

The 6 Ps of the *Fast Flow CEO*_{sm} in the Goal Driven System

CEO	1.	Purpose – Higher Goals: Mission.
CEO	2.	People -- The team. Each team member. (Goals focus.)
Mgr.	2.	People – The team. Each team member. (Procedures focus.)
Mgr.	3.	Policy -- Broad clinic rules.
Mgr.	4.	Plans – General strategy. Includes projects.
Mgr.	5.	Procedures -- Routine actions steps. Part of Job Checklist.
CEO	6.	Products -- Practical Goals: Outcomes.

In the Fast Flow CEO Method, the CEO focuses on goals, while the manager focuses on how to achieve them.

The CEO, also called the Clinic Director, keeps two types of goals in mind. First and always immediate are the outcomes, the *Products* of the practice. For example, are patients completing their care programs, are they sticking to their care schedule, and are we collecting for the services delivered? How many visits are scheduled for the following Monday? They think: *How many by when?*

But above the practical outcomes, the CEO keeps in mind WHY all this is being done. This is the higher-level goal, mission, and purpose of the practice. The CEO must be mindful of the mission and help the team stay connected to it as well. This is a never-ending function that is the heart and soul of the practice.

Between the mission and the outcomes is the engine that gets the job done. The engine of the practice is the team working together, supported by the manager who helps everyone do their jobs and who works as a team member to improve efficiency and results.

The 6 P's roughly cover the management and leadership functions in a business.

There is no way that the CEO/clinic director can cover all these functions adequately. The solution is that the CEO provides leadership by focusing on the top goal of *Purpose* and mission and the bottom goal of *Product* or outcomes.

The manager then focuses on *Policies, Plans, and Procedures*. The manager would get approval as needed from the CEO, but then work to ensure the policies, plans and procedures were implemented, kept in place, and improved upon

Both the clinic director and manager would work with *People*, the team members, but along different channels. The clinic director would want to maintain a good relationship with each staff member, knowing how they are doing, and keeping them connected to the purpose of the business. On the other hand, the manager would work with the employee on the specifics of their roles and tasks, and help them improve.