



Week 1: E-Myth Foundation Rollout

Complete Implementation Guide

February 3-7, 2025

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1. Week Overview & Goals

What We're Accomplishing This Week

Week 1 is about **education and alignment**, not execution. The goal is to ensure everyone understands what we're doing, why we're doing it, and what their role will be.

By end of Week 1, Highland will have:

- Educated entire team on E-Myth principles
- Aligned on vision, mission, and values
- Created current-state and future-state organizational charts
- Established meeting rhythms and communication standards
- Assigned accountability for Phase 1 deliverables

Week 1 SMART Goals

#	Goal	Owner	Due	Success Metric
1	Team Education	Dr. Lindsley	Tue Feb 4	100% kickoff attendance
2	Individual Alignment	Dr. Lindsley	Thu Feb 6	100% 1:1s completed
3	Organizational Clarity	Dr. Lindsley	Thu Feb 6	2 org charts completed
4	Communication Infrastructure	Dr. Lindsley	Tue Feb 4	All meetings scheduled
5	Documentation Access	Dr. Lindsley	Fri Feb 7	Team can access E-Myth folder

2. Pre-Week Preparation (Sunday, Feb 2)

Materials Preparation Checklist

- ☐ Print Team Handouts (one per team member)
- ☐ Print Meeting Notes templates (5 copies)
- ☐ Print 1:1 Conversation Guides (one per team member)
- ☐ Test laptop/projector for presentation
- ☐ Prepare whiteboard/flipchart
- ☐ Prepare sticky notes (3 colors) and markers
- ☐ Review presentation slides

Pre-Launch Email (Send Today)

Subject: Important: Highland's Next Chapter Begins Tomorrow

Team,

Tomorrow we're officially launching our E-Myth implementation - a structured approach to building Highland into a business that runs smoothly, delivers consistent patient experiences, and doesn't depend on any one person (including me) for daily operations.

What this means for you:

- We'll have an all-hands meeting TUESDAY, Feb 4 at [TIME]
- You'll have a 1:1 conversation with me this week about your role
- Over the coming weeks, we'll document our systems and clarify responsibilities

This is exciting! It means more clarity, less confusion, and a stronger Highland.

See you at the kickoff.

- Dr. Lindsley

3. Day 1: Monday, Feb 3 - Leadership Preparation

Time Commitment: 3-4 hours

8:00-9:00 AM: Personal Review

- ☐ Read this entire master document
- ☐ Review E-Myth Principles Quick Reference
- ☐ Complete self-assessment: What % Entrepreneur/Manager/Technician am I?

9:00-10:30 AM: Presentation Customization

- ☐ Open E-Myth-Kickoff-Presentation.pptx
- ☐ Update SLIDE 6 with your personal E/M/T percentages
- ☐ Add Highland-specific examples to key slides
- ☐ Practice "Tale of Two Practices" story out loud

10:30-11:00 AM: Meeting Scheduling

Meeting	Duration	Scheduled For
Tuesday Kickoff Meeting	60-90 min	_____
1:1 with Jacqui	25 min	_____
1:1 with Aubrey	25 min	_____
1:1 with Divya	25 min	_____
1:1 with Dorothy	25 min	_____
Thursday Org Chart Workshop	60 min	_____

Day 1 Completion Checklist

- ☐ Self-assessment completed
- ☐ Presentation customized
- ☐ All meetings scheduled and calendar invites sent
- ☐ Materials printed and organized
- ☐ Pre-launch email sent

4. Day 2: Tuesday, Feb 4 - All-Hands Kickoff Meeting

Meeting Details

Time	_____
Duration	60-90 minutes
Location	_____
Your Arrival	15 minutes early to set up

Detailed Meeting Agenda

Time	Topic	Duration
0:00	Welcome	5 min
0:05	E-Myth Overview (slides 1-10)	20 min
0:25	Three Personalities Exercise	10 min
0:35	Highland's Vision Discussion	15 min
0:50	Position Contracts Introduction	10 min
1:00	Q&A	10 min
1:10	Next Steps	10 min
1:20	Close	5 min

Key Talking Points

The E-Myth (Entrepreneurial Myth)

The false belief that being good at the technical work (medicine) means you'll be good at running a business that does that work.

"Being a great physician doesn't automatically make me a great business owner. These are two different skill sets. That's what we're addressing."

The Three Personalities

Personality	Focus	Key Question
Entrepreneur	Vision, future	"What if?"
Manager	Order, systems	"How?"
Technician	The work, present	"What's next?"

Typical owner: 70% Technician, 20% Manager, 10% Entrepreneur

Vision Statement

"To be the premier longevity medicine clinic in the DFW metroplex - delivering exceptional in-person care while extending our reach through telemedicine to serve patients throughout Texas and beyond."

Mission Statement

"Highland Longevity Clinic transforms lives through personalized, premium care - helping patients optimize their health, appearance, and performance through evidence-based treatments, advanced diagnostics, and genuine physician partnerships."

Day 2 Completion Checklist

- ☐ Kickoff meeting completed
- ☐ All team members attended
- ☐ Post-meeting email sent
- ☐ Position contracts distributed
- ☐ 1:1 times confirmed

5. Day 3: Wednesday, Feb 5 - Individual 1:1 Conversations

Purpose

Build personal buy-in, address individual concerns, and clarify roles.

1:1 Schedule

Time	Team Member	Role
_____	Jacqui	Practice Manager
_____	Aubrey	Care Coordinator
_____	Divya	Lead Clinician
_____	Dorothy	Front Desk

1:1 Conversation Structure (25 minutes each)

Opening (5 min)

- "How are you doing?"
- "What were your initial thoughts after yesterday's meeting?"
- "What questions came up for you?"

Middle (15 min) - Key Questions

- "In your own words, what is the E-Myth about?"
- "What worries you most about this process?"
- "On a scale of 1-10, how committed are you?"
- "What's one process you'd like to document?"

Closing (5 min)

- "Your first assignment is to complete your position contract by Wed, Feb 12"
- "Any final questions or concerns?"

Day 3 Completion Checklist

- ☐ 1:1 with Jacqui completed
- ☐ 1:1 with Aubrey completed
- ☐ 1:1 with Divya completed
- ☐ 1:1 with Dorothy completed
- ☐ All 1:1 notes documented
- ☐ Tomorrow's org chart workshop confirmed

6. Day 4: Thursday, Feb 6 - Org Chart Workshop

Workshop Details

Duration	60 minutes
Required Attendee	Jacqui (Practice Manager)
Optional	Divya (Lead Clinician)

Materials Needed

- ☐ Large whiteboard or flipchart paper (2 sheets)
- ☐ Sticky notes (3 colors)
- ☐ Markers (multiple colors)

Workshop Agenda

Time	Activity	Duration
0:00	Opening & Ground Rules	5 min
0:05	Function Brainstorm	15 min
0:20	Current State Mapping	15 min
0:35	Future State Design	15 min
0:50	Gap Analysis	5 min
0:55	Wrap-Up	5 min

Ground Rules

1. **No judgment** - we're documenting reality, not assigning blame
2. **Positions, not people** - we're naming roles, not evaluating individuals
3. **Honest about today** - don't pretend we're more organized than we are

4. **Aspirational about tomorrow** - dream about what could be

Gap Analysis Questions

1. Which functions should Dr. Lindsley stop doing first? _____
2. What position should we hire next? _____
3. Which positions need position contracts most urgently? _____

Day 4 Completion Checklist

- ☐ All 1:1s completed
- ☐ Org chart workshop completed
- ☐ Current state org chart documented
- ☐ Future state org chart documented
- ☐ Photos taken of whiteboard work

7. Day 5: Friday, Feb 7 - Week 1 Wrap-Up

Time Commitment: 2-3 hours

Quantitative Review

Metric	Target	Actual	Status
Team members at kickoff	100%	____%	<input type="checkbox"/> Met
1:1 conversations completed	100%	____%	<input type="checkbox"/> Met
Org charts completed	2	____	<input type="checkbox"/> Met
Recurring meetings scheduled	100%	____%	<input type="checkbox"/> Met

Qualitative Review

Question	Answer
Does the team understand WHY we're doing this?	Y / Partially / N
Is there genuine buy-in (not just compliance)?	Y / Partially / N
Were concerns heard and addressed?	Y / Partially / N
Does everyone know their first assignment?	Y / Partially / N

Week 2 Assignments

Deliverable	Owner	Due Date
Complete personal position contract	Each team member	Wed, Feb 12
Review and approve position contracts	Dr. Lindsley	Fri, Feb 14
Document one existing process	Each team member	Fri, Feb 14

Finalize vision statement	Dr. Lindsley	Wed, Feb 12
Set up KPI tracking	Practice Manager	Fri, Feb 14

Day 5 Completion Checklist

- ☐ Week 1 metrics reviewed
- ☐ All documentation typed up and saved
- ☐ Week 1 wrap-up email sent
- ☐ Week 2 assignments communicated
- ☐ First recurring team meeting scheduled
- ☐ Personal celebration - you launched Week 1!

8. Reference Materials (Appendices)

Appendix A: E-Myth Principles Quick Reference

The Entrepreneurial Myth

The false belief that being good at the technical work of a business means you'll be good at running a business that does that work.

The Three Personalities

Personality	Focus	Time Orientation	Key Question
Entrepreneur	Vision, opportunity	Future	"What if?"
Manager	Order, systems	Past/Present	"How?"
Technician	The work itself	Present	"What's next?"

Typical Owner: 70% Technician, 20% Manager, 10% Entrepreneur

Ideal Balance: 33% each

Working ON vs. Working IN

Working IN	Working ON
Seeing patients	Designing patient experience
Answering questions	Creating systems that answer questions
Solving problems	Preventing problems systematically
Being indispensable	Making yourself optional

Appendix B: Position Contracts Summary

Position	Primary Accountability	Key Metric
CEO	Sustainable growth & vision	Profitability
Medical Director	Clinical safety & efficacy	Zero adverse events
Practice Manager	Operational efficiency	Patient retention
Lead Clinician	Clinical consistency	Protocol adherence
Provider	Deliver care "product"	Patient outcomes
Care Coordinator	Triage & patient support	Response time
Front Desk	Patient reception & clinic ops	Check-in time, satisfaction

Appendix C: Core Values

1. **Patient First** - Every decision starts with: "What's best for the patient?"
2. **Excellence in Everything** - We don't do average.
3. **Radical Ownership** - We own our outcomes. No excuses.
4. **Continuous Improvement** - Today's best is tomorrow's baseline.
5. **Transparent Communication** - We say what we mean.

9. Master Checklist

Pre-Week (Sunday, Feb 2)

- ☐ All materials printed
- ☐ All meetings scheduled
- ☐ Pre-launch email sent

Day 1 (Monday, Feb 3)

- ☐ Personal review complete
- ☐ Presentation customized
- ☐ Calendar invites sent
- ☐ Materials organized

Day 2 (Tuesday, Feb 4)

- ☐ Kickoff meeting completed
- ☐ All team members attended
- ☐ Post-meeting email sent
- ☐ Position contracts distributed

Day 3 (Wednesday, Feb 5)

- ☐ 1:1s in progress
- ☐ Notes documented for each

Day 4 (Thursday, Feb 6)

- ☐ All 1:1s complete
- ☐ Org chart workshop complete
- ☐ Both charts documented

Day 5 (Friday, Feb 7)

- ☐ Week 1 review complete
- ☐ Documentation finalized
- ☐ Week 2 assignments sent
- ☐ Celebration!

Highland Longevity Clinic | E-Myth Implementation | Week 1 Complete Guide

Prepared for Dr. Joshua Lindsley | February 2025 | Confidential