

Study and Assignment Guide**Week 2– Evolution of a Practice and The CEO and Manager (Part 1)**

Please write (legibly please) your answers or what you did for the assignments in Week #2. Have your Clinic Director sign below and fax or email us when completed. Try to get it back to us by Tuesday before the next class. Please use a separate sheet if you need more room.

Thank YOU!**Fax:** 1(877) 868-0909**Email:** Services@GoalDriven.com_____ **Post a WIN**_____ **Post a TIP****Read:**

- _____ 1. *The Goal Driven Business*
 - _____ a. Chapter 1, *Your Journey*, page 8-15
 - _____ b. Chapter 3 *The Hidden Barriers*, page 35-41
- _____ 2. Goal Driven Principle #7, Communication – page 251
- _____ 3. Articles and References (You can find these on the Reference and Tools Page in the Training Library)
 - _____ a. 5-minute briefing
 - _____ b. Essentials of Leadership from Jim Collins
 - _____ c. Fast Flow CEO – 6 P's
 - _____ d. 20 shifts

Evolution of a Practice and Fast Flow CEO System *staring* The Clinic Director and Manager Team

- _____ 1. Describe the barrier that growing practices run in to? What can eventually happen when the practice keeps hitting the barrier?
- _____ 2. What is the solution?
- _____ 3. What does what the clinic director focus on compared to the manager?
- _____ 4. In the Fast Flow CEO System, how do the P's of the manager compliment those of the clinic director?
- _____ 5. What does the metaphor of the train have to do with the office manager.

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_____ 6. As a leader, why would it be important that the Clinic Director be personally and professionally engaged in the mission?

_____ 7. Why would the manager want to take tasks away from the Clinic Director?

_____ 8. What are the “4 D’s” and how can you apply them?

Practical exercises with your Clinic Director.

_____ 1. Teach your clinic director each of the above 8 points you answered above.

_____ 1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____ 7. _____ 8.

_____ 2. Practice a 5-Minute Briefing with your clinic director.

_____ 3. Discuss this with your Clinic Director how this procedure can be helpful in improving quantity and quality of service.

_____ 4. Agree upon a daily time to do these

Clinic Director Training

_____ 1. Ensure your Clinic Director watches Class 2.

_____ 2. Have them read *The Goal Driven Business*, Chapter 1, *Your Journey*, page 8-15

_____ 3. Ensure that your Clinic Director has the quotes from Jim Collins on leadership. Have them read the article and then have them explain to you: what is the number 1 responsibility of leadership is, according to Jim Collins. Ask them question about how this applies to the practice. Discuss!

_____ 4. Ensure your doctor gets the attached letter and then answers the questions for you!

Exercises to do with your Training Partner.

_____ 1. Find out about how they are doing as a manager! Strengths of practice and challenges.

_____ 2. Explain to you training partner the difference between a leader, a manager, and an entrepreneur.

_____ 3. Tell them how you see implementing the Fast Flow CEO System.

_____ 4. Practice with your training partner a 5 minute briefing. Create 2 scenarios.

_____ 5. Explain to them how you are going to implement the 5-minute briefing

_____ 6. Discuss how you will implement the Fast Flow CEO system.

How did it go working with your training partner?

Our manager did a great job teaching me on the material he/she learned, and we learned something we can apply. Clinic Director: Initial/signed: _____ Date: _____

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Hi Clinic Director and CEO!,

Class #2 is for you!

You are welcome to watch all of the classes, of course, and you can access them through your portal at www.goaldriven.com/goaldriven-mba. (Password MBA32025)

We didn't cover all the data you need and will in subsequent classes. But this class covered some essential points that can help you operate with your manager in what we call the Fast Flow CEO system. The class also went over WHY you need to upgrade your management and leadership systems.

Over time, you will delegate most of your daily and weekly management tasks to your manager. This includes marketing admin as well. They will, in time, learn to delegate duties to others as well, as appropriate.

I encourage you to study the Pareto Principle, sometimes referred to as the "80/20 Principle." I have only mentioned it so far in class and will discuss it more in a couple of classes from now. But even then, it will only be brief. I encourage you to take a deep dive in the subject. [Richard Koch](#) has several books on this, and I recommend that you do all you can to get this concept. Doing so is a MAJOR SHIFT!

Here are some questions I would like you to answer verbally to your manager:

- ___1. Explain to your manager why the following concept will save you time as a CEO running your business and improve overall performance: "The function of leadership—the number one responsibility of a leader—is to catalyze a clear and shared vision for the company and to secure commitment to and vigorous pursuit of that vision. "
- ___2. In the Fast Flow CEO system, how will you become a more successful clinic director and yet put less time in managing by focusing on 1) the vision and the 2) outcomes (stats), and letting your manager focus on procedures?

Thank you,

I am so glad you and your manager (and the entire office) are participating in this program!

Ed