

## Goal Driven Management and Leadership Training Curriculum

All classes are held on Wednesdays at 1 pm Central

### 1. PRODUCE AND EXCHANGE

Sept.16 Wk. 1	<ol style="list-style-type: none"> <li><b>INTRODUCTION TO THE PROGRAM</b></li> <li><b>Marketing and Production:</b> Producing and exchanging are the bedrock of any business. This class teaches the fundamentals of business that never go away. This is the boot camp basics. It has 3 parts. <b>Practice Business Basics: 1. The Practice Business Cycle.</b> Unlike a large business, in a clinical practice, income and your pay are immediately dependent upon the quality and quantity of what you did yesterday.</li> </ol>
Sept.23 Wk. 2	<ol style="list-style-type: none"> <li><b>Practice Business Basics: 2. Marketing Basics.</b> The few fundamentals that have always worked.</li> <li><b>Practice Business Basics: 3. Service and Delivery Basics.</b> Quality counts. The keys to raving fans.</li> </ol>
Sept.30 Wk. 3	<ol style="list-style-type: none"> <li><b>Evolution of a Practice &amp; Emergent Need for a Management System.</b> Learn why growth requires better management and the rising need for a manager. You will also learn the barriers to growth and how to overcome them</li> <li><b>The CEO and the Manager Part 1.</b> Learn the essential goals and duties of the doctor as the practice CEO/Clinic Director and those of the practice manager, including the <i>Fast FLOW CEO System</i>.</li> </ol>
Oct 7 Wk. 4.	<ol style="list-style-type: none"> <li><b>Goals:</b> Learn how to determine the best goals for your business that <i>everyone wants to achieve</i>.</li> <li><b>Goal Driven Analytics: Your Scoreboard.</b> Learn how to determine how your business is performing by tracking key performance indicators, especially statistics. These are predictive so you can know what to work on for the greatest improvement.</li> <li><b>The Scale of Responsibility.</b> How do you and your team rate? How to improve it.</li> </ol>

### 2. IMPROVE and STRENGTHEN

Oct.14 Wk. 5	<ol style="list-style-type: none"> <li><b>INTRODUCTION TO SECTION 2</b></li> <li><b>Improvement Process and the Lab.</b> If you are not constantly improving, your patients will go to a clinic that is. This lesson will teach you how to use a process of constant improvement, referred to as Kaizen (Japanese: Improvement.) This is where you learn how to work ON the business, not just in it.</li> <li><b>Team Improvement:</b> Learn group procedures such as team training, coaching, and planning that motivate and improve your team's performance as a team.</li> </ol>
Oct 21 Wk. 6	<ol style="list-style-type: none"> <li><b>Goal Driven Procedures and Policies.</b> You will review and receive sample customizable templates, including job and dept. checklists, workflow pathways, policies, and an employee manual, and learn how to make your own.</li> <li><b>Individual Improvement.</b> Employees want to improve, and you will learn the methods and tools to improve individual performance through hiring, training, coaching, and organizing.</li> <li><b>Managing and Improving Different Departments and Roles -1.</b> Front Desk, Billing (Patient Accounts), Therapy.</li> </ol>
Oct 28 Wk. 7	<ol style="list-style-type: none"> <li><b>Managing and Improving Different Departments and Roles -2.</b> Doctors, your Clinic Director (!), outside services.</li> <li><b>Marketing Manager System</b> - This system has worked for over 20 years to grow practices and take them out of the ups and downs of the practice roller coaster. You will learn how to create an effective marketing department.</li> </ol>
Nov 4 Week 8	<ol style="list-style-type: none"> <li><b>CEO/Manager Part 2:</b> This section is a more advanced study of the roles of the CEO and the Manager. Learn more about the <i>Fast Flow CEO System</i>, <i>Service Leadership and Management</i>, how the manager "clears the CEO's desk," project management, and how to work as a team to improve performance in each clinic dept.</li> <li><b>Finance.</b> We briefly touch upon the basics: budgets, requisition proposals, overhead, expenses, return on investment.</li> <li><b>Leadership- Part 2</b> For the Clinic Director.</li> </ol>

### 3. INTEGRATE and LEAD

Nov 11 Wk. 9	<ol style="list-style-type: none"> <li><b>INTRODUCTION TO SECTION 3.</b></li> <li><b>Personal Power.</b> Learn how to tap into your authentic power, a necessary ingredient for leadership and happiness, and help others do the same. It begins with integrity and ends with your personal higher goals.</li> <li><b>Total Team Leadership.</b> We put the finishing touches on your training by showing you how to create a team of Goal Driven leaders, managers, and marketers working together to help each other achieve the practice's goals.</li> </ol>
Nov 18 Wk. 10	<ol style="list-style-type: none"> <li><b>Course Review</b></li> <li><b>NEXT. Your new game</b> – for you, your team, and your patients. Using goals to win and keep it fun. Game Theory. Creating the future for the practice, your patients, and yourself.</li> <li><b>Group Discussion</b></li> </ol>
Nov.25 Wk. 11	<b>Break: Review &amp; Prepare.</b>
Dec 2 Wk. 12	<b>Presentations.</b> Graduation, Party with Green Drinks! <div style="text-align: right; font-size: small;">9/26/2024</div>