

YOUR PRACTICE MAP



STEP 1.

Determine where you are right now. (Point A)

STEP 2.

Choose where you want to go. (Point B)

STEP 3.

Identify obstacles/opportunities. **Close The Gap**



Dental Practice Map

“If you don’t know where you are going, you will probably end up somewhere else.”

A map is only valuable if you know where you are now, where you want to go, and the path to get there. The gap between point A and B includes obstacles, challenges, and opportunities. This simple yet powerful exercise will help you identify the 3 components of the dental practice map.

STEP 1.

Determine Where You Are Now. (Point A)

Being honest and knowing exactly where you are today is the most important component of the map. Misinterpreting or claiming your situation is better than it actually is will take you on a long detour. If you want to get to Point B faster, accurately assessing where you are today is crucial to your success.

What is your current annual revenue? _____

What is your current annual profit? _____

How much money are you missing out on? Leaving on the table? _____

How many patients did you see last year? _____

How many new patients did you see last year? _____

Who are your current patients?(age, gender, where they live, lifestyle, level of health/dental health, etc.)

Rate the success of your practice on scale from 1 to 10? _____

What is your current stress level 1 - 10? _____

Right now, if your practice could talk, what would it say?

STEP 2.

Choose Where You Want To Go. (Point B)

You must begin with the end target in mind. Having a target allows you to focus your efforts on the most important tasks that will get you where you want to go. Without a target you will simply be taking random actions also known as "staying busy".

What is your annual revenue target? _____

What is your annual profit target? _____

How many patients do you want to see annually? _____

How many new patients do you want to see annually? _____

Who do you want your future patients to be?

What do you want your future stress level to be? 1 - 10. _____

If your future business could talk what would it say?

STEP 3.

Identify Obstacles & Opportunities. Close The Gap.

A problem accurately identified is half solved. Understanding the obstacles preventing you from reaching your targets is critical. How fast you close the gap between point A and point B depends on your ability to correctly identify the root causes that are leading to the current results. (Ex: Some dentists believe they have a revenue problem. Revenue is a symptom. The root cause is low patient count.)

What are the top 3 metrics(KPIs) you need to focus on in your business?

1. _____
2. _____
3. _____

What upgrades/additions does your practice need to reach your goal?

What is the one thing you can do that will make everything else easier?

Where do you need to spend more time?

Where do you need to spend less time?

What must you stop doing immediately?

Who can help you reach your goal? Who do you need to hire?

Who may you need to fire to reach your goal?

What are you currently doing that should be outsourced to someone else?

What is the very next thing you must do?
