

AUDACITY CONFERENCE
OCT 2022

fix this next FOR
HEALTHCARE PROVIDERS

Keynote

Presented by Kasey Compton



LOST? TURN RIGHT



The more I do, the
more there is to do.

|

The NEXT thing is the ONE
thing that will fix
EVERYTHING.

I'M KASEY COMPTON

PLAYING DEFENSE

I REACTED TO EVERY PROBLEM THAT CAME MY WAY

Do this, OR...
Fix this, OR...
Without this..

MY BUSINESS WILL FAIL



CATASTROPHIZING

I USED FEAR TO CHASE THE CARROT A LITTLE LONGER



BUT THEN I REALIZED...

WHAT IS THE CARROT? WHAT AM I CHASING AFTER?

freedom. success. fame. retirement
purpose. flexibility. personal growth
beach house. lake house. fun in the sun

STOP REACTING

TO THE MOMENT AND TO EACH PROBLEM WITH URGENCY.

YOUR BUSINESS DOES NOT DEPEND ON YOUR PERSONAL SACRIFICE

WE FORGET TO FOCUS ON THE ROLE
WE WANT TO PLAY IN OUR
BUSINESS.

Owner | Operator | Employee

WE THINK...

TO FINALLY BE THE OWNER WE NEED MORE.
> EMPLOYEES > MONEY > PATIENTS > GROWTH

WE'LL TELL OURSELVES WHEN WE GET MORE

WE CAN WORK **ON** THE BUSINESS AND NOT **IN** IT

THE PROBLEM IS...

WE CONFUSE SCALING WITH GROWTH



GROWTH

IS PUTTING IN MORE EFFORT TO GET RESULTS. IT REQUIRES MORE HOURS, MORE MONEY, AND MORE SACRIFICE.

SCALING

IS GETTING MORE RESULTS WITH LESS EFFORT. IT REQUIRES DOING THE **RIGHT** THINGS IN THE **RIGHT** ORDER AND IN THE **RIGHT** WAY.



MINDSIGHT STAFF MTG 2022



WHEN THE PRESSURE IS ON...

GO BACK TO WHAT YOU KNOW



QUESTION TIME

**WHAT IS THE BIGGEST
CHALLENGE YOUR BUSINESS IS
FACING? WRITE IT DOWN!**

MOST PEOPLE DON'T KNOW

**"WE FOCUS ON THE URGENT
AND DISREGARD THE
IMPORTANT."**



URGENCY = (OUR EFFORT)



IMPORTANT

THE EISENHOWER PRINCIPLE

"THE URGENT ARE NOT IMPORTANT AND THE IMPORTANT ARE NEVER URGENT."

**The IMPORTANT are activities
that have an outcome moving
our goals FORWARD.**

THE URGENT DEMAND ATTENTION AND USUALLY SERVE
SOMEONE ELSE'S GOAL

**HOW DO YOU KNOW WHAT IS
IMPORTANT VS. URGENT?**

THE CHAIN

IMAGINE A CHAIN WITH 15 LINKS
BETWEEN US AND THE GOAL IS TO
MAKE THE CHAIN STRONGER.

WHAT DO YOU DO?

YOUR BUSINESS IS LIKE A CHAIN

"I'M WORKING ON EVERYTHING, YET NOTHING SEEMS TO WORK."

THE PROBLEM IS...

WE ARE STRENGTHENING ALL OF OUR LINKS, BUT UNTIL WE IMPROVE THE WEAKEST, IT WILL ALWAYS SNAP IN THE SAME SPOT

WHEN WE NEGLECT THE WEAK LINK

WE FIND OURSELVES IN A SURVIVAL TRAP



THE SURVIVAL TRAP

3 STEP DEMO

HAPPENSTANCE

IS THE WORST CASE SCENARIO

WE SHOULD

NOT BE DOING EVERYTHING,

WE SHOULD BE DOING THE

ONE RIGHT THING.

DISTINGUISH THE

URGENT FROM IMPORTANT

AND THE

RIGHT FROM WRONG.

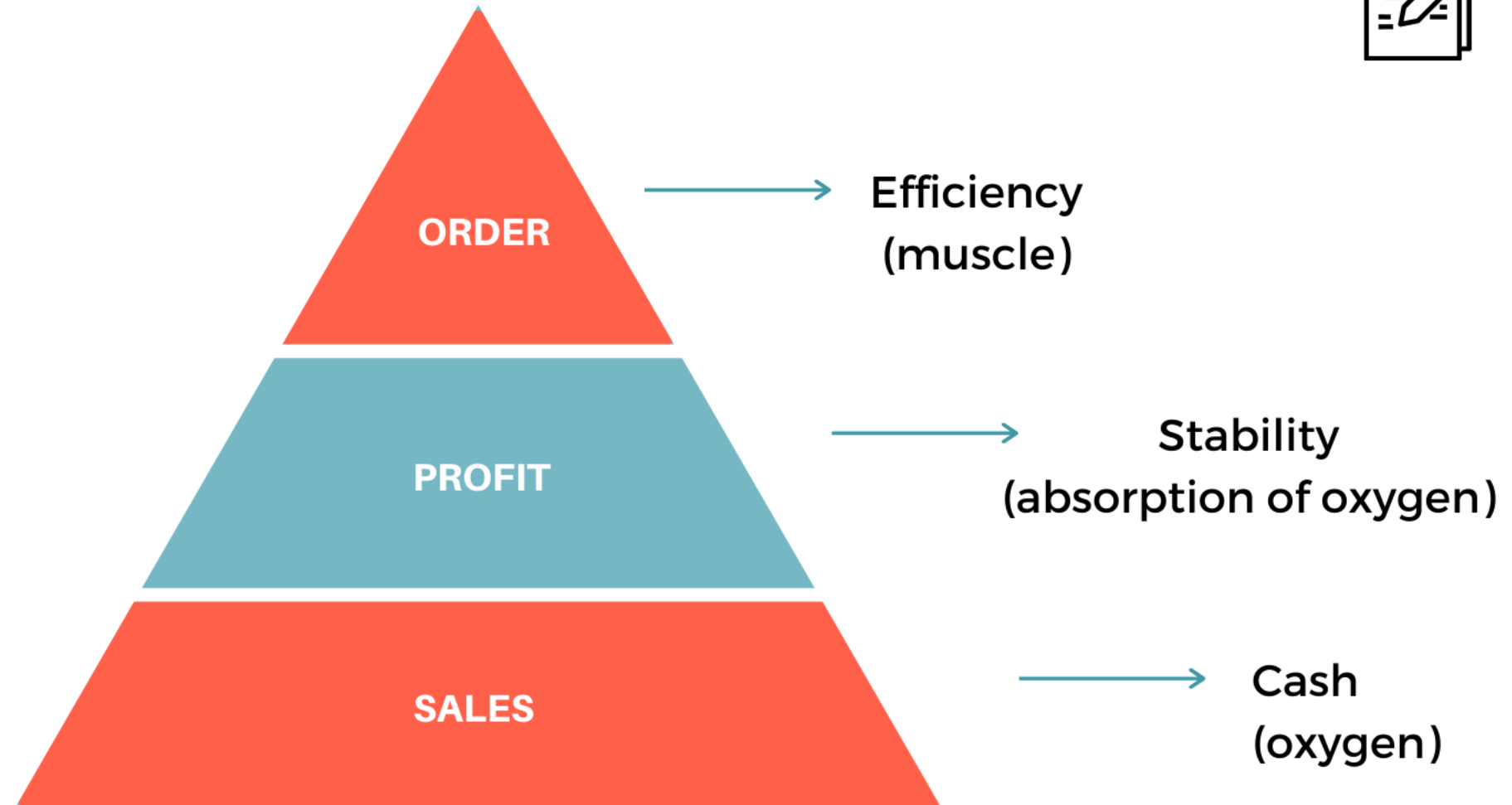


MASLOW'S HIERARCHY OF NEEDS

WE ARE WIRED TO OUR BIOLOGICAL BEING

OUR BODY TELLS US HOW TO PROTECT ITSELF

**BUT OUR BODY CAN'T TELL US
HOW TO PROTECT OUR BUSINESS**



HEALTHCARE HIERARCHY OF NEEDS

SALES LEVEL

- 1 Lifestyle Congruence**
Do you know what your billable sessions/services must be in order to support your personal financial comfort level?
- 2 Prospect & Provider Attraction**
Do you attract enough providers to support the demand, and do attract enough clients to support your level of needed sales for a profitable practice (20% Net or higher)?
- 3 Client Conversion**
Do you convert enough of the right clients to support your level of needed billable sessions/services?
- 4 Delivering on Commitments**
Do you fully deliver to your clients- doing what your message promises, following through, ultimately meeting their health goals?
- 5 Collecting on Commitments**
Do your clients fully deliver on their commitment to you- attend sessions as scheduled, minimal no-shows, late cancels, pay promptly, etc?

PROFIT LEVEL

- 1 *Debt Eradication***
Do you consistently remove debt from your practice rather than accumulate it?
- 2 *Margin Health***
Do you have healthy profit margins within each of your offerings, and do you continually seek ways to improve them?
- 3 *Appointment Frequency***
Do your clients repeatedly schedule with you as recommended in their treatment plan?
- 4 *Profitable Leverage***
When debt is used, is it used to generate predictable, increased volume and profitability?
- 5 *Cash Reserves***
Does your practice have enough cash reserves to cover all expenses for three months or longer?

ORDER LEVEL

1 ***Systemized***

Do you have an ongoing and working model to reduce bottlenecks, congestion points, and inefficiencies?

2 ***Role Alignment***

Are people's roles and responsibilities matched to their talents effectively?

3 ***Outcome Delegation***

Do the people closest to the problem feel empowered to resolve it?

4 ***Linchpin Redundancy***

Is your practice designed to operate unabated when critical employees are unavailable?

5 ***Problem Solving Solutions***

Do you and your team have an effective working model for solving problems as they arise?

APPLICATION

ALWAYS START AT THE BASE AND
ASK IF IT IS ADEQUATE ENOUGH TO
SUPPORT THE LEVEL ABOVE IT.

IT'S LIKE BUILDING A STRUCTURE

EACH LEVEL MUST BE ABLE TO SUPPORT THE ONE ABOVE IT

EMPIRICAL DATA IS CRITICAL. IT'S NOT A GAME OF HUNCHES. IT
IS A SCIENCE OF DATA.

***TAKE THE DIAGNOSTIC
ASSESSMENT***



PINPOINT YOUR BUSINESS'S VITAL NEED

THE HEALTHCARE HIERARCHY OF NEEDS

A DIAGNOSTIC
ASSESSMENT FOR
YOUR BUSINESS

THE HHN ASSESSMENT

Answer each question as accurately as possible using your practice's numbers and supplemental data. Check the box Yes or No to indicate your response.

	Y	N	
SALES LEVEL	<input type="checkbox"/>	<input type="checkbox"/>	<i>Lifestyle Congruence</i> Do you know what your billable sessions/services must be in order to support your personal financial comfort level?
	<input type="checkbox"/>	<input type="checkbox"/>	<i>Prospect & Provider Attraction</i> Do you attract enough providers to support the demand, and do attract enough clients to support your level of needed sales- for a profitable practice (20% Net or higher)?
	<input type="checkbox"/>	<input type="checkbox"/>	<i>Client Conversion</i> Do you convert enough of the right clients to support your level of needed billable sessions/services?
	<input type="checkbox"/>	<input type="checkbox"/>	<i>Delivering on Commitments</i> Do you fully deliver to your clients- doing what your message promises, following through, ultimately meeting their health goals?
	<input type="checkbox"/>	<input type="checkbox"/>	<i>Collecting on Commitments</i> Do your clients fully deliver on their commitment to you attend sessions as scheduled, minimal no-shows, late cancels, pay promptly, etc?
PROFIT LEVEL	<input type="checkbox"/>	<input type="checkbox"/>	<i>Debt Eradication</i> Do you consistently remove debt from your practice rather than accumulate it?
	<input type="checkbox"/>	<input type="checkbox"/>	<i>Margin Health</i> Do you have healthy profit margins within each of your offerings and do you continually seek ways to improve them?
	<input type="checkbox"/>	<input type="checkbox"/>	<i>Appointment Frequency</i> Do your clients repeatedly schedule with you as recommended in their treatment plan?
	<input type="checkbox"/>	<input type="checkbox"/>	<i>Profitable Leverage</i> When debt is used, is it used to generate predictable, increased volume and profitability?
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ORDER LEVEL	<input type="checkbox"/>	<input type="checkbox"/>	<i>Systemized</i> Do you have an ongoing and working model to reduce bottlenecks, congestion points, and inefficiencies?
	<input type="checkbox"/>	<input type="checkbox"/>	<i>Role Alignment</i> Are people's roles and responsibilities matched to their talents effectively?
	<input type="checkbox"/>	<input type="checkbox"/>	<i>Outcome Delegation</i> Do the people closest to the problem feel empowered to resolve it?
	<input type="checkbox"/>	<input type="checkbox"/>	<i>Linchpin Redundancy</i> Is your practice designed to operate unabated when critical employees are unavailable?
	<input type="checkbox"/>	<input type="checkbox"/>	<i>Problem Solving Solutions</i> Do you and your team have an effective working model for solving problems as they arise?



WHAT IS YOUR PRACTICE'S DIAGNOSIS?

GET TO GIVE

"GIVE TO GET" DOESN'T ALWAYS
WORK IN BUSINESS.

YOU CAN'T SKIP LEVELS.

THE DOWNFALL

MANY BUSINESSES HAVE A SOCIALLY IMPACTFUL PURPOSE,
BUT SKIP THE STAGES OF SALES, PROFIT, AND ORDER

THE FIRST THREE LEVELS MUST BE ABOUT GETTING

SO THAT YOU CAN GIVE TOWARD YOUR PURPOSE

HOW DO YOU MAKE SURE YOU ARE WORKING TOWARD SUCCESS?

YOU CREATE A TREATMENT PLAN

DIAGNOSE DIAGNOSE
TREAT TREAT
REPEAT REPEAT

WHEN YOU CAN NAME IT

YOU CAN TREAT IT

THE TREATMENT PLAN

MEANS ACCOUNTABILITY

**MOST BUSINESS OWNERS
ARE IN A RAT RACE OF THEIR
OWN MAKING**

DON'T WORK JUST TO WORK

YOUR TIME AND CONTRIBUTION TO YOUR FIELD ARE WORTH
MORE THAN THE CREDIT YOU ARE GIVING YOURSELF

YOU HAVE A CHOICE

CONTINUE WORKING ON EVERYTHING, OR START WORKING ON
THE **RIGHT** THING

YOUR BUSINESS WILL REVEAL
WHAT THE **RIGHT** THING IS...

YOU JUST HAVE TO DIAGNOSE IT



THIS WAY
→

SHE HAD TO **FEEL LOST** TO
REALIZE SHE NEEDED
KNOWLEDGE THAT SHE DIDN'T
ALREADY HAVE

**LENNON IS NO DIFFERENT FROM
ANY OF YOU IN THAT WAY**

YOU'RE NOT IN ANY CORN MAZE THAT SOMEONE ELSE HASN'T
ALREADY BEEN IN

DIAGNOSE YOUR BUSINESS AND APPLY A TREATMENT PLAN

AND IN LENNON'S CASE, A STRATEGY
LEAN INTO WHAT YOU KNOW...

WHAT FEELS SO BIG AND
OVERWHELMING MIGHT BE
SOMETHING AS SIMPLE AS
TURNING **RIGHT.**

MY BIG ASK... FOLLOW ME!



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CONTACT INFO

FREE RESOURCES

Go to www.kaseycompton.com/ftn to get access to the FTN QuickStart! This insider platform will give you all the quick and dirty secrets to the FTN system.

