

*Imagine, how great would it be if in 12 weeks you had the systems and structure in place to help you achieve the goals you have been dreaming about?*

## **World's First CE/CME Accredited Physician Profitability Program**

**What** - This is a dynamic, exciting, and comprehensive training program designed for busy doctors that covers 7 key areas that impact profitability and growth in their business.

**Why** - Doctors are often find themselves overwhelmed, frustrated, lost, and often blind when it comes to effective leadership in their offices. Many are silently suffering, or just barely getting by. Business is not taught in medical school.

**How** - All you have to do is follow along. Paint by the numbers. It really is that simple, and we have webinars, group coaching calls, email support, and online support groups to assist you along the way. We are creating a culture of decisiveness. As "Problem Solvers," our patients and our team is counting on us to efficiently and effectively handle their concerns.

**Outcome** - This course is about more than profitability and good business management. Ultimately we will provide not only the structure for profitability and team growth, this is about creating more family time, more vacation time, retiring earlier or on your terms, allowing you to design and live the legacy of your dreams ( :

*What would happen if your team completely understood and applied these basic and foundational business principles?*

## How to Ring the Cash Register with the 7 C's

1. Charge-ups
2. Cash
3. Calls
4. Clients
5. Consults
6. Conversions/Closes
7. Cancellations

**What** - Basic Structure to create and optimize your sales funnel and customer/client experience from A to Z!

**Why** - All 7 of these steps are necessary to have in place. You will lack optimization if you are missing any of these steps, which drains your profitability.

**How** - Follow along the checklist and stay focused. Be willing to take the small steps that will make a **BIG DIFFERENCE!!**

**Outcome** - Build your team emotionally, physically, and financially to create maximum profitability while eliminating waste in your business through these predictable and proven processes.

*Wow, how does it feel to be in the top 1 Percentile of businesses that actually focus on these details?*

*What freedom does it create for you when you effectively schedule your time?*

## **Savor your Schedule - Time/Energy/Commitment Management**

**What** - The more deeply present with your commitments, the more you focus on how you manage and schedule your time.

**Why** - We model success How you manage your time is how your team will manage their time. Are you setting the correct model? If you lack structure and prioritization, so will your team. And if you are on task, organized, prioritized, and flexible, your team will be will learn to do the same!

**How**- By measuring the time it requires to complete activities the RIGHT WAY, it allows you to more efficiently and respectfully engage others professionally and personally. Through the program you will practice correct scheduling practices and honor your time commitments and get to experience the freedom it creates.

**Outcome** - Schedule every bit of your time! (even if you are scheduling breaks) To have your business management schedule be just as booked and organized as your patient schedule. To no longer have the profit eating mentality of “We’ll get that done when we have time” Grant Cardone Says, “White Space on the Schedule is the Devil” True!

*There is a reason that lasers are powerful - can you raise your impact by being as focused as a laser-beam?*

## **How to stay on track and transform the “Distracted Doctor” to create Laser Focus on your multimillion dollar practice!**

**What** - Understanding the hidden cost of distractions to your business, staff, and clients and ultimately to your own personal well-being, and how to evolve/overcome/eliminate these patterns and achieve a new level of consciousness in your business. Doctors are often so distracted they don't even realize what they are missing.

**Why** - Most doctors who are caring, brilliant at what they do, and successful by most people's standards however know they are not measuring up to their own yardstick. They are not trained in business and ultimately pay a price for it. By learning to focus on what matters, doctors can create the practice they've always dreamed of. There is a reason they put blinders on thoroughbreds.

**How** - Be aware of your 1. Emotions, 2. Physical Activity, and 3. Narrative you engage in and where it leads you. These three areas will clearly communicate how focused or distracted you and your team are.

**Outcome** - By giving you the exact amount of material to focus on every week you will start to impact the ratio of focused action vs distracted action (or inaction), creating seismic shifts in your business.

*What if 3 minutes a day could change the lives of you, your team, and your patients?*

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## Daily 3-minute Pump-up Videos

**What** - Reinforcement to keep you and your team focused and on TRACK! Like Super-Mario getting the Magic Mushroom, it makes you (almost) INVINCIBLE ( : Each video gives you a boost to get to the next level.

**Why** - Raising the team's emotional energy is the solution to the majority of business challenges!

**How** - We CREATE the correct MOOD with a fun, straightforward video delivered to you every morning!

**Outcome** - Create a daily ritual that constantly communicates your level of commitment.

*What message does it send to your team when you show decisiveness vs indecision? ( :*

## How to Make Impactful Business Decisions Quickly

In this course you'll be making decisions every week, so you want to feel empowered by this and your ability to be succinct with this. Perhaps you have some of your staff that are not good decision makers. When you are role modeling good decision making, it will empower them.

**What** - Mastery of your business means we can make decisions efficiently and effectively.

**Why** - Many businesses struggle with indecision, and this is a powerful opportunity to reshape business practices.

**How** - Applying the decision matrix.

**Outcome** - Eliminate or minimize unnecessary indecision.

### a. DECISION MATRIX:

- i. Do no harm.
- ii. Is this going to help you? If you can't definitively say yes, then the answer is no.
- iii. Do the details add up? Would a group of 10 reasonable people agree with your logic?
- iv. Decisions need to be made minutes or days.
- v. If it's going to take days, you need to identify the Expert that will help you.
- vi. Set a date to revisit and the answer for no is No.
- vii. Get in, get out, move on!

*You are so good at this you make it look EASY!*

*Does the content of your business meetings contribute to or take away from your profitability?*

## How to Have Team Meetings That Create Loyalty, Respect, and Results.

**What** - Schedule meetings with your team to show your commitment and provide the communication that sets the team up for success.

**Why** - Training doesn't happen by itself ( : Most doctors train very little or not at all. Meeting with and training your team is imperative for good communication (Higher Training >> Higher Standards, and Little or No Training >> Lower Standards).

**How** - Schedule, communicate the time to the team, and prepare them with a brief outline of what is to be covered. You will have the opportunity to do this throughout the course.

**Outcome** - Raise Training, Raise Standards, Decrease Stress, Increase Profit.

### The DNA of a Great Meeting

How to have a meeting with the team - invite them to your AMAZING Picnic!

1. **Get Their Attention** - Think of it like you are laying out a beautiful picnic and inviting them to partake - "Hey everyone, very excited to share..." hyping them up for something wonderful - (Many docs go in scared, and the team responds accordingly).
2. **Enroll their Brain** - Is your team hungry to implement this concept? Why will it serve them? Set the tone by sharing how this will create value and serve the greater good of the team and clients. When you communicate this effectively, the team will march. If the team doesn't march, then the concept was not communicated clearly, consistently, and concisely!

*You have CREATED such a wonderful team!*

*Does the content of your business meetings contribute to or take away from your profitability?*

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3. **Verify Trust** - either you have trust, or you don't. If you don't have it, you need to ask your team how to gain their trust by acknowledging:
  1. You don't perceive they are on board.
  2. You desire to take accountability for this miscommunication.
  3. You would like their guidance on the most direct way to address this "I need your help...".
  4. Seek buy-in from team leaders first to avoid a "team negotiation" and then get buy-in from direct-reports.
  5. Avoid meetings where team feels they are hearing a lot of hyperbole, hype, and over-the-top expectations. The team will disengage because they feel the manager is not in touch with reality - everyone nods their heads, so they can just leave the meeting.
  6. Give the team space and time to learn and make mistakes, and then they are less likely to make errors.
  7. There will be bumps in the road, and if you identify and address them when they are small they don't become walls.
  
4. **Action Items:** Create Written Action Items with timelines for follow up.

*You have CREATED such a wonderful team!*

*How would it feel to perfect your scheduling?*

## SCHEDULE

### 1. **Content Call** - Getting the KNOWLEDGE you need!

- 1st and 3rd Wednesday 8:30PM EST of every month I'm going to Deliver a 60-minute webinar teaching you the topic of the month.
- At the end of each call I will share with you your specific Action Items related to the topic for you to implement in your office.

### 2. **1st Fridays**

- We suggest on Friday of the same week of your call by 6:30pm (your local time) you will post in the private Facebook Group your initial action items which will be provided at the end of the Wednesday call and which will be posted in the FB Group.
- We also recommend a 15-30 min Team meeting on the 1st and 3rd Thursday, Friday, (or following Monday in emergencies) of the month with your Team to talk about what you will implement the following week. Remember - these meetings will be FUN and PRODUCTIVE, not extra work :)

### 3. **Implementation Week** Follows the Webinar Week

- Starting the Monday after the call you will have an entire week to implement with your team the action items and monitor results. On the 2nd and 4th Friday of the month, we suggest you post the answers to the Accountability questions listed on your Action Sheets.
- This has been set up in bite sized chunks to integrate into your business. Not too fast, not too slow. You want to do these weekly and Keep the Momentum!
- Starting the Monday after the call you will also receive a Daily Video!
- Getting into the habit of having a daily 3-minute video review is a powerful way to train your team to get their energy UP first thing in the morning!

*I love the respect you show for the most precious resources in any business: Time and People.*

Do you know that feeling you get when you KNOW something is right?

## Smile/Hunger/Story Score

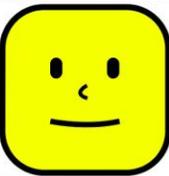
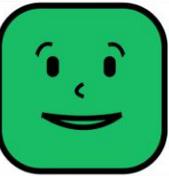
**What** - Emotional metrics allow you excel where others are lost.

**Why** - We cannot efficiently and effectively solve emotional challenges *intellectually*. We require *emotional solutions* for *emotional challenges*.

**How** - Measuring emotional literacy through standardized metrics allows you to better communicate with your team, patients, and self.

**Outcome** - Predict and direct behavior to serve your mission.

www.NonVerbalPros.com UNIVERSAL SMILE SCORE™ © Copyright 2016 Rich Castellano MD

					
					
Score	<b>0</b>	<b>1 2 3</b>	<b>4 5 6</b>	<b>7 8 9</b>	<b>10</b>
Eyes	Not Involved (Non-Duchenne)		Involved (Duchenne Smile)		
Teeth	Not Involved		Involved, showing	Mouth More Open	
Social	<b>UNRESPONSIVE</b> Emotional Catatonia	<b>REACTIVE</b> Responds to the Smile of Others	<b>PROACTIVE</b> Helping Others Smile	<b>PREDICTIVE/INDUCTIVE</b> Making Others Smile, Laugh, or Display Emotion	
Thirds	<b>Lower Third</b>		<b>Middle Third</b>	<b>Upper Third</b>	

## Hunger Scale:

1. **Greatness** - Addicted/connoisseur/the team marches - the more Are grades of connoisseurs - the best of the best always seek the highest levels of awareness and appreciation - Bickering still happens, and it is playful and productive. You give a talk, and the troops MARCH:
  - 10** - Elite Performer/Train the Trainer/Mountain-top/Michael Jordan/Serena Williams/Michael Phelps/Lindsey Vonn.
  - 9** - You are so engaged *you make it look like* you are “Retired at Work” all is fun and enjoyable and you smile/laugh with almost every patient/staff interaction.
  - 8** - You enjoy *constantly thinking about how you invest in your team* - it isn’t Work.
  - 7** - you are so proud, you can’t help but tell others and *brag on your team and office*.
  
2. **Great** - On cruise control/doing Fine/robotic/have staff in-fighting at times, team is able to cope - Bickering happens, yet team can still work together. You give a talk, you get applause ( :
  - 6** - Your Achievements are on the up and up.
  - 5** - 50:50 greatness and not-so-greatness. Average.
  - 4** - Gradual growth - some but not much self-confidence. But you are still in the game!
  
3. **Not-So-Great** - Crisis - High Anger, Low Spirited - Bickering divides the team and causes serious challenges. Give a talk, you get resistance and resentment.
  - 3** - Just barely scraping by - Don’t look forward to going to work.
  - 2** - Depressed and Paralyzed - downward trajectory, call in sick frequently, considering other jobs.
  - 1**- Despair/Bankruptcy/insolvency - actively considering how to quit.

**Rockstar Scale** - You just know it ( : High, medium, or low Rockstar score : )

### Rockstar Scale:

1. **Greatness** - Legendary, Iconic, Industry Leader, Impossible to Ignore: The Beatles, Elvis, Michael Jackson, Prince, Aretha Franklin, Whitney Houston, Madonna.

**10** - You Make People Star Struck! Premium pricing. Gatekeepers are needed, everyone wants you. You know your lines, very scripted, only allow others to see you at your best. Your entourage and team are also Rockstar's! You focus on artistry and high-level decisions because you have built an AMAZING team around you to support you (they do the work behind the scenes, the Rockstar takes the credit).

**9** - You are an artists' artist, you bring a spiritual nature to your work and team. Further removed though still involved in administration.

**8** - Your passion and curiosity develop leaders within your team

**7** - You are passionate about your craft, you have an entourage and team behind the scenes that assists you to be successful, and you drive most of the team's decisions.

### 2. Great - Up & comer, Rising Star

**6** - Performances are amazing, though not consistent.

**5** - High achiever, self-sustaining in the industry, has great potential, some disappointing performances.

**4** - Showing clear signs of greatness, needs cultivation and coaching, not ready for prime-time

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### 3. Not-So-Great - Dabbler, Dreamer

- 3 - Just barely scraping by - Don't look forward to performing
- 2 - Depressed and Paralyzed - considering going back to school
- 1 - Despair/Bankruptcy/insolvency - actively considering how to quit