1. People:

Make sure you have the right people on the bus.
Read “Good to Great” by Jim Collins

2. Systems:

Ensures you have your systems and processes known in your office, written down, practiced, and everyone knows how your office functions every day.

**Action Item:**
- Write down what's great about your office:

  __________________________________________
  __________________________________________
  __________________________________________

- Write down what systems you could improve and work on:

  __________________________________________
  __________________________________________
  __________________________________________

- Find out what it's like to be patient in your office and role play. What did you find out?

  __________________________________________
  __________________________________________
3. Money:

How you pricing? Should you Unbundle? Should you accept TPA's? Should you consider trying to change your prices to match online prices?

*Our EntreAudiology Mastermind groups work on exactly this kind of questions.*

4. Strategy:

We need to create Plan A, Plan B, and Plan C for the future as we try to predict what is coming.

Action Item: Write down your

- Plan A:
  
  __________________________________________________________
  
  __________________________________________________________

- Plan B:
  
  __________________________________________________________
  
  __________________________________________________________

- Plan C:
  
  __________________________________________________________
  
  __________________________________________________________

5. Your Narrative

Write down your stories.

Write down your Mission. Make sure everyone knows your “Why” as Simon Sinek refers to it.

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