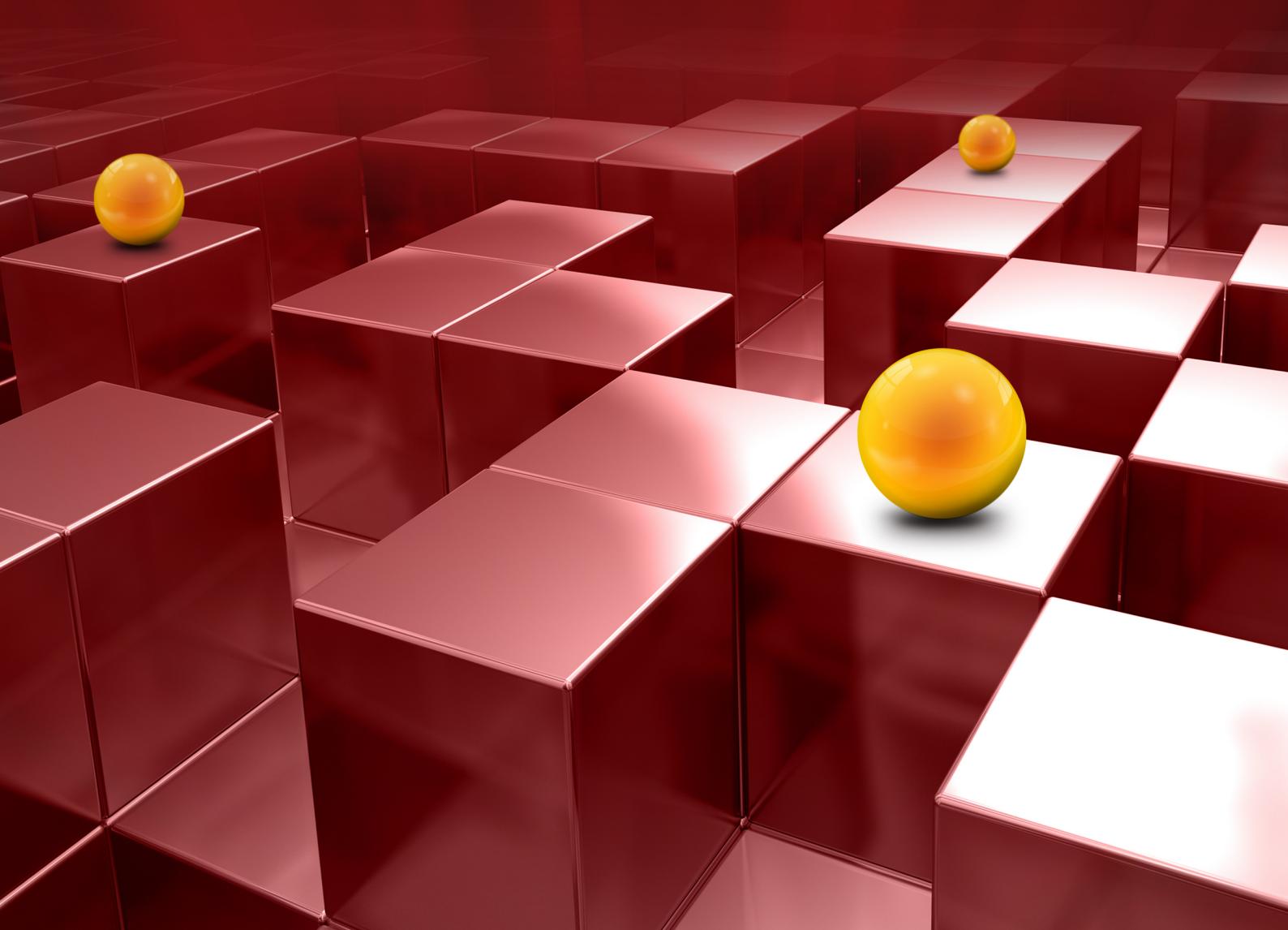




PRACTICE
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YOUR PERFECT PRACTICE

Part III: Creating Your Perfect Practice



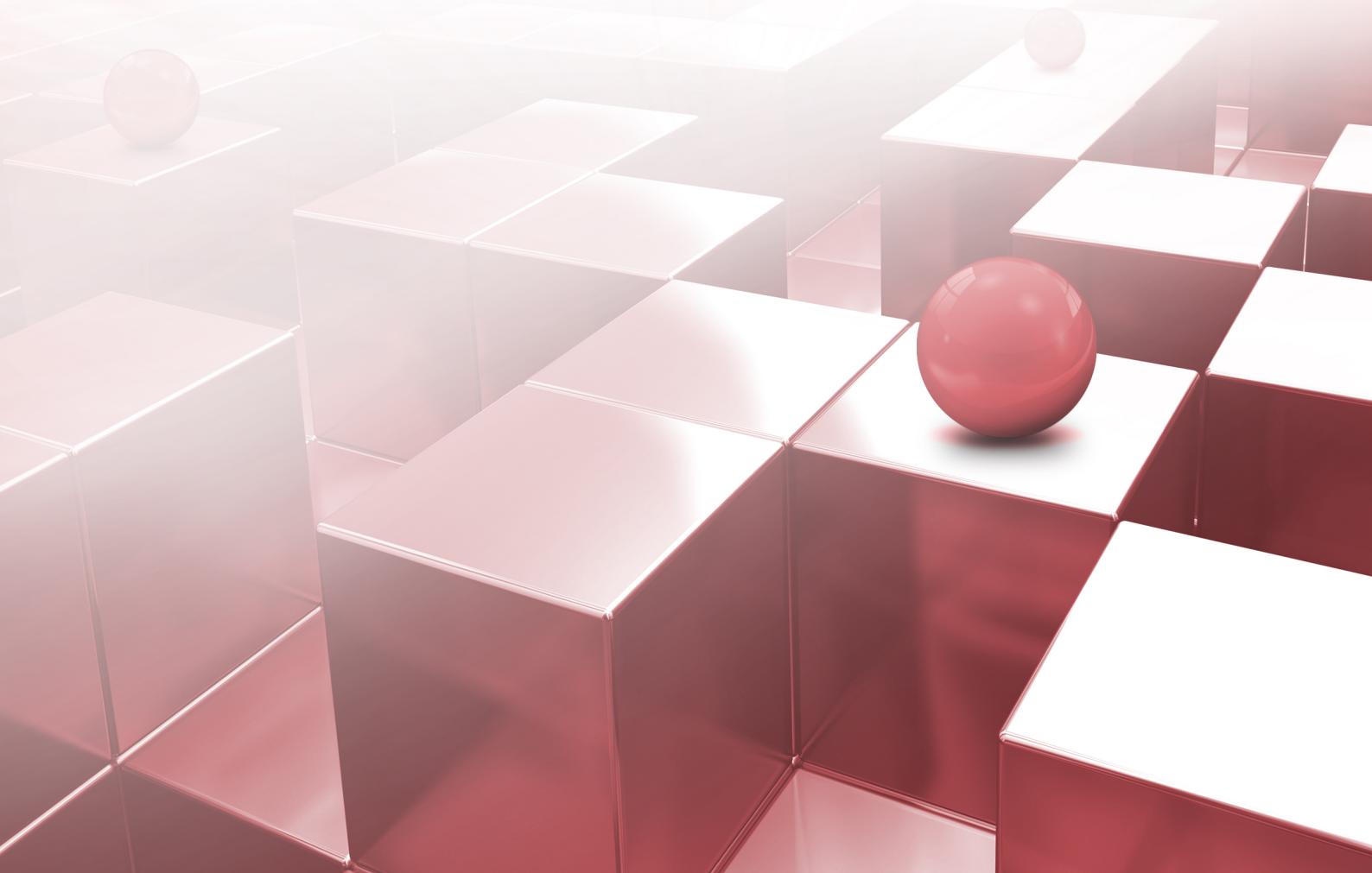
PART OF THE YOUR PERFECT PRACTICE PROGRAM

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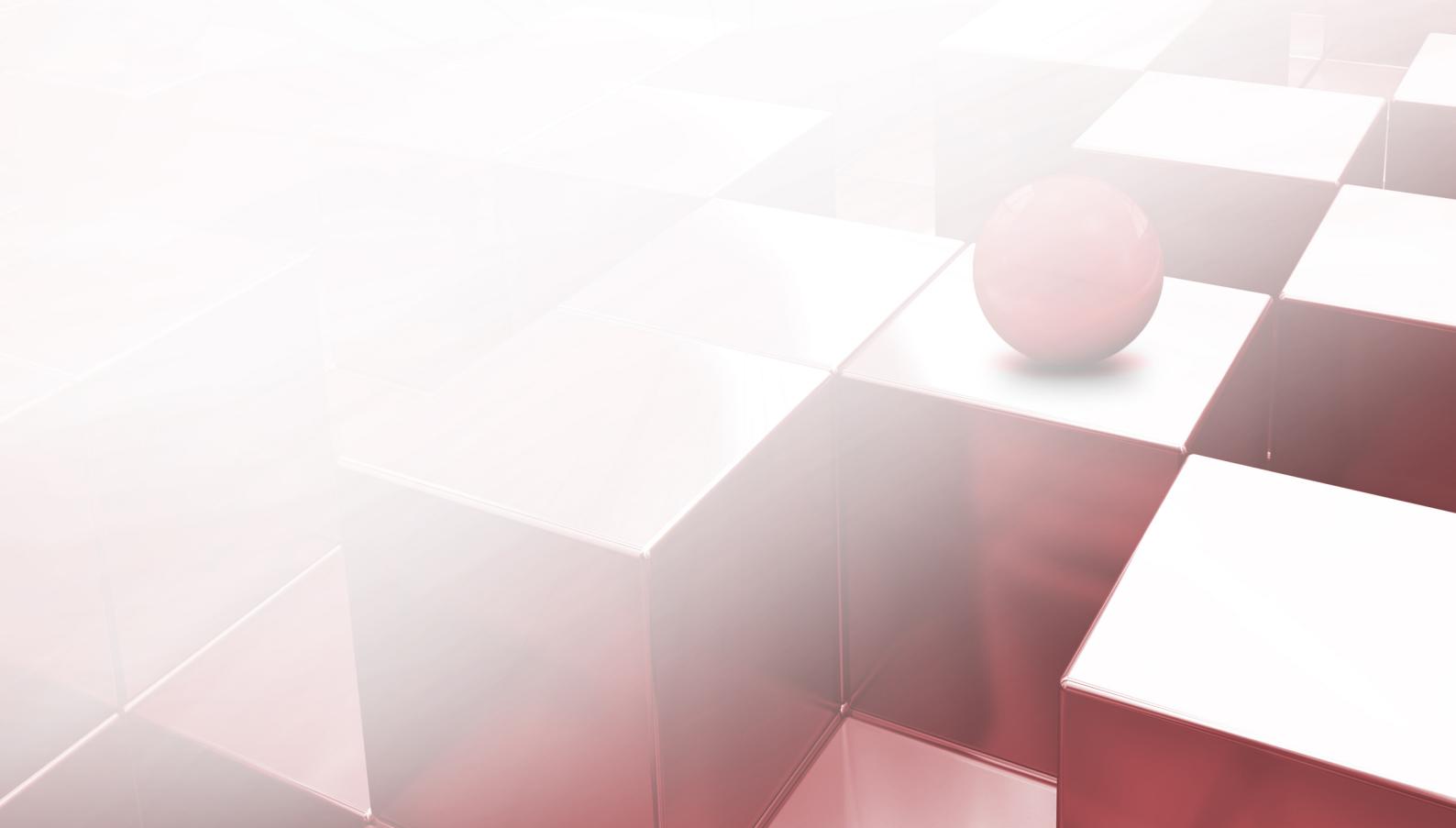
Fix your eyes on perfection
and you make almost everything
speed towards it.

– *William Ellery Channing*



I don't believe in perfection.
I don't think there is such a thing.
But the energy of wanting things to be great
is a perfectionist energy.

– Reese Witherspoon



YOUR PERFECT PRACTICE

PART III: CREATING YOUR PERFECT PRACTICE

CREATING YOUR PERFECT PRACTICE

Perfection cannot be defined or seen; it can only be found in your heart.

– Kelly Millar

I want to begin this, the third part of *Your Perfect Practice* module by clearly and un-categorically stating that *Your Perfect Practice* is possible... if you have clarity, if you have a system, if you do the work that is required and persist when necessary... it is most definitely possible

This module will define the elements of the systematic processes that go toward the creation of *Your Perfect Practice*... and something a little extra. Depending upon what elements you work with, there will be a need to refine, adapt and modify this template to create the systems within your own practice.

YOUR PERFECT PRACTICE SYSTEMS

Before we begin to define the systems that lead to the realisation of *Your Perfect Practice*, it is important to define what we mean by a system.

A system is a regular, orderly way of doing some thing that results in a predictable outcome; it is the process of predictably achieving a goal based on a logical and specific set of how-to principles.

The value of a system is that it permits ordinary people to achieve extraordinary results predictably. The primary systems that will enable you to achieve the highest level of performance in *Your Perfect Practice* include:

1. Systems for delivering client care
2. Systems for marketing and advertising the practice
3. Systems for practitioner and support team training
4. Systems for tracking and measurement of performance standards
5. Systems for recruitment, induction and development of a World Class Team

If there are systems in place that address each of these areas, you will be able to achieve those... do wants that you have ascertained for *Your Perfect Practice* earlier in this module.

Let me highlight this key point again; *Your Perfect Practice* is possible... having a system is pivotal!

Now, let's look at these systems in detail.

QUESTIONS ARE THE ANSWER.

The 10 Phases of Client Care is the *Practice Mastery* system for delivering extraordinary care on a consistent and reproducible basis. These 10 phases furnish the solution to creating the Perfect Practice by answering questions in key areas, from client enquiry to assessment and ongoing care. By answering these questions you will have the system requirements for *Your Perfect Practice*.

The same is true for marketing and advertising, training, tracking and measuring as well as recruitment and induction. Every question offers you an insight into what is required for efficient and effective operation... and the creation of *Your Perfect Practice*.

Let's start with the questions that will uncover the systems for delivering outstanding care in *Your Perfect Practice*...

1. SYSTEMS FOR DELIVERING CLIENT CARE

When answering these questions, consider the following; does your practice have systems or documentation that addresses this phase of the client care process? If so, what are they? If not, what is required?

1. Client Inquiry - Is there a specific, powerful system of contact procedures including scripts on how to catch a client's personal details; are there mail-out procedures and follow-up phone call strategies?

Client inquiry procedures ensure that the initial contact is made with the client and a powerful and compelling experience for the client occurs. It ensures the highest client inquiry to conversion ratio.

2. Welcome Pack and Entry Forms - Do you have a system and the relevant documentation to capture key demographic information about the clients? Do you introduce your clients to the practice in such a way as to give them valuable information in regard to the practice's services and procedures and how the clients will benefit from this interaction?

3. Pre-Consultation Forms - Do you utilise a pre-consultation questionnaire system that ensures you are clear about the client's needs and how you can best address them?

If 'yes', are you utilising a standard "what is wrong?" style form? If so, are you addressing the symptoms of the clients or the underlying causes?

4. Pre-Consultation Testing and a Structured Initial Consultation - Do you utilise methods that are both subjective and objective at the time of the initial consultation ensuring that you can ascertain the physical, bio-chemical and emotional/mental state of the client? Does the consultation format create certainty and confidence in the mind of the client as to your approach? Do you uncover their deeper needs or are you focused on their presenting complaint?

5. Client Research Questionnaires and Further Testing - Do you undertake further investigation of the client to truly uncover the reasons for the client's presentation to your practice? Do you take x-rays and provide reporting on those x-rays? Do you do live blood analysis (hemaview) and provide a report in regard to this? Do you do further subjective and objective testing in the form of questionnaires or other referred tests? Is this done consistently with every client?

Do you use these further testing resources to gain a deeper and clearer understanding of the client's needs, and when those needs are made clear, provide a recommended care program in alignment with these needs demonstrating how the recommended care program addresses those needs and will produce the health and wellness outcomes the client desires?

6. Report of Findings - Is there a specific feedback and reporting system that enables you to advise the client as to what has been uncovered during the pre-consultation testing, the initial consultation and any further testing? Is the Report of Findings geared in such a way as to educate the clients in regards to wellness and care principles and philosophies and how the client may achieve the best from their care?

Do you provide reporting for the client as to what the data from their questionnaires and tests mean for them and how it relates to the care that you will be recommending? Does it advise them where they are now and how it is that they are going to get to where it is they want to be? Does it compel them to action?

Is the Report of Findings powerfully scripted and supported by documentation and empathically delivered to ensure the client is most likely to make a beneficial choice in regard to their own health and wellbeing moving forward?

7. Planning and Strategising - Do you have a system for defining and then recommending the most appropriate evidence-based client care programs that are simultaneously effective and powerful vehicles for the client's health and lifestyle transformation?

If so, are you using this consistently and reproducibly and are clients accepting the recommendations?

8. Client Programs - Do you have a specific template of client programs that enable you to deliver specialised and individually specific programs to your clients? Do you demonstrate to the clients how their recommended care program will achieve the health and wellness outcomes that they desire while simultaneously addressing their deeper needs?

Do your clients accept these best recommendations, adhere to them and maintain care following completion of the initial recommendation?

Do you have scripts to support this process, supportive material and education material to ensure that the delivery of the client care program is not only accepted, but entered into and adhered to? Is your treatment and education focused and disciplined as well as supported by education resources that reinforce your care programs philosophy?

9. Client Follow Up and Support - Do you have a system of client follow up and support whereby you are consistently providing support, coaching and education to the client, maintaining the momentum of progress with the recommended care program by enhancing their understanding of the health and wellness principles that is part of your practice, and encouraging them to make wellness care and lifestyle choice.

Is the client making recommendations to their family and friends, creating a referrals based practice?

Do you make every consultation a special, magic moment for the client, ensuring that they feel loved, connected to the practice and are compelled, by the very nature of the relationship to maintain an intense and meaningful relationship with the practitioner, the support team and the practice itself?

10. Assessment and Ongoing Care - Do you have a way to review both the subjective and objective progress of the clients and feed that back to the client to enable them to make an informed choice towards ongoing care and to improve upon the beneficial results achieved to date?

If clients are not progressing, do you have a feedback system that enables you to identify what is not working, why it is not working and what amendments or refinements are needed to take place in order to re-gain momentum for the client in regards to progress towards health and wellness?

If you have not answered yes to these questions, you will find it extremely difficult to have the type of systemised processes within your practice to create *Your Perfect Practice*.

For example, if clients are unfamiliar with what is expected within their care programs, they may, upon a personal inclination determine what is right or wrong for them. We know, as practitioners, clients often do this, and in truth, this is not in line with the best recommendation the practitioners have.

How does this play out? One example of this may be the clients scheduled appointments; if a client is not educated as to the importance of them attending each consultation detailed in their care program, they may skip visits that they deem are unnecessary or prioritise other activities ahead of their care.

It is not uncommon for practitioners to have their clients miss appointments... how and why does this take place? In truth, it arises because there is no system of education for the clients to understand the importance and value of attending each consultation; there is no system or appointment schedule and follow-up; there is no policy that defines what is required... truly, systems are the answer—and yet in many practices systems are sorely neglected.

If, however, you have an education program that ensures the client understands their role within care, and maintains their commitment to care, you will get better results. Equally, if the system of care uncovers the deeper needs of the clients through the objective and subjective questionnaire and testing format, and the care delivered addresses these, you will have a client more adherent to the recommended care program, both because they understand the basis of the program and furthermore because they understand that to achieve the results they identified that they would like, they need to adhere to the recommendations provided.

Take a moment now to document the systems and material required to create *Your Perfect Practice* and the optimum environment for client care.

How did you go with that exercise? Does it seem like there is a lot to do in creating *Your Perfect Practice*?

If you think there's a lot to do... you're right. The creation of *Your Perfect Practice* will require work. It will require time, energy and money. There is an easier way than the use of your own blood, sweat and tears in bringing the dream to life...

The *Practice Mastery* Program includes The 10 Phases of Client Care which documents each of these systems in detail. While this module allows you to begin the writing of your own systems and structures for *Your Perfect Practice*, this can take months, if not years and tens, if not hundreds of thousands of dollars.

The *Practice Mastery* Program provides a proven system of care that details each one of these systems in an already complete, and ready to go format.

Contact The *Practice Mastery* Institute at: info@practicemastery.com.au for further information.

2. SYSTEMS FOR MARKETING AND ADVERTISING THE PRACTICE

"You can create and sculpt the practice of your dreams by making certain decisions about how you direct your marketing energy." Masters Velocity Program.

Do you have a proven system for attracting quality clients, for growing and expanding your practice... enabling you, at will, to build the wellness practice of your dreams?

Do you have pre-prepared marketing materials; ads, marketing letters, follow-up letters, presentation notes and handouts? Do you have a marketing calendar, detailing step-by-step what is required for each event you are marketing and by when?

Do you have a philosophy of sales and marketing that the team know, understand and are aligned with? Have you and your team trained on sales, do you have a sales manual? Do you have a marketing plan?

These elements are the crux of client attraction. This is why we emphasise a system for this area of practice.

Take a moment now to document the systems and materials required to attract and thereby create *Your Perfect Practice* and the optimum environment for client care.

Once again, you may find that there is a huge gap between where you are now and where you need to be with your marketing and sales. That's ok; don't despair... there are powerful resources available to bring you up to speed at a rapid rate. The *Practice Mastery* Program offers education and training manuals, marketing templates and resources specific to sales and marketing within the health profession. These results proven and easy to implement resources are designed to assist you in attracting and creating wellness-based clients who are committed to care.

3. SYSTEMS FOR PRACTITIONER AND SUPPORT TEAM TRAINING

Do you have documents within your practice such as Employee or Contractors Manuals? Do you have a Policies and Procedures Manual documenting what is acceptable within the practice?

If not, the way staff members behave within the practice may be erratic, at best. However, if you have a documented way that team members must behave, you go one step further towards creating an aligned and structured organisation, a group of aligned individuals who know the roles and responsibilities of each of the other team members, and who perform their duties at the highest possible level.

Once you have identified the roles and responsibilities of their position, done within documents such as The Employee Manual and The Policy Guide of the Organisation, you can then train them, and then train them again, repeatedly over time to produce incredible levels of efficiency and effectiveness within each of the positions within the organisation.

Do you have these manuals in place, as asked previously?

To do this, you will need a proven training program and system. Question 5 details the requirements of a training program, for now document the systems and materials used at your staff induction stage, including job descriptions, employee manuals and policy manuals;

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Once again, in order to create *Your Perfect Practice* and bring the dream to life, you will need these systems and strategies in place. Once again, I bring your attention to The *Practice Mastery* Program that has these materials, ready to go, and training materials for you to implement it within your practice and achieve powerful and meaningful outcomes... immediately!

4. SYSTEMS FOR TRACKING AND MEASUREMENT OF PERFORMANCE STANDARDS

Do you have a way to measure objective progress in regards to the performance of each of your team members? What are these measures and how are they tracked?

Do you have a way to ensure that this performance is continually improved upon, and that they receive objective (non emotive) feedback, ensuring that they are able to observe the challenges that they are facing and overcome them?

Do you measure your key performance indicators (KPI's) such as new client numbers, total client visits, turnover?

Are these benchmarked against practitioners within the practice and are goals set to improve these? How are these goals monitored, what goal setting systems are used and is there a reprimand or reward system to ensure the best and most positive outcomes?

Take a moment now to document the systems and material of those systems required to create *Your Perfect Practice* and the optimum environment for client care.

Systems are the solution... and this program is designed to support you in identifying the systems you will need to create *Your Perfect Practice*. It also offers you the opportunity to bypass the blood, sweat and tears of creating these systems from scratch. You can view the *Practice Mastery Program* at www.practicemastery.com.au where each of the systems discussed here are described in detail.

5. SYSTEMS FOR RECRUITMENT, INDUCTION AND DEVELOPMENT OF THE A WORLD CLASS TEAM

Do you have a system of recruitment, induction and staff development that ensures that you draw to your team individuals who are World Class performers?

Do you have proven templates for advertising, interviewing and offer clear, written and defined job descriptions and an appraisal system?

Is the training system outlined, and defined explicitly enabling the new team member to determine whether or not they will be an aligned participant in the principles and philosophies of the practice?

Do you have a system for orienting the new team member (inducting) to the practice, thereby amplifying their ability to produce meaningful and powerful outcomes within their role?

Do you have written, audio and DVD support materials to ensure the principles and philosophies of the practice are integrated by team members on as many levels as is possible?

Do you have training and coaching sessions on a weekly basis, in a wide range of areas, such as skills training, such as the principles and philosophies of wellness care, marketing, sales and many other areas of practice to ensure they are able to achieve the greatest outcomes both for the client, for the practice and the team simultaneously?

Do you have team meetings on a weekly basis, to make sure all of the team are on the same page and that everybody is achieving the best and most powerful outcomes in practice?

We have discussed elsewhere in this module the role of training, however, it needs to be mentioned again; training your team is pivotal. Is there a training system that allows for ongoing personal, professional and practice development of each of the staff members, and in particular, new staff members who join the team?

Do you have a specific and clear way of determining who is needed, and what the characteristics are of their position, as well as their character, for the role that needs to be fulfilled?

If not, you will find that the human resources aspect of your practice may be fraught with obstacles and challenges, however, the Perfect Practice has efficiency in this regard, and the purpose of this module is to help you to identify what imbalances exist, and ways to achieve perfection in that regard.

Take a moment now to document the systems and material of those systems required to create *Your Perfect Practice* and the optimum environment for client care.

I encourage you to begin by writing a recruitment, induction and training guide. If, however, you feel that this is an onerous task, be alert of the fact that The *Practice Mastery* Program has a proven system in regards to recruitment, induction and training, and the material is in a ready bound manual, with templates that require you simply change business names, numbers and addresses that enable you to progress forward immediately.

If you want to attract a World Class team, the *Practice Mastery* Program provides the systems and resources, the manuals and materials to achieve that.

I knew and understood that in order to achieve extraordinary health and lifestyle outcomes for my clients in a consistent and reproducible way I had to have a system of delivering both powerful care at the time of the consultations with my clients as well as meaningful education, in both audio and written formats so that the client could read and listen to the content over and again, making sure they took it all in. I also needed to make sure everything I wanted to say was in this written and audio form so that they got the wellness message, so that I didn't rely on them remembering all that I said or on my own memory for saying all that I wanted to say.

I knew I had a powerful and valuable message to give to my clients... so I read, studied and developed expertise in sales and marketing, in communication and understanding the clients deeper need and finding a way to fulfil them through the products and services I provide. I created templates that I used and refined until I achieved fantastic success. I learnt what worked to attract the best quality clients, my perfect client and what did not. I succeeded in attracting clients that created my Perfect Practice.

I knew that having powerful, life changing care that was well marketed and communicated wasn't enough... I knew I needed to train the team to ensure consistency in every area of the practice. I knew also that the clients would need coaching and support. I developed a program to maintain the results we set out to achieve. Now... the practice was cutting edge.

But how would I know just how far we had come? How would I know if we were improving or if we were deluding ourself as to our success?

I knew plenty of people who were busy in practice, seeing lots of clients... yet their staff took home more than they did? I knew plenty more practitioners who said they were busy all the time... busy chasing their tails—I needed a system to objectively track performance... I needed a key performance indicator tracking and measuring system!

In creating this system I had an objective measure as to how each person in the practice was performing; I had a way to set and achieve powerful and meaningful goals... on the individual level of the staff and on the team level of the practice.

Now when we said we were busy or successful or achieving powerful results—we had the statistical evidence to support it. Now when people were slackening off we could show them how and why... and motivate them back to their higher performance standards.

Of course all of this was possible because of the powerful, precision World Class team that operates our wonderful practice. We recruited only the top team members who joined us because of the powerful systems we employed and the organisational culture that existed.

I wrote job ads, an employee and contractor's manual, an office policy guide as well as the training program that brought it all together.

It was this journey that lead to Practice Mastery... it was these materials that eventually became the Practice Mastery Program.

It takes an enormous amount of time, money and energy to create these systems, to provide them in a format that are both usable and effective. However, it is entirely necessary in achieving the level of efficiency that *Your Perfect Practice* requires.

YOUR PERFECT SCORECARD

Before I close off on this module I want to briefly outline three other aspects of *Your Perfect Practice*, the first of these being your scorecard. Your scorecard is your report on the key performance indicators (KPI's) of your practice. The KPI's being the elements of practice that measure objectively productivity and performance; they offer a statistical evaluation of the profitability and effectiveness of the practice.

What are the primary KPI measures?

New client numbers per week

Total client numbers per week

Weekly turnover... just to name a few.

What are your measures for these KPI's?

Key Performance Indicators	New client number per week	Total client numbers per week	Weekly turnover
Statistical Measure Now			\$

To create *Your Perfect Practice* you must have clear measures for each of these areas, measures that define the results you want to achieve to feel as though things are operating at their peak... which, in part, is a key aspect of operating *Your Perfect Practice*.

What are *Your Perfect Practice* statistics for each of these KPI's?

Key performance indicator	New client number per week	Total client number per week	Weekly turnover
Statistical measure now			\$

Are you achieving those yet? If not, set some goals with appropriate milestones that will lead you to the realisation of *Your Perfect Practice* in time... here's an example to help;

Key performance indicator	New client number per week	Total client number per week	Weekly turnover
Statistical measure now	4	50	\$1250.00
Statistical measure of <i>Your Perfect Practice</i> (example)	9	80	\$2000.00

These statistics are for example purposes only and will differ according to the fees a practitioner charges as well as the time frame in which they see clients.

On that note... what do you need to charge to achieve your financial goals in *Your Perfect Practice*? How many clients do you need to see to be as busy as is perfect for you? How long do those visits needs to be?

These are all consideration for creating *Your Perfect Practice*.

Now put your actual figures in the spreadsheet...

Key performance indicator	New number clients per week	Total number clients per week	Weekly turnover
Statistical measure now			\$
Statistical measure of <i>Your Perfect Practice</i>			\$

How long will it take you to move form where you are now... to where it is you want to be?

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What are you going to do to get there?

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I know using the powerful marketing system I created I can easily achieve attracting an additional new client each week compounding... that means;

In week 1; I'll go from 4 new clients to 5 new clients per week

In week 2; I'll go from 5 new clients to 7 new clients per week

In week 3; I'll go from 7 new clients to 10 new clients per week

I'll achieve my new client goals in 3 weeks.

I know using my care plan system and delivering optimised care I can confidently say more clients will choose wellness care... therefore I'll see the existing clients and new clients more often... getting even better results.

In week 1; I'll go from 50 clients visits per week to 55 client visits per week

In week 2; I'll go from 55 clients visits per week to 62 client visits per week

In week 3; I'll go from 62 clients visits per week to 70 client visits per week

In week 4; I'll go from 70 clients visits per week to 80 client visits per week

I'll achieve my client visit goals in 4 weeks. By achieving these goals I'll also achieve my financial goals... I'll have the beginnings of my Perfect Practice!

YOUR PERFECT FINANCIALS

Your financials represent the business profit and loss and balance sheet result for a financial year.

Financial reporting provides objective indicators. These indicators are impersonal (focusing less on the feeling elements of how clients respond to care and how good you feel in practice), though without them the level of satisfaction *Your Perfect Practice* achieves can be less than desirable. I am yet to meet a practitioner who earns very little money saying... "While I haven't got any money and I am not meeting my bills... my life's great." Usually, it is the person who says, "Because my money issues are taken care of... I can do everything I want to..." and while that does not guarantee you'll feel great, it's much easier to feel great with money and with a busy and successful practice than without... that's why these objective measures are important (though admittedly, they are not everything).

What are your current financials?

Financial Indicator	Income per annum	Expenses per annum	Profit per annum	Overhead % (expense divided by income times 100%)	Net Worth (assets minus liabilities)
Financial Measure Now					

What are *Your Perfect Practice's* ideal financial statements?

Financial Indicator	Income per annum	Expenses per annum	Profit per annum	Overhead % (expense divided by income times 100%)	Net Worth (assets minus liabilities)
Financial Measure					

Are you achieving those yet? If not, set some goals with appropriate milestones that will lead you to the realisation of *Your Perfect Practice* in time... here's an example to help;

Financial Indicator	Total income per annum (total fees generated)	Expenses per annum	Total Profit per annum (income minus expenses)	Overhead % (expense divided by income times 100%)	Net Worth (assets minus liabilities)
Financial Measure Now (example)	\$65,000.00	\$31,000.00	\$34,000.00	47.7%	\$45,000.00
Financial Measure of Your Perfect Practice	\$100,000.00	\$34,000.00	\$65,000.00	35%	\$200,000.00

These statistics are for example purposes only and well differ according to the fees a practitioner charges as well as the operating costs of their practice (which are often a lot higher than they need to be).

On that note... what do you need to do to create the financial statements for *Your Perfect Practice*?

Now put your actual figures in the spreadsheet...

Financial Indicator	Total Income per annum	Expenses per annum	Total Profit per annum (income minus expenses)	Overhead % (expense divided by income times 10%)	Net Worth (assets minus liabilities)
Financial Measure Now	\$	\$	\$	%	\$
Financial Measure of Your Perfect Practice	\$	\$	\$	%	\$

How long will it take you to move from where you are now... to where it is you want to be?

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What are you going to do to get there?

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I know using the powerful systems I have created I can, in time, realise my Perfect Practice.

In year 1; When I achieve my KPI's I'll go from \$65 000 profit to \$100 000 profit
 In this same time I'll create a net profit of \$65 000, \$31 000 more than the previous year.
 This will have resulted by increasing sales as well as decreases costs; overhead has improved from 47.7% to 35%.

\$20 000 of this profit will be invested into the practice's investment account.

In year 2; assuming this is my Perfect Practice, the statistic will remain the same, the key focus, however, is now my net worth.

The good will of the practice will have doubled from \$25 000 to \$50 000... plus the \$20 000 profit invested from the previous year and its interest \$1500 (7.5% pa on \$20 000).

In year 3: The good will of the practice will now be \$75 000... there was the \$21 500 profit (principle and interest) from the previous year which has been invested as the deposit on a commercial premises for the practice. Assume a purchase price of \$100 000 and the \$21 500 was the deposit and costs.

A further \$21 500 was made in year 3 from profits and interest and the commercial properties value went up 10%. The net worth will now be calculated as follows;

Assets investment property \$110 000

Cash in bank \$21 500

Goodwill of business \$75 000

Total \$206 500.

Liabilities; \$80 000 loan on the commercial property

Net worth (assets minus liabilities) \$146 500

In year 4: the net worth will reach \$200 000!

Assets; investment property \$120 000

Cash in bank/invested funds \$45 000

Goodwill of business \$100 000

Total \$265 000.

Liabilities; \$65 000 loan on the commercial property

Net worth (assets minus liabilities) \$200 000

I'll achieve my financial statement goals in 4 years... as well as making a great step to my own financial freedom!

These again are only example figures and imagined scenarios... they are only food for thought—there could be thousands of permutations. The point, however, is to give you an idea of how to work towards and achieve *Your Perfect Practice*.

YOUR PERFECT SCHEDULE

Your Perfect Practice requires an operating schedule that offers balance, consistency and predictability; it requires structure and organisation; it requires a definitive way of practicing.

Balance includes work hours that offer time for family, friends and fun... for personal time, for health commitments and other lifestyle elements as well as sufficient hours to fulfil the practice goals. Structure and organisation defines your hours of work and play while the scheduled time of your consultations creates a definitive way of practicing.

Thus, the schedule includes;

Your hours of work

The defined consultations within these hours

The scheduled time for these consultations

The following page offers a template of the Define You Practice and Life Schedule.

TIME	MONDAY	TUESDAY	WEDNES-DAY	THURS-DAY	FRIDAY	SATUR-DAY	SUNDAY	TIME
6.00		Exercise		Exercise	Professional	Exercise		6.00
7.00	Prime Time	Reading	Prime Time	Reading	Development	Reading		7.00
8.00	Prime Time		Prime Time					8.00
9.00	Prime Time		Prime Time			Kids Sport		9.00
10.00	Paperwork	New Clients	LUNCH	Team Meeting		Kids Sport	Spiritual Time	10.00
11.00	Paperwork	New Clients	New Clients	New Clients		Kids Sport		11.00
12.00	Adjustment	Report of Findings	Report of Findings	Report of Findings	Date with Partner			12.00
1.00	LUNCH	LUNCH	Standard Consults	Report of Findings		Date with Kids		1.00
2.00		Team Training	Paperwork	LUNCH				2.00
3.00	Kids Activities	Standard Consults	Paperwork	Standard Consults				3.00
4.00	Kids Activities	Prime Time		Prime Time				4.00
5.00		Prime Time		Prime Time				5.00
6.00	Dedicated	Home	Dedicated	Home	Dedicated			6.00
7.00	Family Time	Home	Family Time	Home	Family Time			7.00
8.00	Home	Home	Exercise	Home	Home			8.00
9.00	Home	Home	Exercise	Home	Home	Home	Review and	9.00
10.00	Sleep	Sleep	Sleep	Sleep	Sleep	Sleep	Plan the Week	10.00
11.00	Sleep	Sleep	Sleep	Sleep	Sleep	Sleep	Sleep	11.00
12.00	Sleep	Sleep	Sleep	Sleep	Sleep	Sleep	Sleep	12.00

You'll note, for a whole week, it defines... the hours a person is at work... but not just the hours they work, but what they do during those hours. This creates accountability and sacredness of time. Further to this it defines the primary aim for the home times... prioritising the most important things in a persons life. It also allows for free time... by planning your time you create time for those elements that are important to you... while also allowing time for 'nothing'. This is all about balance!

I understand that every person is different; that their hours will be different and their home commitments will differ also... that is why this is a template only. It is for you to use this as a platform to define your own schedule, creating *Your Perfect Practice* and *Your Perfect Life*!

This story illustrates how your schedule contributes both to *Your Perfect Practice* and *Your Perfect Life*:

By defining what my hours at work will be I create a prioritised diary of events in my life; I know when I'll be at work (by design) thus I know what I have to do in the time I have ... if I want to earn \$x I know I need to see y clients. If I want to see y clients I know I need to see them in z minutes—this design process clarifies so much for me.

Most importantly it lets me create the balance I desire; I can set time for family, for friends, for me—for example, I can determine when I am going to exercise, to read, to relax... or do whatever I deem is my priority in experiencing a fulfilled life. Also, by determining what times I will schedule the various consultations (new client times, prime time visits etc) I can focus my time and energy more effectively in practice thereby achieving a deeper sense of effectiveness and sacredness in these times.

All round, this approach helps me get the most out of practice and out of life... in essence, my *Perfect Practice* creates for me my *Perfect Life*.

On that point of a *Perfect Life*... I said there would be a special part of this program, something extra I wanted to give you. I want to do that for you now... I want to offer you a glimpse of what *Your Perfect Practice* offers you.

YOUR PERFECT LIFE

I wanted to give you something more than a template for creating *Your Perfect Practice*... I want you to get a sense of what this would mean... not just for your clients, your team and your practice... but for your *life*.

And here it is... the reason to have *Your Perfect Practice* is to serve at the highest level and offer the framework to unfold *Your Perfect Life*. The perfect life allows you the opportunity to fulfil your potential and experience the fullness of life.

Your Perfect Practice is complete when it offers you fulfilment in practice, including balanced work hours, financial prosperity, the capacity to make positive and beneficial change on a consistent and reproducible basis in the lives of your clients, in the lives of your team... as well as time for yourself, your family and your friends. In this way *Your Perfect Practice* creates *Your Perfect Life*. A life which is fulfilling, a life that is fun... a life that is fantastic!

TAKING CARE OF BUSINESS MEANS TAKING CARE OF YOURSELF.

Spencer Johnson in his book *One Minute for Yourself* emphasised a key elements of business that is often overlooked. He reminds us that "Taking care of business means taking care of yourself."

When we take better care of ourselves, we are healthier and happier, we can focus our attention where it is needed and we make better choices.

When we take care of ourselves, our basic needs are met then we can serve others then can we help them take care of their self. Also, because our needs are met, because we feel better about ourselves, we feel better about other people... we treat others better which goes along way to creating not only a desirable place to work but a happy, harmonious place to work... you create *Your Perfect Practice*.

Most importantly, when you're happier, you work better and the clients get the best of you... which in turn builds goodwill for the practice.

When you help others take care of themselves, they are happier... within themselves and therefore they perform better and they are happier with those around them, including you and the clients and therefore the practice is a more productive and happier place to work.

When everyone is happier there tends to be a greater level of support which creates a powerful organisational culture and the relationships in the practice improve, our relationships at home improve... and we experience a rich and fulfilling life.

When everyone is happier within themselves our relationships and our lives are better. This is how *Your Perfect Practice* creates Your Perfect Life. This is what I want for you.

THE IRONIC PARADOX

It is the journey towards *Practice Mastery* and the creation of *Your Perfect Practice* that turns the typical way of life and practice upon its head.

You see, most people take better care of their business than they do their family; most people take better care of their family than they do themselves; most people do not take good care of their business.

In fact, more planning goes into a person's holiday or purchase of a car than the design and implementation of a practice or life plan.

This module is designed to awaken within you excitement for the creation of an extraordinary quality of life and a powerful, life changing practice... it is the path towards realisation of your ultimate potential.

As we come to the end of this module let me ask a last few questions...

What can you do to take better care of yourself?

What can you do to help other take better care of their self?

BRINGING THE DREAM TO LIFE

I complete this module by focusing you upon the fact that... you can have *Your Perfect Practice*. You can bring the dream to life by operating a practice that creates powerful transformation in the lives of your clients on a consistent and reproducible basis. You can have harmony and productivity; the practice can be simultaneously efficient and effective and the team can operate with performance standards that enable your organisation achieve great outcomes for the clients, as well as being profitable and a pleasure to work at. In this way, *Your Perfect Practice* enables the type of balanced lifestyle that means that each aspect of a person's personal, professional and practice life excels.

I say this, because I know what is possible. The *Practice Mastery Program* offers the systems and structures for *Your Perfect Practice*. I say this because I have experienced this in my practice. Furthermore, I have coached many practitioners to achieve balance and success within their life and practice where their practices becomes a pleasurable and fun place to work... as well as a source of great financial reward.

Are you ready to design and create *Your Perfect Practice*? Are you ready to live *Your Perfect Life*?

From this perspective there are three options before you:

1. Do Nothing. Continue operating the way you are, whether it is a successful practice, an overworked practice that has its drawbacks, or an unsuccessful practice needing to achieve greater heights. Unless it is the case that you have a successful practice and do not want to move beyond those successes, I cannot recommend that you stay where you are, however, the choice remains with you.

2. Write Your Own Systems and Procedures. This module is designed to offer you insights into what you need to do to achieve the success in practice that truly awaits you, if you willingly embark upon investing both your time, energy and significant resources into producing the infrastructure necessary to bring about the systems and structures of *Your Perfect Practice*. If this is the case, I wish you every success on your journey. I know, having done this, and spent over 13 months full time writing the systems of *The Practice Mastery Program*, and on a part time basis for a further two years beyond that, as well as investing over \$210,000 to date in the production of these materials, that it is a massive task. However, it is a task that if you wish for an amazing quality of life and practice, I wholeheartedly encourage you to take.

3. Accept Our Invitation to Join the Practice Mastery Team. The third alternative, is one that I believe, in both my heart and within the practical and pragmatic aspect of my mind, to be the best choice, is to accept an invitation to become part of the *Practice Mastery Team*. This invitation enables you to view the materials of *The Practice Mastery Program*.

on a 60 day trial basis, whereby after having reviewed the materials, if you do not believe and cannot see its enormous benefits for you and your practice and the way it will literally transform your experience of care, you may return them at absolutely no risk and no cost.

To help you with this decision here is a summary of the contents of the *Practice Mastery* Program: You have a;

Practice Mastery Manual which includes the following foundational resources:

i) Business Audit Questionnaire – Comprehensive 219 pages, 12CD's

This business audit will take you deep into the operation of your business highlighting your strengths and the areas for growth. It will support you in gaining an in-depth understanding of what is required to launch your practice to peak performance.

ii) Defining Your Philosophy –266 pages, 8 CDs

This powerful program is designed to support you in developing and expanding your personal, professional and practice philosophy—the foundation and purpose for everything you do. We address your beliefs, values and guiding principles and develop powerful strategies to enable you to design and live a life of passion!

iii) The Evolutionary Practitioner – 41 pages

A short book detailing the passage to a transformational practice filled with facts and statistics about the Health and Wellness Industry that will provide a powerful wake-up call for many health care providers.

iv) The Big Picture –12 pages, 1 CD

A synopsis of the *Integrated Natural Therapies* vision, mission and their values and guiding principles to use as a template for creating your own practice philosophy. This is a powerful tool to bring the team into alignment!

v) Finding A Way To Grow –13 pages and 1 CD

A short module detailing the path of the evolutionary practitioner and the evolutionary business. A powerful investigation into the paradigm of transformational care.

vi) Getting The Most Out Of You - Understanding Your Learning Styles/Personal Learning Strategies – 19 pages, 1 CD

A dual questionnaire examining learning styles and preferences including VAK Analysis (Visual, Auditory and Kinaesthetic learning) and Multiple Intelligences. This will assist in establishing your best learning path to integration of the *Practice Mastery* Principles.

vi) The Journey Within - Understanding Your Personality – 27 pages in 2 manuals and 1 CD

A dual questionnaire/personality interpretation manual designed to assist you in understanding who you are, why you behave the way you do, your strengths and growth opportunities and what life lessons you may have. It also enables you to understand how best to operate within a team environment based on individual preferences.

This material is designed to provide the foundation from which to start your journey into *Practice Mastery*.

2. Practice Mastery *Practice Performance System*

In the *Practice Mastery Practice Performance System* there are all of the resources used within the *10 Phases of Client Care*, including the brochures, questionnaires, educational resources, reports and forms.

This is a massive resource (over 1000 pages) supported by a Training CD which allows you to start implementing the *Practice Mastery System* immediately.

3. Practice Mastery *10 Phases of Client Care Training Manual* includes:

The 10 Phases of Client Care Documentation and Support Material - 455 pages and 12CDs

Understanding the *10 Phases of Client Care System*

The Success Pyramid

Phases 1-10 Documentation

Phases 1-10 Support Materials and Scripts

This manual contains all of the scripts, the implementation strategies, the material descriptions that are currently used as part of the *10 Phases of Client Care Program*. Throughout this manual we are going to be examining, exploring and undertaking an investigation of the *Practice Mastery Program* for the purpose of truly understanding what *Practice Mastery* is and how to use it.

4. Practice Mastery *Workbook*

In the *Practice Mastery Workbook* you will find power questions, exercises and techniques for you to accelerate the learning and integration of the *Practice Mastery Program*. Also, there is space for your introspection and quick start suggestions to introduce *Practice Mastery Strategies* into your practice. This support resource has 77 Pages and 3 CD's and will aid you in bringing *Practice Mastery* to life quickly and easily.

This is a new program developed from feedback from other graduates of the *Practice Mastery System* and is a new resource, available now, for the first time!

5. Building Materials – The Practice Mastery Training Modules

Contains 13 powerful *Training Modules* on specific areas of practice, each with an audio CD

1. S.M.A.R.T. Practice Strategies
2. High Performance Client Care
3. Sacred Consultations
4. Seven Steps to Guaranteed Referrals
5. *Practice Mastery* Training
6. Maintaining Client Adherence to your Health Care Programs
7. Super-Performance Strategies
8. The 5 Performance Drivers
9. The Team Meeting Purpose and Policy Manual
10. Mastery Matrix
11. The Eight Dimensions of Care
12. Give Your Team a RAP!
13. Laws of Manifestation

And a Bonus module... Integrating *Practice Mastery* to support you in a full understanding of the system and how to make best use of the *Practice Mastery* Modules themselves. With over 200 pages and 19 CDs of pure content, this material supports the practitioner and team to make the necessary changes and paradigm shifts towards a complete understanding of the *Practice Mastery* System. It is as much education and coaching as it is a transformational resource.

6. Practice Mastery – Management Tools for a Successful Practice

In the *Practice Mastery Management Tools* you will receive some of the most powerful practice tools required for managing the practice. You will receive:

- i) The Recruitment, Induction and Training Guide (over 100 pages)
- ii) Employee Manual and Contractor Manual, each 80 pages
- iii) Employee and Contractor's Contract/Workplace Agreement, 10 pages

Together with the audio programs, these resources from the *Practice Mastery* Library represent a path to fulfilment of both personal and practice potential. Without doubt, it is the most comprehensive and powerful program to transform practitioners, their practices and clients available in Australia!

I trust these resources will be the foundation for you achieving the great rewards you deserve from practice.

Irrespective of what choice you make, I believe a choice does need to be made. You deserve so much more as a wellness practitioner; more fun, more enjoyment, greater client results and greater client numbers as well as the financial rewards that come with that. You are providing the community with a powerful health service, a service that no other industry can provide, that is unique to the health and wellness industry. It is my mission to serve you in achieving the great outcomes that I know are possible for you.

IN CLOSING...

Your Perfect Practice is your path to happiness... for most people, they are not happy if they are not productive, that is, if they are not seeing clients; if they are not making positive changes in the health and wellbeing of their clients. They are not happy if they are financially struggling or if they are out of balance in their life, spending too much time at work and not enough with the family or in addressing their own personal needs.

Your Perfect Practice is the road map to the happiness that fulfils you, your team, your clients, your practice and your life... on every level. It is the answer to the question... "there must be something more"... and there is!

Having designed *Your Perfect Practice*... all that is left is to create it, experience it, to live it. *Your Perfect Practice* is the best way you can serve you clients, heal you community and live life to the fullest.

To assist you, The *Practice Mastery* Institute has the *Practice Mastery* Program which provides all of the resources to make *Your Perfect Practice* possible.

Contact us at info@practicemastery.com.au for more detail.

We wish you every success on your journey,

Marcus Chacos for the *Practice Mastery* Team.

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*Transforming **your** health care practice **your way***

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