

Study and Assignment Guide

1 Week # Class 1 PRACTICAL MARKETING AND PRODUCTION

A. Business Basics – Complete at least 4 of the items below.

1. What is the Practice Business Cycle in its simplest form?
2. What is the human dynamic of the Practice Business Cycle?
3. How are conflicts resolved in the Practice Business Cycle?
4. Give an example of how you might resolve conflicts with team members, doctors, or the clinic director.
5. How can you tell if you are moving toward or away from your goals?
6. Watch TED talk with Jocko Williams. <https://www.youtube.com/watch?v=ljqra3BcqWM> . Discuss how you can apply what he discusses to your office.
7. In your opinion, what level of responsibility or ownership do most of your team have for your office?

B. Marketing Basics -- Complete at least 5 of the items below.

1. Where is the marketing department in your office?
2. What is a workable definition of marketing?
3. What are some reasons to improve your marketing?
4. What are the 3 A's of marketing?
5. What is the primary reason marketing doesn't work. Why?
6. Why do you want to keep a list of recurring marketing actions and procedures?
7. What is one simple marketing action your office could do now that would improve visit volume?
8. What are a couple of good marketing attitudes?
9. Optional: Read about marketing on pages 75-100 in *The Goal Driven Business*.

C. Service Basics -- Complete at least 3 of the items below.

1. What are some reasons why service is so important?
2. How does low-quality service damage a practice?
3. What are 2 of the 5 Wants from patients?
4. What are at least 3 actions you can take to improve service?
5. Optional: Read about service on pages 187-197 in *The Goal Driven Business*.

D. Read the *Goal Driven Principles* and consider how they apply to your office.

1. Principle #1 Power of Choice (page 243)
2. Principle #14. Newton's Laws (page 261)

E. Clinic Director Briefing

Explain (teach) your clinic director in your own words the topics you covered in your answers above and anything else covered in this first class.

Answer and Worksheet

Class #1 Practical Marketing and Production

Please write (legibly please) your answers or what you did for the assignments in Course #1. 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.

Thank YOU!

Fax: 1(877) 868-0909 Email: Services@GoalDriven.com

A. Business Basics – Complete at least 4 of the items below.

B. Marketing Basics -- Complete at least 4 of the items below.

C. Service Basics -- Complete at least 3 of the items below.

D. Read the *Goal Driven Principles* and consider how they apply to your office.

1. Principle #1 Power of Choice (page 243) Did it! _____
2. Principle #14. Newton's Laws (page 261): Did it! _____

E. Clinic Director Briefing

Explain (teach) your clinic director in your own words the topics you covered in your answers above and anything else covered in this first class.

Yep! Our manager did a great job briefing me on the material she learned and how to use it.

Student Name: _____ Clinic Director: Initial/signed: _____