

From Busy Practitioner to Visionary CEO

What is the CEO Mindset?

The CEO Mindset is a shift in how you run your practice. Instead of doing every single task yourself—from answering phones to reviewing every lab—you step into the role of a leader. It means moving from being the "doer of all things" to the "visionary" who builds a system that helps people even when you aren't in the room.

Why This Matters For You

- **Prevents Burnout:** You can stop working 60+ hours a week and reclaim your energy for your family and your own health.
- **Helps More People:** When you build a team and use smart systems, your practice can serve hundreds of people instead of being limited by your own schedule.
- **Creates Freedom:** A true business should be able to run for two weeks without you. This shift gives you the freedom to take a vacation without your income dropping to zero.

What You Can Do Today

1. **The Time Audit:** For the next three days, write down everything you do in 15-minute blocks. Mark the tasks that a helper could do (like scheduling or basic emails) versus the tasks only you can do.
2. **Schedule a "CEO Day":** Block off one half-day each week where you see zero patients. Use this time only for "big picture" work, like improving your systems or planning your growth.
3. **Identify Your "\$10 Tasks":** Pick one repetitive, low-level task (like filing papers or confirming appointments). Write down exactly how to do it, and make a plan to hand that task over to a part-time assistant or software.

Questions to Discuss with Your Coach

- Which tasks currently make me feel the most drained or "stuck"?
- If I had 10 extra hours of free time each week, what big project would I finally start?
- What is one "perfectionist" habit I am willing to let go of so my team can help me?

