

# SIMPLE STEPS TO SUCCESS

**Below is a very simple model that you can use to help you create and implement your vision and plan for the future. It's easy...REALLY! Just get stuck in. And once that vision becomes a reality? Well, you can think about that holiday you've been planning!**

## VISION

### Where do you want to be?

This is where it all begins. Choose a time in the future – but not too far into the future. Say, two or three years, you decide. Now, close your eyes and imagine for a moment that you've transported yourself to that time. As you open your eyes, you see your practice exactly as you want it to be. The décor, the patients, the staff, the culture, the business results – it's real, it's happening and you're watching it.

Now get that stuff down on paper – what does it look like? What's happening? What's different from your practice today? Capture it all, get excited about it. This is your vision for the future of your practice – no ifs, not buts or maybes, this is it, and it will happen!

## STRATEGIC GOALS

### What needs to happen to get you there?

So, now you've got a really clear picture of where you want to be in the future. Now you need some ways of measuring the journey from where you are now to that place in the future. That's where the strategic goals come in. So, the question to ask yourself is this: If your vision has become a reality, what's happened?

You might come up with answers such as...we've doubled our turnover, we've gone fully private and moved away from the NHS, we've added an additional surgery, we've introduced new treatments that are adding 'x' amount to our income, or we have x% more patients. Take these things back to today, and they become your goals for the next two or three years. Simple!

## STRATEGIC PLANS

### How are you going to make it happen?

This is where the ideas kick off. You know where you want to be, and what you need to do to get there. The question now is 'how?'. Think about that new surgery – is it in an existing room, is it an extension? Those new treatments – have you been on a course, have you employed other dentists with those skills or do you have a visiting specialist? This is where you formulate those plans and make those decisions.

## ACTIONS AND TASKS

### What happens today and tomorrow and the day after?

Having made those strategic decisions, it's now all about implementation. You've decided that the new surgery will be an extension to the building, which means you need to speak to an architect and draw up some plans – who is going to make that call and book that meeting? You also need to engage a company to fit it out – who is researching the companies that do this? Delegation and team involvement, that's what it's all about now. ●

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