

Goal Driven Practice MBA

Management and Leadership Training Curriculum – Spring Term, 2025

All classes are held on Wednesdays at 1 pm Central

(Intro Video)

1. PRODUCE AND EXCHANGE - Acute care. Urgent and Important goals.

INTRODUCTION TO THE PROGRAM

INTRO TO SECTION 1: PRODUCE AND EXCHANGE

Class 1
April 2

- Practice Business Basics: 1. The Practice Business Cycle.** 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.
- Practice Business Basics: 2. Marketing Basics.** The few fundamentals that have always worked.
- Practice Business Basics: 3. Service and Delivery Basics.** Quality counts. The keys to raving fans.

Class 2
April 9

- Evolution of a Practice & Emergent Need for a Management System.** 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.
- The Manager and Leadership team – How it drives your business through service.**
- The CEO and the Manager Part 1.** Learn the essential goals and duties of the doctor as the practice CEO/Clinic Director and those of the practice manager, including the *Fast FLOW CEO* System.

Class 3
April 16

- Goals:** Learn how to determine the best goals for your business that *everyone wants to achieve*.
- Goal Driven Analytics:** Your Scoreboard. 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.
- The Scale of Responsibility.** How do you and your team rate? How to improve it. Spectator → Player → Owner

2. IMPROVE and STRENGTHEN- Chronic care. Important not urgent goals.

INTRODUCTION TO SECTION 2: IMPROVE AND STRENGTHEN

Class 4
April 23

- Improvement Process and the LAB.** 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.
- Team Improvement:** Learn group procedures such as team training, coaching, and planning that motivate and improve your team's performance as a team.

Class 5
April 30

- Goal Driven Procedures and Policies.** 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. And keep them simple!
- Individual Improvement.** Employees want to improve, and you will learn the methods and tools to improve individual performance through hiring, onboarding, training, coaching, and organizing. Strengths based. Ikigaki.

Class 6
May 7

- Marketing Manager System** - 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.
- Extra-ordinary Service** – Creating WOW services. NP onboarding.

Class 7
May 14

- CEO/Manager Part 2:** This section is a more advanced study of the roles of the CEO and the Manager. Learn more about the *Fast Flow CEO System*, *Service Leadership* and Management, how the manager "clears the CEO's desk," project management, and how to work as a team to improve performance in each clinic dept. We briefly touch upon the basics: budgets, requisition proposals, overhead, expenses, return on investment.
- CEO/Manager specialized support for different departments and associate doctors and providers.**

3. INTEGRATE and LEAD – Wellness. Meaningful goals

INTRODUCTION TO SECTION 3.

Class 8
May 21

- Personal Power.** 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 higher personal goals. Learn to use your strengths your Voice.
- Total Team Leadership.** Vision and purpose, the Why of your practice and business. 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. Helping others find and use their Voice.
- Work-Life Integration.** *Let my people go surfing.* Aligning greater purposes of the clinic, your profession, and your life. Keeping it fun!

Class 9
May 28

- Course Review.** Whew! We've cover a lot and you've put in the work.
- NEXT. Your new game** – 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.
- Group Discussion**

Class 10
June 4

Capstone Presentations. Graduation, Party with Green Drinks!

Scheduled
Session

Implementation strategy session on applying the course material to your unique practice.
These are individually scheduled with the clinic director, the student graduate, and Mr. Petty. 1 hour.