

# CEO/CLINIC DIRECTOR

## Goal and Preliminary Duties

### GOAL

**To keep our people engaged in our vision, values, and mission, and improve their understanding of our vision so that their performance improves, and our business gets closer to its goals.**

**The CEO/Clinic Director understands and utilizes the Pareto Principle of 80/20.** By effectively living and teaching the vision of the business, and helping others live the Vision as well, this will help produce 80% of the results of the practice.

### Preliminary key duties

1. **Develop vision:**
  - a. **Core Belief and Values** (Guiding principles, philosophy of business and life, standards.)
  - b. **Purpose.** (Your reason for your business. Your why. Grows out of your values.)
  - c. **Mission.** (What you are going to get done by a certain time.)
2. Personally engaged in vision weekly.
3. Monthly team improvement meetings. KAIZEN/G.A.P. (manage and improve by the numbers KPI's)
  - a. Weekly short follow-up team meetings
  - b. Weekly short follow-up management meetings with manager.
4. Coordinate with manager before monthly improvement meetings.
5. Communicate and teach vision related topics weekly. (1:1 with team members, team meetings)
6. Know the stats and key indicators. Are they going up or down?
7. Help each area set and achieve their own goals.
8. Daily briefings with manager.
9. **Review quality of services weekly.**