

# → 20 Shifts to a Goal Driven Practice →

From the old to the new

	<b>OLD MODEL OF PRACTICE MANAGEMENT</b>	→	<b>GOAL DRIVEN MODEL OF PRACTICE MANAGEMENT</b>	<b>Progress Percent Applied</b>
STAGE	<b>Personality/Provider Driven Practice</b>	<i>Goals Lab</i>	<b>Goal Driven Business</b>	25-50-75-100%
<b>1.</b>	Not having a designated place and time to continually work ON the business.	<b>1.</b>	<b>Goals Lab</b> – A scheduled location to continually work on improvement.	
	Stimulus-motivated management.	<b>2.</b>	<b>Map and manual</b> on how to build, operate and navigate steadfast to your goals.	
	Provider not marketing.	<b>3.</b>	<b>Evangelist</b> for your services.	
	General and indirect marketing, weak or no marketing. Wrong markets, wrong offers.	<b>4.</b>	<b>Direct marketing.</b> Specific USP. Solving problems for specific markets. Correctly targeted offers.	
<b>2.</b>	Trying to manage or lead in role of provider or owner.	<b>5.</b>	<b>Leading and managing as CEO and Chief Coach</b> for your business.	
	Employees not trained to be team members.	<b>6.</b>	<b>Goal Driven Team Members.</b>	
	No manager managing for improvement or business development.	<b>7.</b>	<b>Goal Driven Manager.</b>	
	No one in charge of marketing systems.	<b>8.</b>	<b>Goal Driven Marketing Coordinator.</b>	
	Greater goals and tangible goals not defined, embraced, and followed.	<b>9.</b>	<b>New Goals</b> defined, embraced, and pursued.	
	Pathways unclear, constraints undetected.	<b>10.</b>	<b>New Service Flows</b> defined, kept open, fast and friendly. Logjams detected and removed.	
	No systematized marketing dept.	<b>11.</b>	<b>Systematized Marketing</b> including all team members marketing.	
<b>3.</b>	Employees not expected or helped to become experts.	<b>12.</b>	<b>Employees trained</b> to become professional experts.	
	Job descriptions with no goals, outdated or complicated procedures, impractical to use.	<b>13.</b>	<b>Goal Driven Procedures.</b>	
	No continuous improvement of team members and procedures.	<b>14.</b>	<b>Continuous improvement</b> of team members and procedures.	
<b>4.</b>	Wasteful actions when business is doing well. Poor discipline.	<b>15.</b>	<b>Lean management</b> and professional discipline applied, getting “more for less.”	
	Minimum outcomes and moderate satisfaction from customers.	<b>16.</b>	<b>Standards raised</b> to world-class service and complete outcomes with extra-ordinary satisfaction from customers.	
	Personal improvement and integrity are low priority.	<b>17.</b>	<b>Personal values</b> and personal improvement encouraged for all team members and owners.	
<b>5.</b>	Not retaining and using what worked, not teaching it, and not helping others.	<b>18.</b>	<b>Total Team Leadership.</b> Teaching is leading.	
	Greater goals and personal goals kept separate from business goals.	<b>19.</b>	<b>Greater Goals Integrated.</b> Personal, professional, and practice goals aligned and supported.	
	Bored, no new endeavors and not moving to the next level.	<b>20.</b>	<b>Your NEXT</b> era of business development planned and begun.	
<b>NEXT LEVEL</b> (Go through Stages 2 – 5 at a higher level.)				