

## Growing Your Practice

- **Know thyself!** What do you want for your practice? (not necessarily what “should” you want) More importantly **what is the why** behind what you want? Do you want multiple practice locations or do you want one really awesome practice? Keep yourself **open to opportunities** and grow from the inside out! In the space below I want you to get clear on what you really want for the growth of your practice.

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- What are your **goals**? Does it align with your **values** (we went over this in Module One)? Have your **end goal in mind when you open....start your business** that way, you will grow organically according to your vision! Write down all of the goals you have for your business. Remember no goal is too small or too big!

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- What other health care workers are in your area or your community?  
Think about creating a **mastermind group** with other health care owners in your area. This is a great way to increase your referral sources and really grow your practice! Look around your area/community and write down the contact information for each of those businesses below.

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- **Diversify your payer mix!** This seems to be a running theme from therapists with successful businesses. How can you diversify your payer mix? Maybe onsite clinics in businesses in your area, accepting certain insurances (well paying) and not others, cash based PT sessions, cash programs at your clinic (think cont ed courses, yoga classes, meditation classes, etc). Think about how you can diversity your payment system and write them down in the space below.

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- What is your **community involvement**? Are there organizations or businesses in your area that you can support with your PT business? (high schools, colleges, theaters, running/triathlon groups, onsite clinics, etc). If your community does not know you are there it will be really hard to grow your practice! In the space below write down the businesses in your area where you can be of service.

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- **Number one skill in leadership is listening!** Are you truly listening and being present with your employees? By not listening you are demotivating your employees. It is hard to grow a practice with demotivated workers. Over the next few weeks try to be fully present with your employees, patients, colleagues, friends and family. Think of this as “listening practice”. If you are having trouble being present and listening try meditation training or check out the book *Yes, And: How Improvisation Reverses “No, But” Thinking and Improves Creativity* by Kelly Leonard. This book is in the Strictly Business Book Club!

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- You can't manage people (or even ourselves) instead manage your systems and develop people. To be a great leader you must be able to empower your employees through the systems in your clinic(s): as the leader you should be growing the vision not solving the same problems in the clinic over and over.
- Do you have systems in place? Are they documented and measurable? In the space below write the systems you have or would like to have in place in your clinic.?

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Should you take on a partner when growing your practice? What should you look for in a partner? When is it time to partner up?

- Have you reached your “ceiling of complexity”? The point at which you can no longer keep the vision of your business alive. This might be a good time to look outward for help.
- Look for **someone who may have opposite but complimentary skills**. For example: you may dislike taking charge of the financial aspects of the clinic (but of course you do it because you have to) so you might look for someone who likes that aspect of the business.
- You want to make sure that your potential partners are “turned on” by the **vision** of your clinic (again we went over writing your vision in Module One).
- You want to look for someone who may not always agree with you. Try not to surround yourself with “yes” people. It will make it difficult to grow your partnership if you are not challenged. Plus you want to have different points of view when it comes to your business....that is how you grow!

Think about these points **NOW** regardless of whether you are a practice owner looking to grow, a student, a staff PT or a new business owner.

**Remember your business should serve your life; your life should not be serving your business!! – Jeff Hathaway**