

The Ultimate Professional Organizational

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You've made it! You hold a prestigious license (PhD, MD, DDS, CPA, LLD, DC...). You can almost smell the money that will soon be rolling in, right? Wrong, stop right there, if you are like nearly every professional I know you will never see the wealth that you dreamed about as a student. Those of you that are already experienced professionals realize the truth of this fact and *continue to be frustrated* by the seemingly inverse relationship between your level of performance and the net performance of your practice.

The following information is brief and to the point. You've already read a small library of tomes to get where you are today, and you are too busy *working 60-80 hours* a week as a slave to your practice to read a lengthy document. The purpose of this information is to put you on a path to change your financial future and obtain *balance and enjoyment from your life*. The solution is simple and you may wonder why you haven't achieved a higher level of the performance from your practice already.

There are four components to exceeding your practice's present performance:

1. **Organizational alignment:** Determine where your organization is today. Don't guess. This requires a thorough inquiry involving every employee. The result will provide a *root cause analysis* of what is really wrong in the back room of your practice, not what you think the problem(s) might be. Failure to identify the root causes, there are usually a number of sources preventing your desired outcomes, will lead you down the erroneous path of responding to symptoms. When you respond to and attempt to correct symptoms rather than the real source of the

undesired results, more symptoms arise and the problem continues to escalate.

2. **Strategic planning:** At some point in your life your desire to become the professional that you are today became your mission. In order to achieve the mission you aspired to, you created a vision for yourself. That vision would inspire you to make the sacrifices that you would need to make to accomplish your mission. You determined exactly what you would need to do to become a member of your chosen profession. In fact, you set goals and established an action plan for their achievement. Are you using this approach in your practice? Wouldn't your practice benefit from having a mission, vision, and business plan?
3. **Management system:** Your strategic plan helps you to define what success means to your organization. Communication of your strategic plan to your employees provides an opportunity for each and every employee to define how they will *contribute to the success of your practice*. Who do your customers (clients, patients...) spend most of their time with or interact with in order to receive your services? Doesn't it make sense to ensure that your staff members are presenting a stellar representation of the message you want to send to your customers? Yet, staff members drop the ball every day in most of the practices that I see. Your staff members directly affect your potential for wealth. As a professional, you take great pride in your knowledge and skill. Don't allow your staff to wipe that impression from the minds of your customers.
4. **Operating system:** This is where most organizations are willing to expend the majority of their

time and dollars. All businesses, not just manufacturers, have business processes. A business process can be something as simple as cutting a check, sending out statements for payment, or making sure a customer doesn't fall through the cracks. How can such simple business processes be worth your interest? Well, frequently, it is processes like these that on the surface appear so simple that get complicated by people within the organization and end up hurting your bottom line. Like all businesses you must make sure that your practice is doing the right things (effective) and doing the right things right (efficient). Your customers expect your practice to be effective. You can differentiate your practice through efficiency.

That's it, it sounds simple doesn't it? But, if it is so simple why aren't all practices meeting the expectations of both the professionals behind them and the customers using their services? Well, just like you,

those professionals are too busy using their expertise to serve their customers to work on the back room of the practice. As you well know, it takes a lot longer to get where you're going through trial and error. You have other professionals on your team for their expertise. If your practice lacks the knowledge and/or skills to evaluate your organizational alignment, develop a strategic plan, or make adjustments to your management and operating systems start learning now. Read, attend seminars, or contact a professional business consultant that will help you and the employees in your organization learn how to make your practice better. What is it costing your practice each day that you don't take action? To get free information on the specifics of each component email measuredsuccess@frontiernet.net

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