



MY PRACTICE VISION FOR 2019

"Vision is the art
of seeing what is invisible to others."
Jonathan Swift

 Practice Momentum

Where will you & your practice be at the end of 2019?

Ask any very successful person that is achieving their dreams & they will tell you a clear vision is THE MOST important starting point.

So as we set about planning for 2019, I want to ask you what is your vision for you & your practice ?

Do you have one?

Do you know what you want to achieve next year ?

Ask yourself -

- What services will I / we be offering?
- How many hours will I / we be working?
- Which business awards have I / we have won?
- What will I / we be doing in our local community?
- How many new patients will I / we be seeing each month?
- When will I / we be launching our new website?
- How will I / we be upgrading our clinic?
- How many people will have watched my / our videos on YouTube?
- What kinds of patients will I / we be attracting?
- How much money will I / we be making?
- How much time will I / we be taking off?
- Who else will I / we be working with?

Do you have the answers ?

If you don't have all of those answers and more, I want to suggest that your vision for you & your practice for 2019 is not clear enough for it ever to become a reality.

For you to create anything in your life and / or practice, the first thing you have to do is be able to see it CLEARLY in your minds eye.

In his book, the Seven Habits of Highly Effective People, Stephen Covey identifies habit 2 as :

"the ability to envision in your mind what you cannot at present see with your eyes. It is based on the principle that all things are created twice. There is a mental (first) creation, and a physical (second) creation. The physical creation follows the mental. If you don't make a conscious effort to visualize who you are and what you want in life, then you empower other people and circumstances to shape you and your life."

Stephen Covey

Building Your Vision

If you haven't really thought about it, or can't quite see it, I want to help you take control of what your 2019 is going to look like, by starting now with a vision in your mind and on paper, for what you want to achieve in your practice.

I've put together a simple vision building tool that you can complete, tweak and use to help you get a clear vision for where you are going & what you need to do through 2019 to make it a reality.

Please feel free to adapt and chop and change it to suit you and your practice BUT please do use it!

*Without decisive action to take you towards your goals
you will struggle to succeed.*

Step 1.

Learning from This Year

So, let's start by looking back at 2018 & what that can teach you.

Either on a separate piece of paper or in the spaces below start by writing out everything that you loved doing & you want to do more of.

Then work your way through all of the boxes to filter out the things that can help build your vision for next year.

What did I love + want to do more of . . .

What did I not enjoy + want to do less of . . .

What did I achieve this year?

What went really well in 2018 ?

What will I leave behind + not drag with me into 2019?

What new & exciting discoveries did I make
& want to build into my practice ?

What were my top 3 hi-lights of this year ?

How did I grow as a person over this year ?

What were my main lessons from this year ?

What word would I use to describe 2018 ?

So hopefully that has helped you reflect back over the last year & pull from it things that will help you move forward & build your vision for 2019.

Step 2.

Identify how you want to feel at the end of 2019

I hate starting my planning with numbers. Financial goals, membership numbers or quarterly targets don't motivate me, and I know that's the same for MANY healthcare professionals.

So let's start with how you want to be feeling. Sounds very fluffy I know BUT your feelings drive your actions, which dictate your outcomes so identifying your desired feelings can be a really powerful part of successful planning.

Having 2 or 3 clear feelings you want to create can really help give you a lens through which to view all of your business and life decisions over the next 12 months to keep you on track & aligned to your dreams.

I'm talking about feelings & emotions like :

Fulfilled Inspired Courageous Abundant Happy Whole

Affluent Inspiring Proud Dead chuffed Kind Successful

Honest Fun filled Joyous At ease Content Victorious

Satisfied Adventurous Ecstatic Safe Thrilled

Identify your 2 or 3 feelings for 2019

1.

2.

3

Now as you go through the year you can use those to guide your actions by asking yourself

"Is this" (insert each of your feelings in turn)

OR

What would make this (insert each of your feelings in turn)

This process will help you make decisions that are in tune with what you really desire for this year.

STOP - did you do that exercise ?

I know some people will duck out of this part because it feels too fluffy or touchy feely as my husband would say.

If that's you you are missing a trick.

You'll be sorry !!!

Go back and give it a go, I promise feeling silly doing it, is nothing compared to the frustration of not achieving what you want !!



Step 3.

Building Your Vision for 2019

OK this is the exciting bit. You're going to come up with a description of your practice at the end of next year.

Get a fresh piece of paper (or 4) & a big cup of tea.

Go back to the questions on page 2 and go through them again, coming up with answers that fire you up.

Then go through the answers you gave in section 1 and use your answers there to add more details to your description of your practice in 2019.

Be as detailed as you can be, leave no practice stone unturned.

For each new element that you add into your description put it through the feelings filter in step 2.

"is this" or "What would make this"

This will help you build a vision that is in line with you and one that is far more likely to come to fruition.

N.B. This does not need to be in your best handwriting, in the perfect notebook or written with your lucky pen.

Imperfect action is far better than perfect inaction!

Go to it, be brave, get creative + get excited

Summarise your key goals for 2019

The main achievements in the practice during 2019 will be :

Step 4.

Making Your Vision Visual

Once you've written a detailed description and identified your key goals, the final step is to build a visual picture.

Having something you can easily look at every day is really going to help keep you focussed and on track throughout the year.

You can go old school and do this using glue, paper and images & headlines from papers and magazines.

Alternatively you can use the digital version, a Word document filled with images you can copy & paste from the Internet and headlines you have written.

Or if you have a Pinterest account you could set up a private board, and build your vision for your 2019 practice in there.

That's it you're done.

You have a vision that will guide your feelings, thoughts, actions & outcomes for 2019.

BUT PLEASE REMEMBER THIS IS A WORKING DOCUMENT

Keep reading it, taking action and updating it as you go along.

Putting it away in a draw or storing it deep in the hard drive of your computer, will have very little effect on moving you towards your goal.

If you think you want some more support or you have any questions, (and you are not already a member) hop over to the free Practice Momentum Facebook group & request to join.

I want to wish you well for an exiting, exhilarating, fun (or whatever three feelings you are wanting) 2019.

GO GET IT !!!