”?

Strategic planning at least 6 months in advance

Team communication and teamwork (purpose driven)

Automate key processes (marketing, patient development, referrals, etc)

Maintain high performance standards (attention to detail, customer service, urgency, etc)