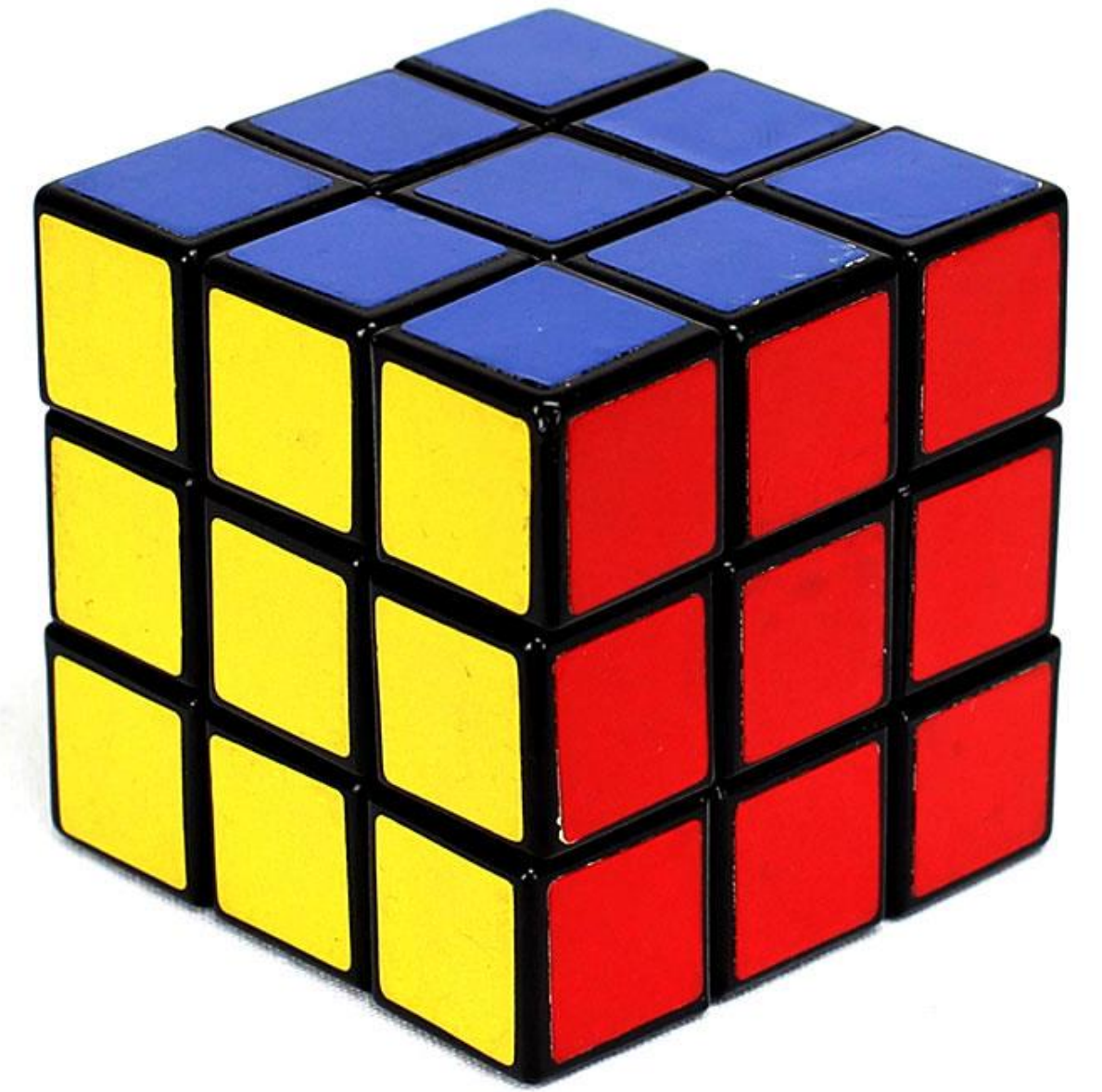


HOW TO  
MAKE A BIGGER  
**IMPACT**  
AND A BIGGER  
**INCOME**

**MAC 2024**

SF 2024



**REMARKABLE!**

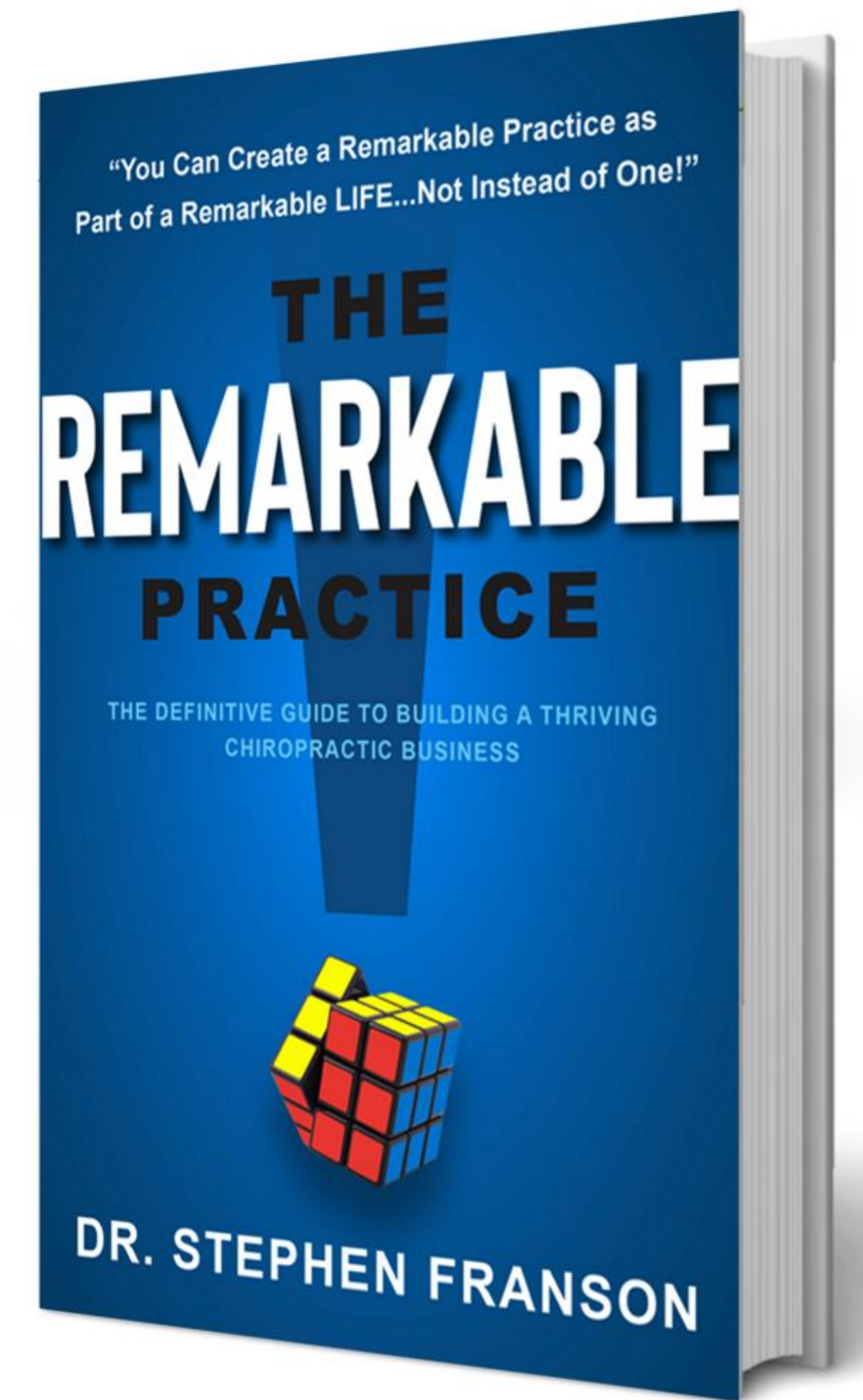
***You Can Create a Remarkable Practice As Part of a  
Remarkable Life...NOT Instead of One***



# DR STEPHEN FRANSON

## The Remarkable Practice

- **LIFE UNIVERSITY 96'**
- FRANSON FAMILY CHIROPRACTIC
- THE REMARKABLE PRACTICE
- THE REMARKABLE CEO PODCAST
- (AUTHOR) THE REMARKABLE PRACTICE
- CO-FOUNDER CHIRO MATCH MAKERS
- LAUNCHED / BUILT OVER 10 COMPANIES
- OVER \$100 MILLION IN REVENUE



**@theremarkablepractice**



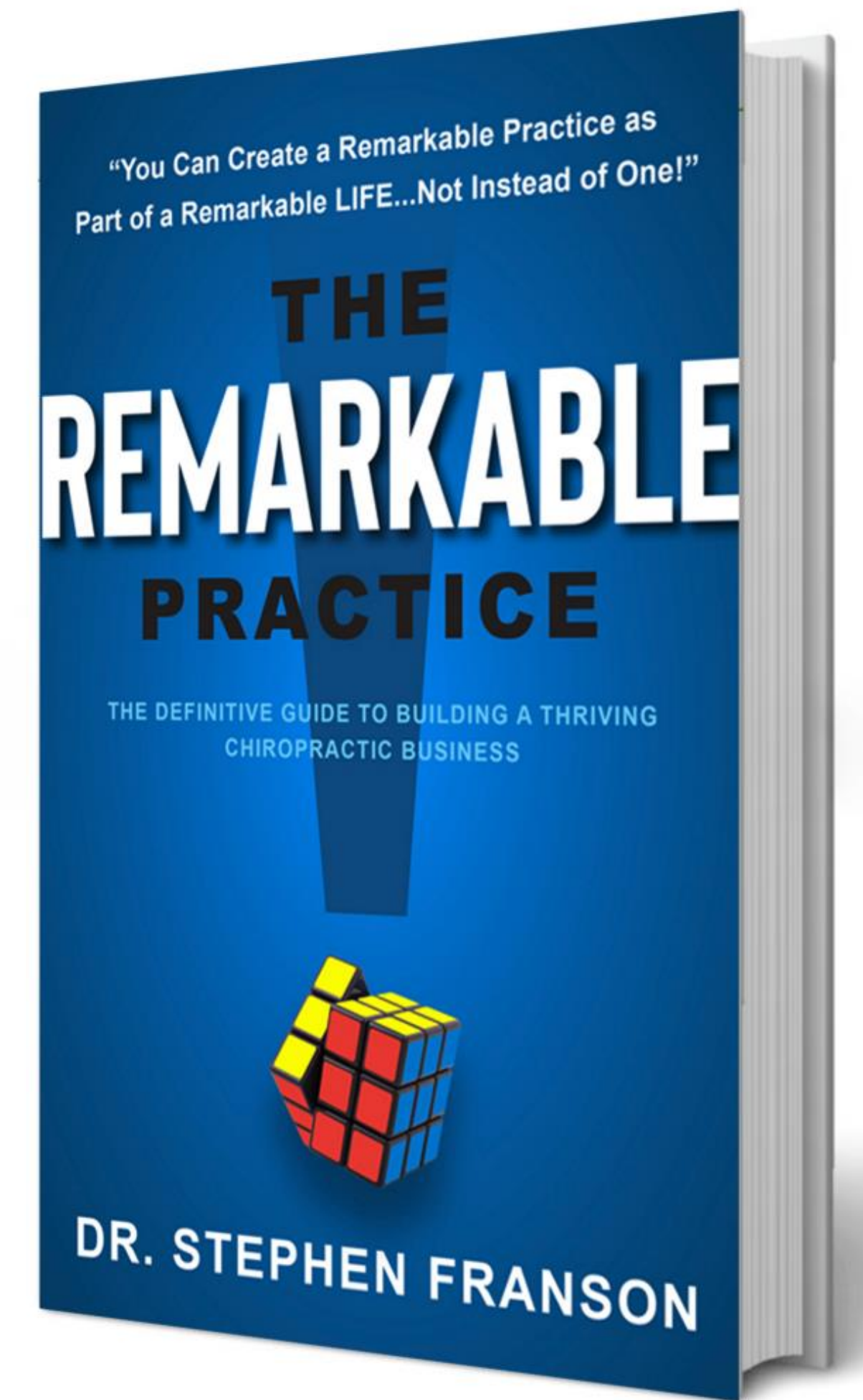


***Create the Business  
That **Supports** Your  
Remarkable Life -  
Not Competes with it***

# DR STEPHEN FRANSON

## The Remarkable Practice

- LIFE UNIVERSITY 96'
- FRANSON FAMILY CHIROPRACTIC
- THE REMARKABLE PRACTICE
- THE REMARKABLE CEO PODCAST
- (AUTHOR) THE REMARKABLE PRACTICE
- CO-FOUNDER CHIRO MATCH MAKERS
- LAUNCHED / BUILT OVER 10 COMPANIES
- OVER \$100 MILLION IN REVENUE



**@theremarkablepractice**

# **BIGGER PRACTICE, BIGGER IMPACT**

**Help More People  
Make More Money  
Have More Fun**

**SESSION 1**

**REMARKABLE!**

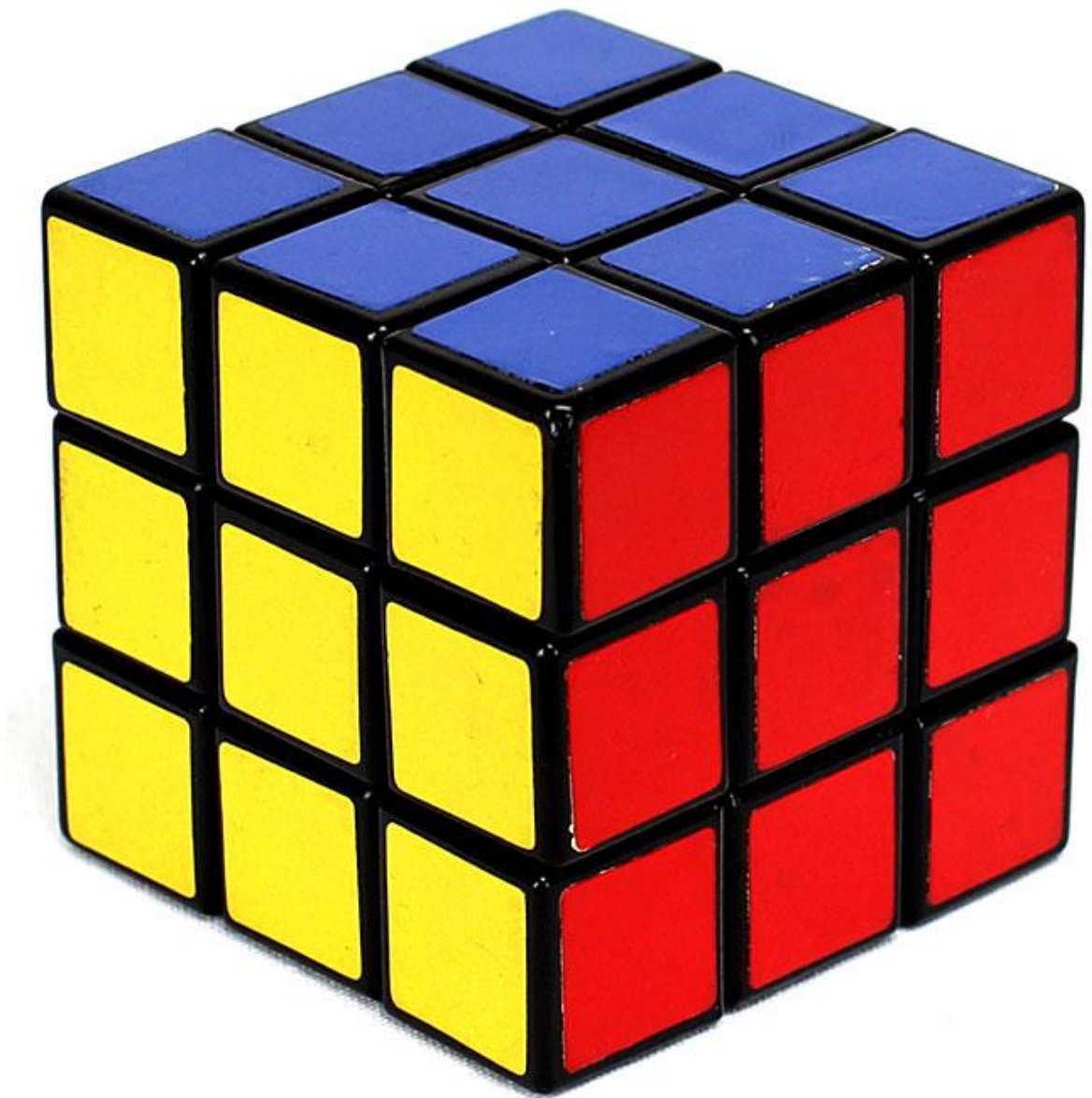


*We are in the  
Business of Saving Lives...  
When **Business** is Good -  
Everybody Wins.*

# BUILD A BUSINESS

*Or Own a Job*

- **SCALABLE**
- **DURABLE**
- **TRANSFERABLE**



**REMARKABLE!**



**LAUNCH**

**BUILD**

**SCALE**

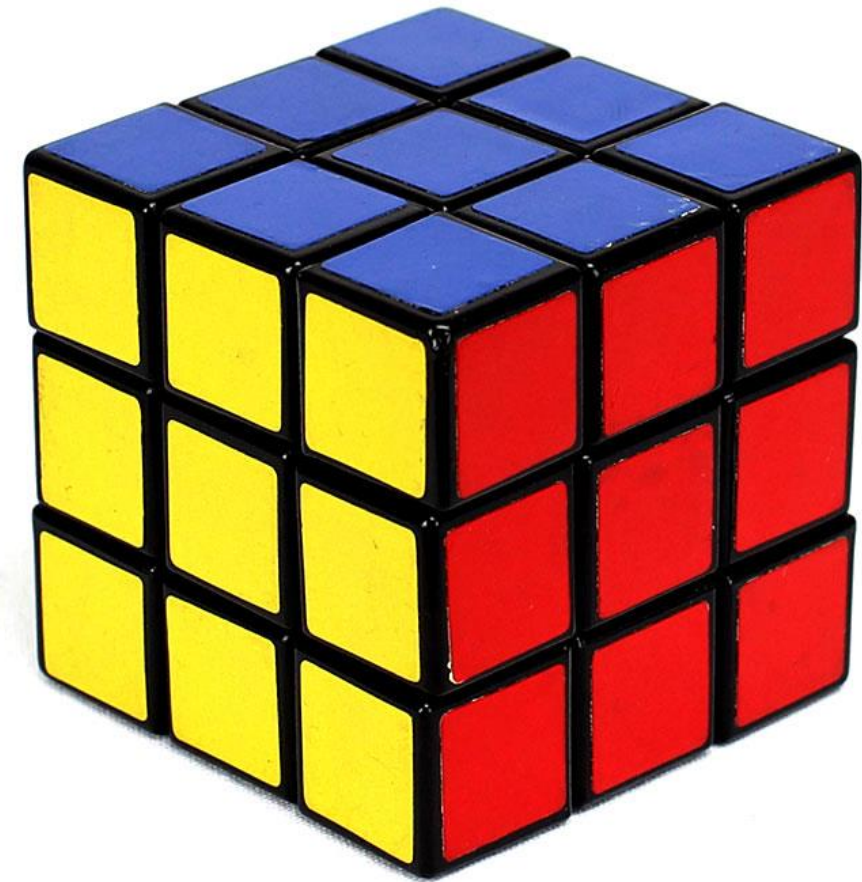
**EXIT**

# REMARKABLE!

## 4 Seasons of the Chiropractic Career

<b>Launch!</b>	<b>Build!</b>	<b>Scale!</b>	<b>Exit!</b>
<b>CHARACTERISTICS</b>	<b>CHARACTERISTICS</b>	<b>CHARACTERISTICS</b>	<b>CHARACTERISTICS</b>
<ul style="list-style-type: none"> <li>■ First Year in Practice</li> <li>■ Learning How to “Doctor”</li> </ul>	<ul style="list-style-type: none"> <li>■ Physical Office Established</li> <li>■ Systems In Place</li> <li>■ Have Hired Employees</li> </ul>	<ul style="list-style-type: none"> <li>■ Leveraging Systems</li> <li>■ Leveraging Team</li> <li>■ Leveraging Associate Doctor(s)</li> </ul>	<ul style="list-style-type: none"> <li>■ You Are Getting Ready To Sell (1 – 3 Yrs)</li> <li>■ Well Established Practice</li> </ul>
<b>CHALLENGES</b>	<b>CHALLENGES</b>	<b>CHALLENGES</b>	<b>CHALLENGES</b>
<ul style="list-style-type: none"> <li>■ Lack Certainty, Conviction, Clarity</li> <li>■ Lack Systems</li> <li>■ No Money</li> </ul>	<ul style="list-style-type: none"> <li>■ Struggling to Build a Team</li> <li>■ Busy, But Overwhelmed</li> </ul>	<ul style="list-style-type: none"> <li>■ You Are Still An Owner Operator</li> <li>■ Capacity Issues (Scalability Not Optimized)</li> </ul>	<ul style="list-style-type: none"> <li>■ You Still Own A Job – Not A Business</li> <li>■ No Idea Where To Start To Exit</li> </ul>
<b>GOALS</b>	<b>GOALS</b>	<b>GOALS</b>	<b>GOALS</b>
<ul style="list-style-type: none"> <li>■ Predictable Growth – See More People</li> <li>■ Consistent Growth – Make More Money</li> </ul>	<ul style="list-style-type: none"> <li>■ Growth: Bigger Impact</li> <li>■ Growth: Bigger Income</li> </ul>	<ul style="list-style-type: none"> <li>■ Optimize Impact (More Services)</li> <li>■ Optimize Income (And Profit)</li> <li>■ Create More Time Freedom</li> </ul>	<ul style="list-style-type: none"> <li>■ Peace Of Mind (Successor)</li> <li>■ Graceful Exit</li> <li>■ Profitable Exit</li> </ul>
<b>I Want to Create a 7 FIGURE FOUNDATION</b>	<b>I Want to Build a 7 FIGURE REVENUE</b>	<b>I Want a 7 FIGURE PROFIT</b>	<b>I Want to Plan a 7 FIGURE EXIT</b>

# THE 6 SIDES OF THE RUBIK'S CUBE OF PRACTICE SUCCESS



**VISION**



**TEAM**



**LEADERSHIP**



**TRAINING**



**SYSTEMS**



**ENERGY**

**SUCCESS**

# ALIGNMENT

*Where Success Lives*



**CORE VALUES**



**VISION STORY**



**BEHAVIORS**

# PRACTICE SUCCESS

*The 4 Legged-Stool*

- 1. ART**
- 2. SCIENCE**
- 3. PHILOSOPHY**
- 4.**

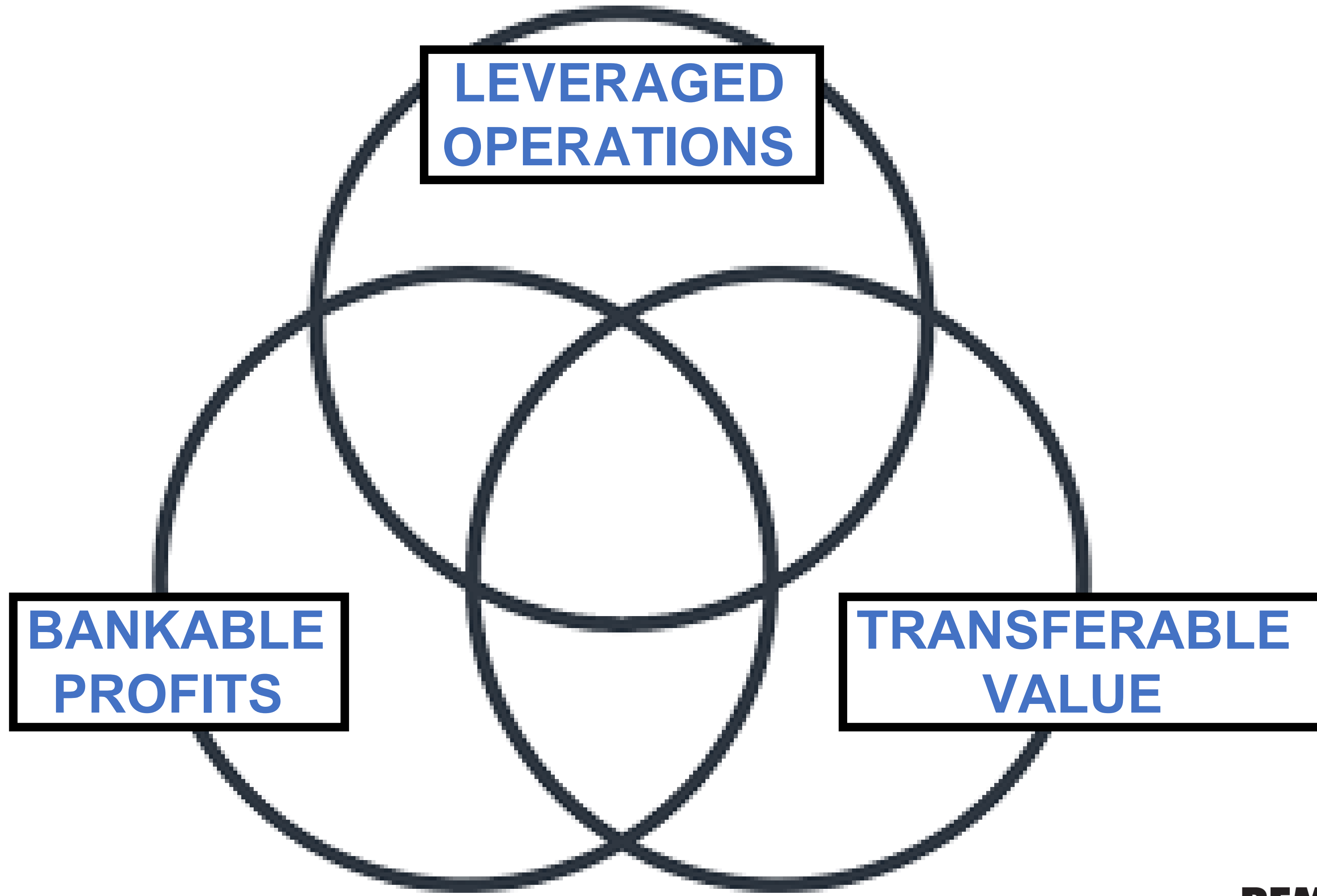


# PRACTICE SUCCESS

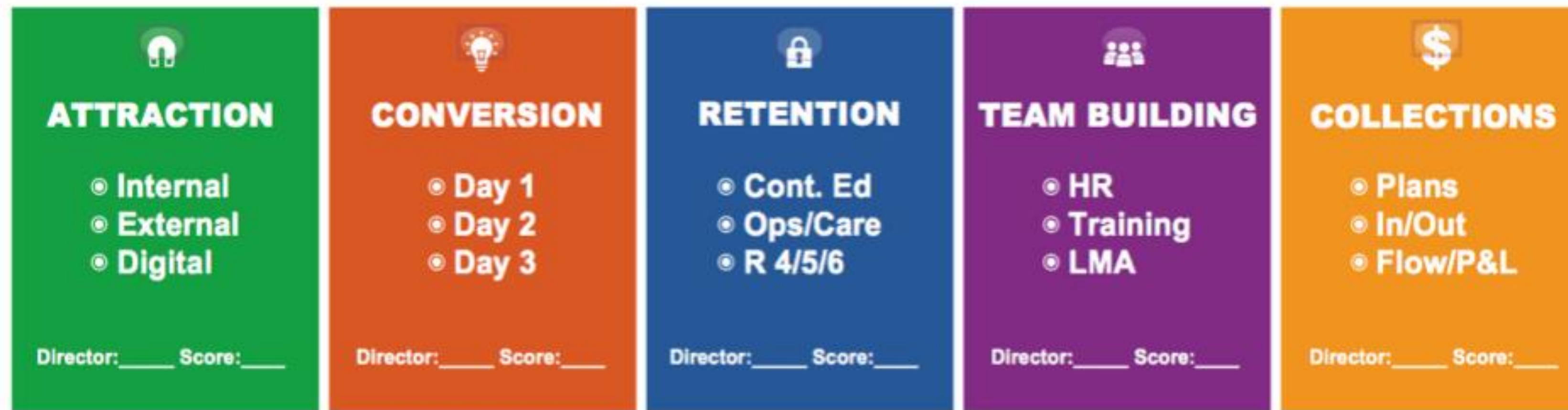
*The 4 Legged-Stool*

1. ART
2. SCIENCE
3. PHILOSOPHY
4. BUSINESS ACUMEN

*We Are In The  
Business of Saving Lives...  
When Business is Good,  
Everybody Wins!*







(MARKETING)






(SALES)

(DELIVERY)

(HR)

(FINANCE)

- Please change Director to Team
- Change order to Score then Team
- Add text in parentheses below “Domain Title”

 <p><b>ATTRACTION</b></p> <ul style="list-style-type: none"> <li>Internal</li> <li>External</li> <li>Digital</li> </ul> <p>Director: _____ Score: _____</p>	 <p><b>CONVERSION</b></p> <ul style="list-style-type: none"> <li>Day 1</li> <li>Day 2</li> <li>Day 3</li> </ul> <p>Director: _____ Score: _____</p>	 <p><b>RETENTION</b></p> <ul style="list-style-type: none"> <li>Cont. Ed</li> <li>Ops/Care</li> <li>R 4/5/6</li> </ul> <p>Director: _____ Score: _____</p>	 <p><b>TEAM BUILDING</b></p> <ul style="list-style-type: none"> <li>HR</li> <li>Training</li> <li>LMA</li> </ul> <p>Director: _____ Score: _____</p>	 <p><b>COLLECTIONS</b></p> <ul style="list-style-type: none"> <li>Plans</li> <li>In/Out</li> <li>Flow/P&amp;L</li> </ul> <p>Director: _____ Score: _____</p>
---	--	---	---	---

<p><b>INTERNAL</b></p> <ul style="list-style-type: none"> <li>Organic Referrals</li> <li>Process Driven</li> <li>Campaign Driven</li> </ul> <p>Team: _____ Score: _____</p>	<p><b>DAY 1</b></p> <ul style="list-style-type: none"> <li>Emp Connection</li> <li>Consultation/Recap</li> <li>Examination</li> </ul> <p>Team: _____ Score: _____</p>	<p><b>CONT. ED</b></p> <ul style="list-style-type: none"> <li>Table Talk</li> <li>Workshop</li> <li>Progress Report</li> </ul> <p>Team: _____ Score: _____</p>	<p><b>HR</b></p> <ul style="list-style-type: none"> <li>Hiring / Onboarding</li> <li>Discipline / Firing</li> <li>Team Management</li> </ul> <p>Team: _____ Score: _____</p>	<p><b>PLANS</b></p> <ul style="list-style-type: none"> <li>Payment Plans</li> <li>Collections/OTC/EFT</li> <li>Insurance</li> </ul> <p>Team: _____ Score: _____</p>
---	---	--	--	---

<p><b>EXTERNAL</b></p> <ul style="list-style-type: none"> <li>Networking</li> <li>Outside Events</li> <li>Traditional Mktg</li> </ul> <p>Team: _____ Score: _____</p>	<p><b>DAY 2</b></p> <ul style="list-style-type: none"> <li>ROF</li> <li>Recs for Care</li> <li>Financials</li> </ul> <p>Team: _____ Score: _____</p>	<p><b>OPS/CARE</b></p> <ul style="list-style-type: none"> <li>Examination</li> <li>Clinical Care/ ADJ</li> <li>Other Services</li> </ul> <p>Team: _____ Score: _____</p>	<p><b>TRAINING</b></p> <ul style="list-style-type: none"> <li>CA Training</li> <li>DC Training</li> <li>Development</li> </ul> <p>Team: _____ Score: _____</p>	<p><b>IN/OUT FLOWS</b></p> <ul style="list-style-type: none"> <li>Money In (Payments)</li> <li>Money Out (Bills)</li> <li>Banking/Ck Book</li> </ul> <p>Team: _____ Score: _____</p>
---	--	--	--	--

<p><b>DIGITAL</b></p> <ul style="list-style-type: none"> <li>Website / SEO</li> <li>Email Marketing</li> <li>Social Media</li> </ul> <p>Team: _____ Score: _____</p>	<p><b>DAY 3</b></p> <ul style="list-style-type: none"> <li>E &amp; A</li> <li>Policies</li> <li>Patient Training</li> </ul> <p>Team: _____ Score: _____</p>	<p><b>R 4/5/6</b></p> <ul style="list-style-type: none"> <li>Re-Examination</li> <li>Re-Recommendations</li> <li>Re-Commitments</li> </ul> <p>Team: _____ Score: _____</p>	<p><b>LMA</b></p> <ul style="list-style-type: none"> <li>Runs the Team</li> <li>Manages the Team</li> <li>Holds Team Acct</li> </ul> <p>Team: _____ Score: _____</p>	<p><b>P&amp;L</b></p> <ul style="list-style-type: none"> <li>Bookkeeping</li> <li>Accounting/Taxes</li> <li>Cash Flow/Profit</li> </ul> <p>Team: _____ Score: _____</p>
--	---	--	--	---

# YOUR PRACTICE TODAY

## The Brutal Facts

1. IS IT OPTIMIZED? (0 - 10)

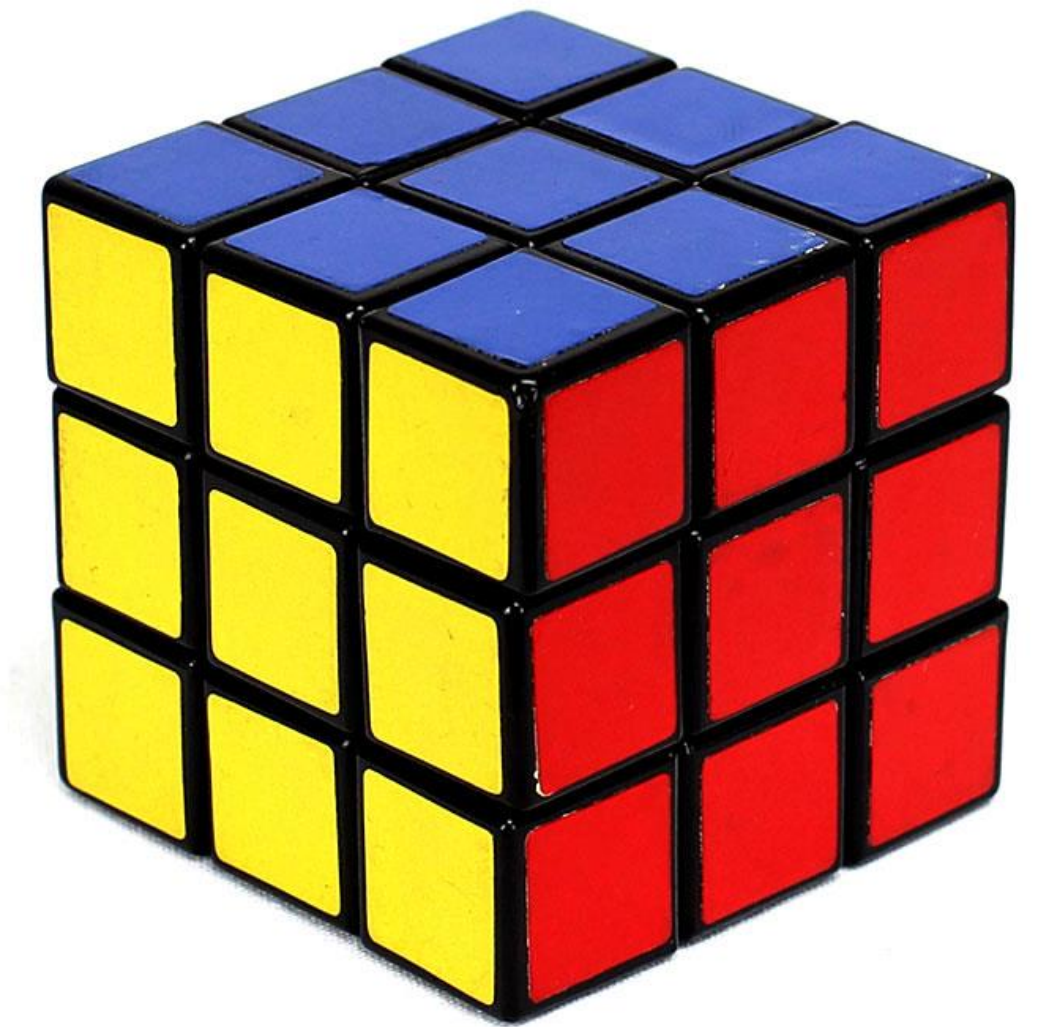
2. WHO OWNS IT?

<b>ATTRACTION</b> <ul style="list-style-type: none"><li>Internal</li><li>External</li><li>Digital</li></ul> Director: ___ Score: ___	<b>CONVERSION</b> <ul style="list-style-type: none"><li>Day 1</li><li>Day 2</li><li>Day 3</li></ul> Director: ___ Score: ___	<b>RETENTION</b> <ul style="list-style-type: none"><li>Cont. Ed</li><li>Ops/Care</li><li>R 4/5/6</li></ul> Director: ___ Score: ___	<b>TEAM BUILDING</b> <ul style="list-style-type: none"><li>HR</li><li>Training</li><li>LMA</li></ul> Director: ___ Score: ___	<b>COLLECTIONS</b> <ul style="list-style-type: none"><li>Plans</li><li>In/Out</li><li>Flow/P&amp;L</li></ul> Director: ___ Score: ___
<b>INTERNAL</b> <ul style="list-style-type: none"><li>Organic Referrals</li><li>Process Driven</li><li>Campaign Driven</li></ul> Team: ___ Score: ___	<b>DAY 1</b> <ul style="list-style-type: none"><li>Emp Connection</li><li>Consultation/Recap</li><li>Examination</li></ul> Team: ___ Score: ___	<b>CONT. ED</b> <ul style="list-style-type: none"><li>Table Talk</li><li>Workshop</li><li>Progress Report</li></ul> Team: ___ Score: ___	<b>HR</b> <ul style="list-style-type: none"><li>Hiring / Onboarding</li><li>Discipline / Firing</li><li>Team Management</li></ul> Team: ___ Score: ___	<b>PLANS</b> <ul style="list-style-type: none"><li>Payment Plans</li><li>Collections/OTCEFT</li><li>Insurance</li></ul> Team: ___ Score: ___
<b>EXTERNAL</b> <ul style="list-style-type: none"><li>Networking</li><li>Outside Events</li><li>Traditional Mktg</li></ul> Team: ___ Score: ___	<b>DAY 2</b> <ul style="list-style-type: none"><li>ROF</li><li>Recs for Care</li><li>Financials</li></ul> Team: ___ Score: ___	<b>OPS/CARE</b> <ul style="list-style-type: none"><li>Examination</li><li>Clinical Care/ ADJ</li><li>Other Services</li></ul> Team: ___ Score: ___	<b>TRAINING</b> <ul style="list-style-type: none"><li>CA Training</li><li>DC Training</li><li>Development</li></ul> Team: ___ Score: ___	<b>IN/OUT FLOWS</b> <ul style="list-style-type: none"><li>Money In (Payments)</li><li>Money Out (Bills)</li><li>Banking/Ck Book</li></ul> Team: ___ Score: ___
<b>DIGITAL</b> <ul style="list-style-type: none"><li>Website / SEO</li><li>Email Marketing</li><li>Social Media</li></ul> Team: ___ Score: ___	<b>DAY 3</b> <ul style="list-style-type: none"><li>E &amp; A</li><li>Policies</li><li>Patient Training</li></ul> Team: ___ Score: ___	<b>R 4/5/6</b> <ul style="list-style-type: none"><li>Re-Examination</li><li>Re-Recommendations</li><li>Re-Commitments</li></ul> Team: ___ Score: ___	<b>LMA</b> <ul style="list-style-type: none"><li>Runs the Team</li><li>Manages the Team</li><li>Holds Team Acct</li></ul> Team: ___ Score: ___	<b>P&amp;L</b> <ul style="list-style-type: none"><li>Bookkeeping</li><li>Accounting/Taxes</li><li>Cash Flow/Profit</li></ul> Team: ___ Score: ___

# REMARKABLE BUSINESS

*Solve the Puzzle of Practice Success*

- **OPERATIONALIZE**
- **PROFESSIONALIZE**
- **OPTIMIZE**



**REMARKABLE!**



**DOWNLOAD YOUR FREE COPY HERE:**

[www.themarkablepractice.com/acctgrid-MAC](http://www.themarkablepractice.com/acctgrid-MAC)



<b>ATTRACTION</b> ● Internal ● External ● Digital Director: _____ Score: _____	<b>CONVERSION</b> ● Day 1 ● Day 2 ● Day 3 Director: _____ Score: _____	<b>RETENTION</b> ● Cont. Ed ● Ops/Care ● R 4/5/6 Director: _____ Score: _____	<b>TEAM BUILDING</b> ● HR ● Training ● LMA Director: _____ Score: _____	<b>COLLECTIONS</b> ● Plans ● In/Out ● Flow/P&L Director: _____ Score: _____
--	--	---	---	---

<b>INTERNAL</b> ● Organic Referrals ● Process Driven ● Campaign Driven Team: _____ Score: _____	<b>DAY 1</b> ● Emp Connection ● Consultation/Recap ● Examination Team: _____ Score: _____	<b>CONT. ED</b> ● Table Talk ● Workshop ● Progress Report Team: _____ Score: _____	<b>HR</b> ● Hiring / Onboarding ● Discipline / Firing ● Team Management Team: _____ Score: _____	<b>PLANS</b> ● Payment Plans ● Collections/OTC/EFT ● Insurance Team: _____ Score: _____
---	---	--	--	---

<b>EXTERNAL</b> ● Networking ● Outside Events ● Traditional Mktg Team: _____ Score: _____	<b>DAY 2</b> ● ROF ● Recs for Care ● Financials Team: _____ Score: _____	<b>OPS/CARE</b> ● Examination ● Clinical Care/ ADJ ● Other Services Team: _____ Score: _____	<b>TRAINING</b> ● CA Training ● DC Training ● Development Team: _____ Score: _____	<b>IN/OUT FLOWS</b> ● Money In (Payments) ● Money Out (Bills) ● Banking/Ck Book Team: _____ Score: _____
---	--	--	--	--

<b>DIGITAL</b> ● Website / SEO ● Email Marketing ● Social Media Team: _____ Score: _____	<b>DAY 3</b> ● E & A ● Policies ● Patient Training Team: _____ Score: _____	<b>R 4/5/6</b> ● Re-Examination ● Re-Recommendations ● Re-Commitments Team: _____ Score: _____	<b>LMA</b> ● Runs the Team ● Manages the Team ● Holds Team Acct Team: _____ Score: _____	<b>P&amp;L</b> ● Bookkeeping ● Accounting/Taxes ● Cash Flow/Profit Team: _____ Score: _____
--	---	--	--	---

# GROW YOUR PRACTICE BY GROWING YOUR PEOPLE

**Getting The 4 Rights Right**

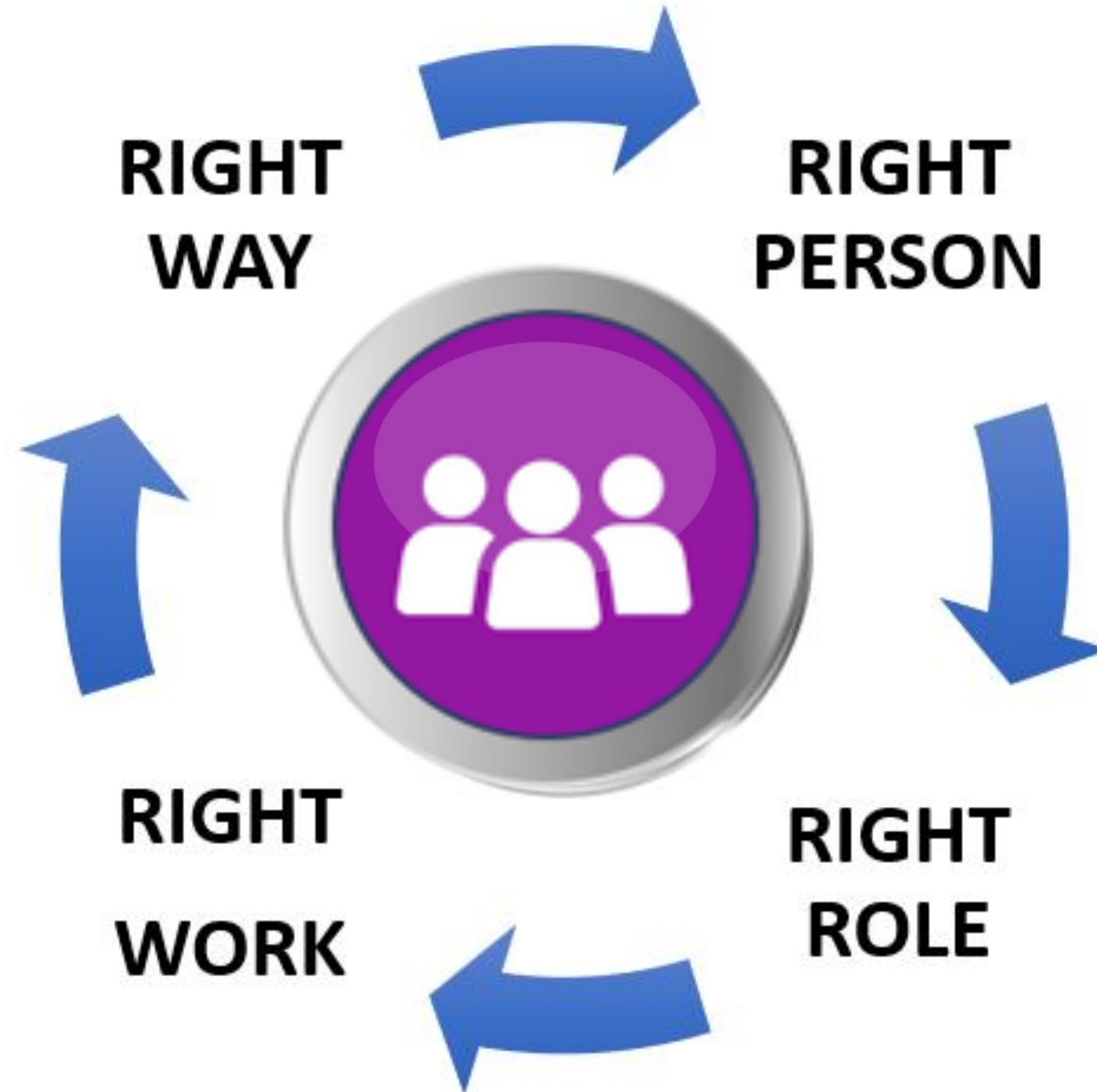
**SESSION 2**





# THE FOUR RIGHTS

*Get This Right...And Everybody WINS!*



# TEAM BUILDING

*“95% OF OUR PROBLEMS ARE PEOPLE PROBLEMS”*

- ✓ **OVERWHELM**
- ✓ **STIFLED GROWTH**
- ✓ **ATTITUDE PROBLEMS**
- ✓ **INTERPERSONAL RELATIONSHIPS**
- ✓ **DISENGAGEMENT / APATHY**
- ✓ **UNDERPERFORMANCE**
- ✓ **TURN-OVER**

# TEAM BUILDING

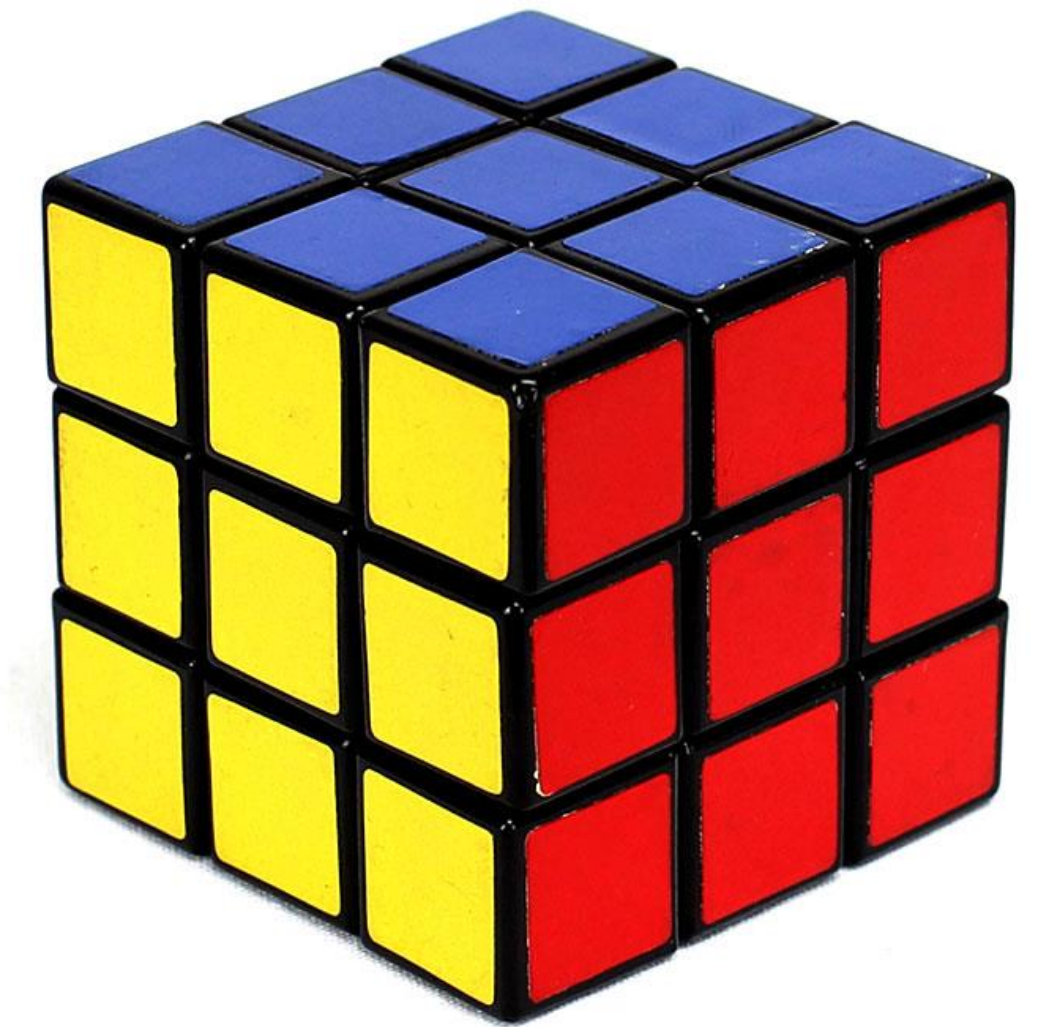
*“WHEN YOU GET THIS RIGHT...”*

- ✓ **FASTER, EASIER GROWTH: IMPACT / INCOME**
- ✓ **ON-PURPOSE / ENGAGEMENT / DRIVE**
- ✓ **HEALTHY, PRODUCTIVE RELATIONSHIPS**
- ✓ **OPTIMAL PERFORMANCE**
- ✓ **FREEDOM, POM, ABUNDANCE**

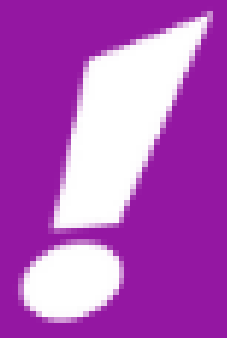
# REMARKABLE BUSINESS

*Solve the Puzzle of Practice Success*

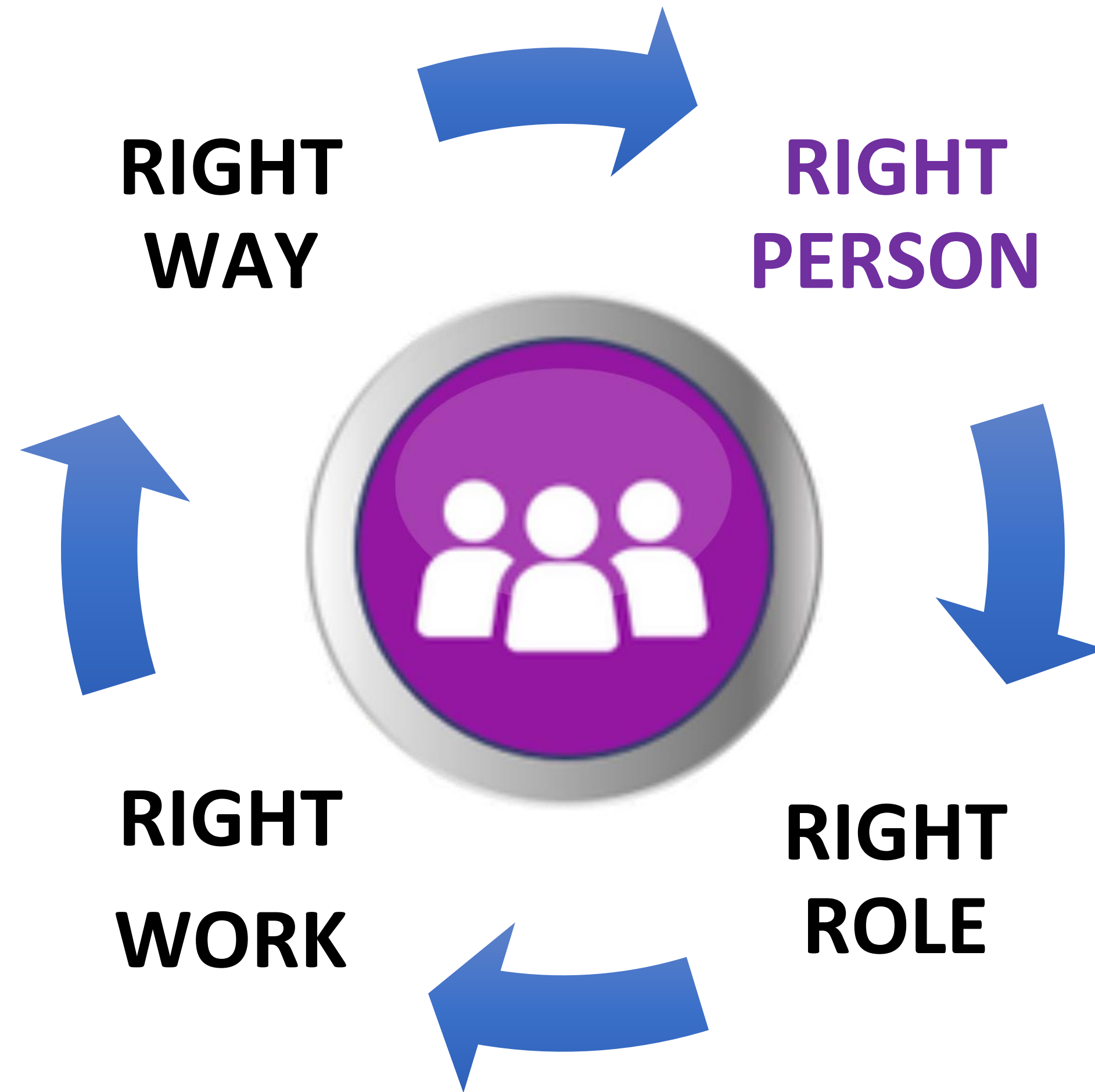
- **OPERATIONALIZE**
- **PROFESSIONALIZE**
- **OPTIMIZE**



**REMARKABLE!**



# THE FOUR RIGHTS



# THE RIGHT PERSON

*Keys to Getting it RIGHT*



- ✓ **'A-PLAYERS' Only**
- ✓ Share Your Business **CORE VALUES**
- ✓ Buy Into Your **VISION STORY**



# A-PLAYERS ONLY

*Non-Negotiable*

- TALENT
- SKILL
- HEART



**REMARKABLE!**

# THE RIGHT PERSON

*Keys to Getting it RIGHT*



- ✓ 'A-PLAYERS' Only
- ✓ **Share Your Business CORE VALUES**
- ✓ Buy Into Your VISION STORY

**REMARKABLE!**



**YOUR CORE VALUES ARE  
THE BOUNCER  
OF YOUR BUSINESS**

# THE RIGHT PERSON

*Keys to Getting it RIGHT*



- ✓ 'A-PLAYERS' Only
- ✓ Share Your Business CORE VALUES
- ✓ Buy Into Your VISION STORY

**REMARKABLE!**

# VISION STORY

*What Does Success Look Like?*



**Now**



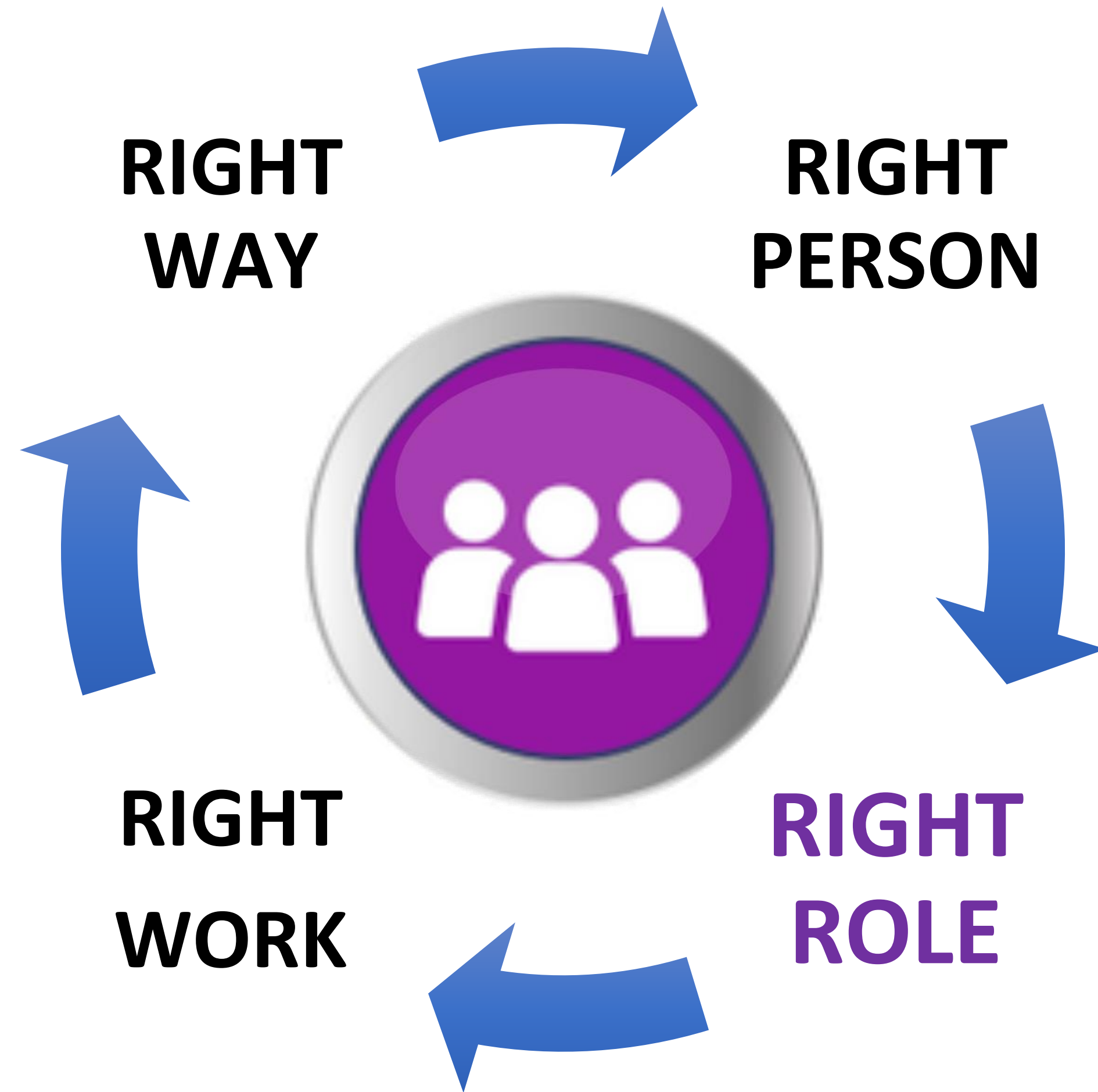
**Next**



**Ultimate**

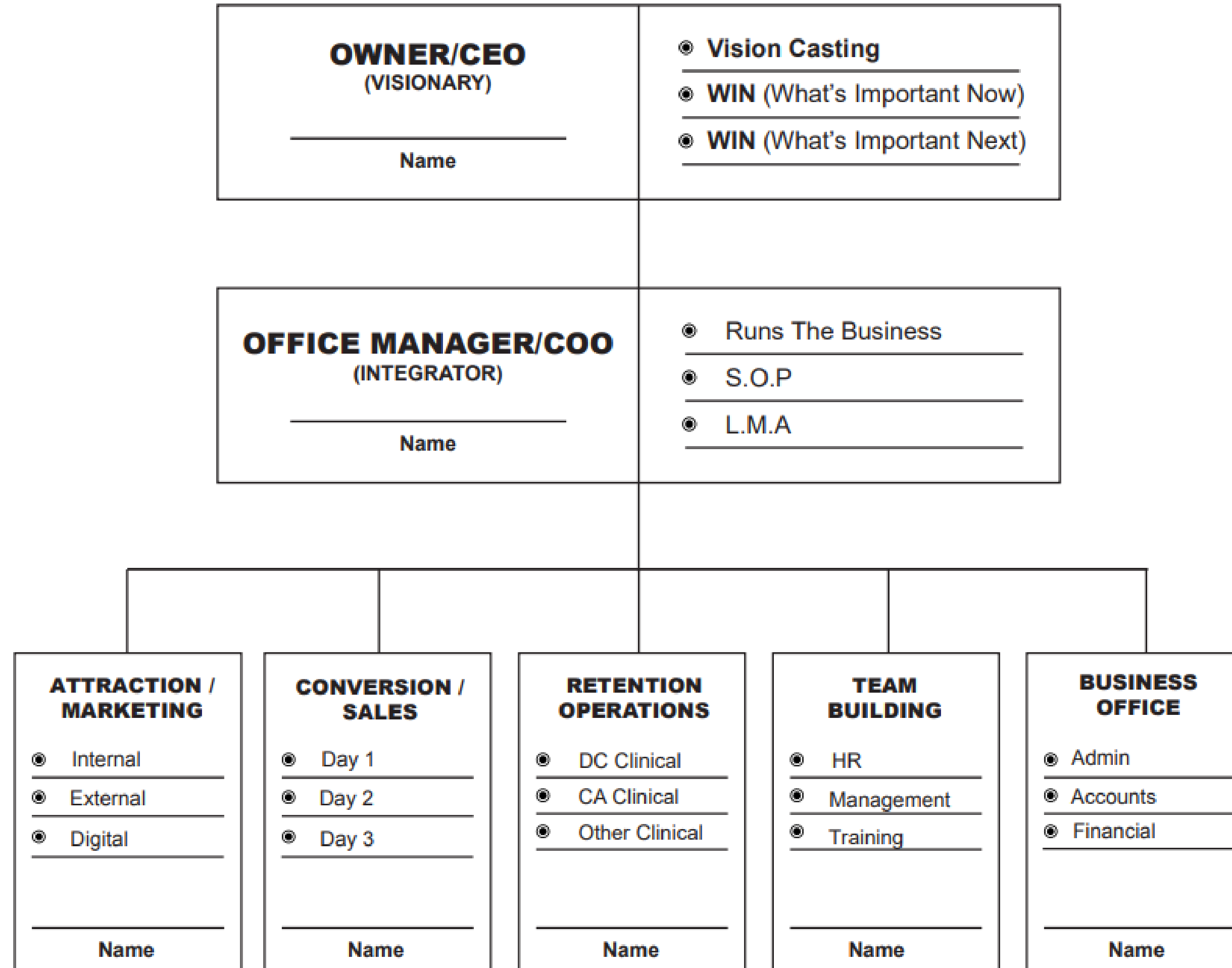


# THE FOUR RIGHTS





# ACCOUNTABILITY CHART








# THE RIGHT ROLE

*Position of Strength*



- ✓ **SKI TEAM VS. FOOTBALL TEAM**
- ✓ **JOB DESCRIPTION (G.W.C.)**
- **CROSS-TRAINING**
- ✓ **EXPECTATIONS AND AGREEMENTS**

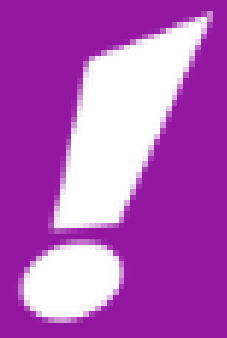


 <p><b>ATTRACTION</b></p> <ul style="list-style-type: none"> <li>Internal</li> <li>External</li> <li>Digital</li> </ul> <p>Director: _____ Score: _____</p>	 <p><b>CONVERSION</b></p> <ul style="list-style-type: none"> <li>Day 1</li> <li>Day 2</li> <li>Day 3</li> </ul> <p>Director: _____ Score: _____</p>	 <p><b>RETENTION</b></p> <ul style="list-style-type: none"> <li>Cont. Ed</li> <li>Ops/Care</li> <li>R 4/5/6</li> </ul> <p>Director: _____ Score: _____</p>	 <p><b>TEAM BUILDING</b></p> <ul style="list-style-type: none"> <li>HR</li> <li>Training</li> <li>LMA</li> </ul> <p>Director: _____ Score: _____</p>	 <p><b>COLLECTIONS</b></p> <ul style="list-style-type: none"> <li>Plans</li> <li>In/Out</li> <li>Flow/P&amp;L</li> </ul> <p>Director: _____ Score: _____</p>
---	--	---	---	---

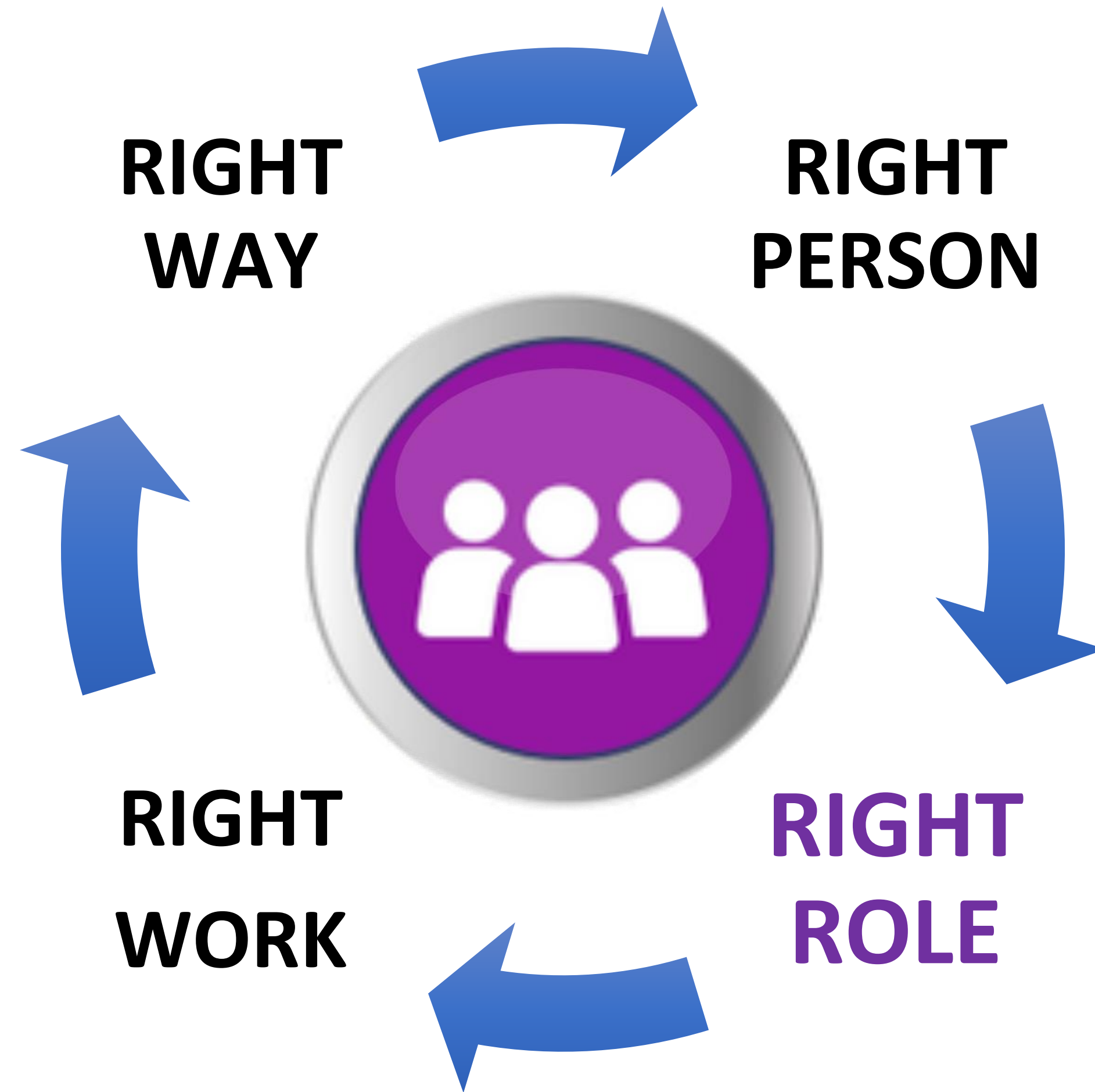
<p><b>INTERNAL</b></p> <ul style="list-style-type: none"> <li>Organic Referrals</li> <li>Process Driven</li> <li>Campaign Driven</li> </ul> <p>Team: _____ Score: _____</p>	<p><b>DAY 1</b></p> <ul style="list-style-type: none"> <li>Emp Connection</li> <li>Consultation/Recap</li> <li>Examination</li> </ul> <p>Team: _____ Score: _____</p>	<p><b>CONT. ED</b></p> <ul style="list-style-type: none"> <li>Table Talk</li> <li>Workshop</li> <li>Progress Report</li> </ul> <p>Team: _____ Score: _____</p>	<p><b>HR</b></p> <ul style="list-style-type: none"> <li>Hiring / Onboarding</li> <li>Discipline / Firing</li> <li>Team Management</li> </ul> <p>Team: _____ Score: _____</p>	<p><b>PLANS</b></p> <ul style="list-style-type: none"> <li>Payment Plans</li> <li>Collections/OTC/EFT</li> <li>Insurance</li> </ul> <p>Team: _____ Score: _____</p>
---	---	--	--	---

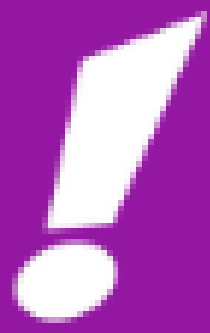
<p><b>EXTERNAL</b></p> <ul style="list-style-type: none"> <li>Networking</li> <li>Outside Events</li> <li>Traditional Mktg</li> </ul> <p>Team: _____ Score: _____</p>	<p><b>DAY 2</b></p> <ul style="list-style-type: none"> <li>ROF</li> <li>Recs for Care</li> <li>Financials</li> </ul> <p>Team: _____ Score: _____</p>	<p><b>OPS/CARE</b></p> <ul style="list-style-type: none"> <li>Examination</li> <li>Clinical Care/ ADJ</li> <li>Other Services</li> </ul> <p>Team: _____ Score: _____</p>	<p><b>TRAINING</b></p> <ul style="list-style-type: none"> <li>CA Training</li> <li>DC Training</li> <li>Development</li> </ul> <p>Team: _____ Score: _____</p>	<p><b>IN/OUT FLOWS</b></p> <ul style="list-style-type: none"> <li>Money In (Payments)</li> <li>Money Out (Bills)</li> <li>Banking/Ck Book</li> </ul> <p>Team: _____ Score: _____</p>
---	--	--	--	--

<p><b>DIGITAL</b></p> <ul style="list-style-type: none"> <li>Website / SEO</li> <li>Email Marketing</li> <li>Social Media</li> </ul> <p>Team: _____ Score: _____</p>	<p><b>DAY 3</b></p> <ul style="list-style-type: none"> <li>E &amp; A</li> <li>Policies</li> <li>Patient Training</li> </ul> <p>Team: _____ Score: _____</p>	<p><b>R 4/5/6</b></p> <ul style="list-style-type: none"> <li>Re-Examination</li> <li>Re-Recommendations</li> <li>Re-Commitments</li> </ul> <p>Team: _____ Score: _____</p>	<p><b>LMA</b></p> <ul style="list-style-type: none"> <li>Runs the Team</li> <li>Manages the Team</li> <li>Holds Team Acct</li> </ul> <p>Team: _____ Score: _____</p>	<p><b>P&amp;L</b></p> <ul style="list-style-type: none"> <li>Bookkeeping</li> <li>Accounting/Taxes</li> <li>Cash Flow/Profit</li> </ul> <p>Team: _____ Score: _____</p>
--	---	--	--	---

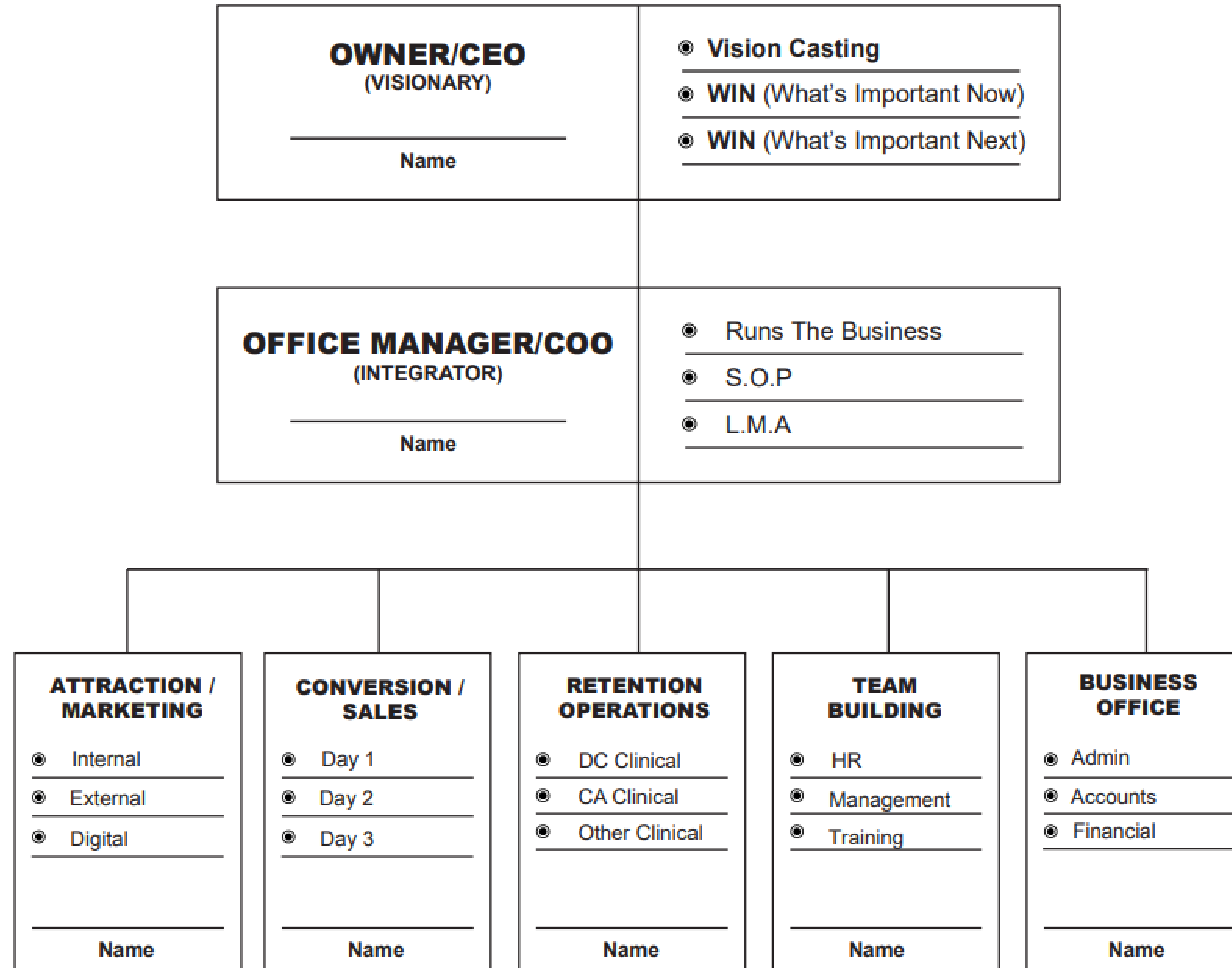


# THE FOUR RIGHTS

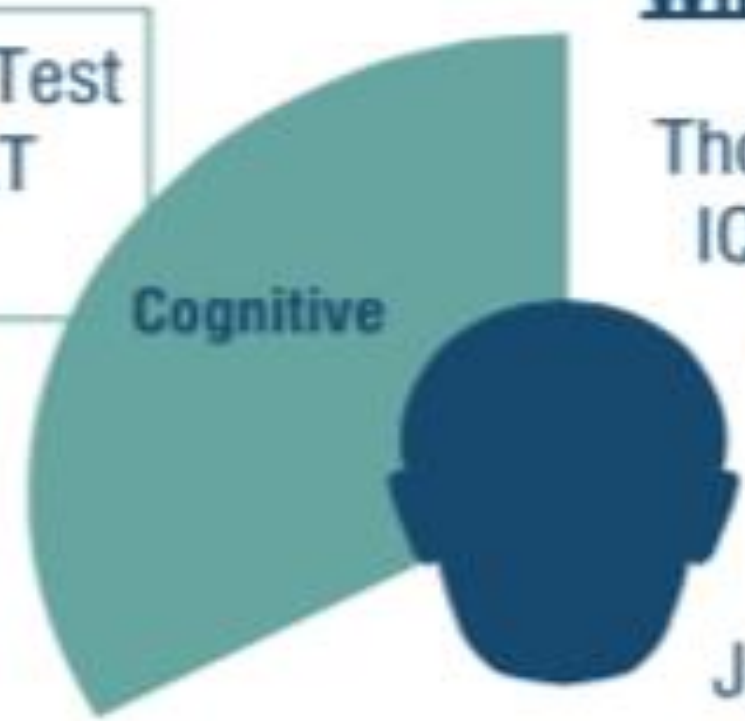




# ACCOUNTABILITY CHART



Aptitude Test  
ACT / SAT  
IQ TEST

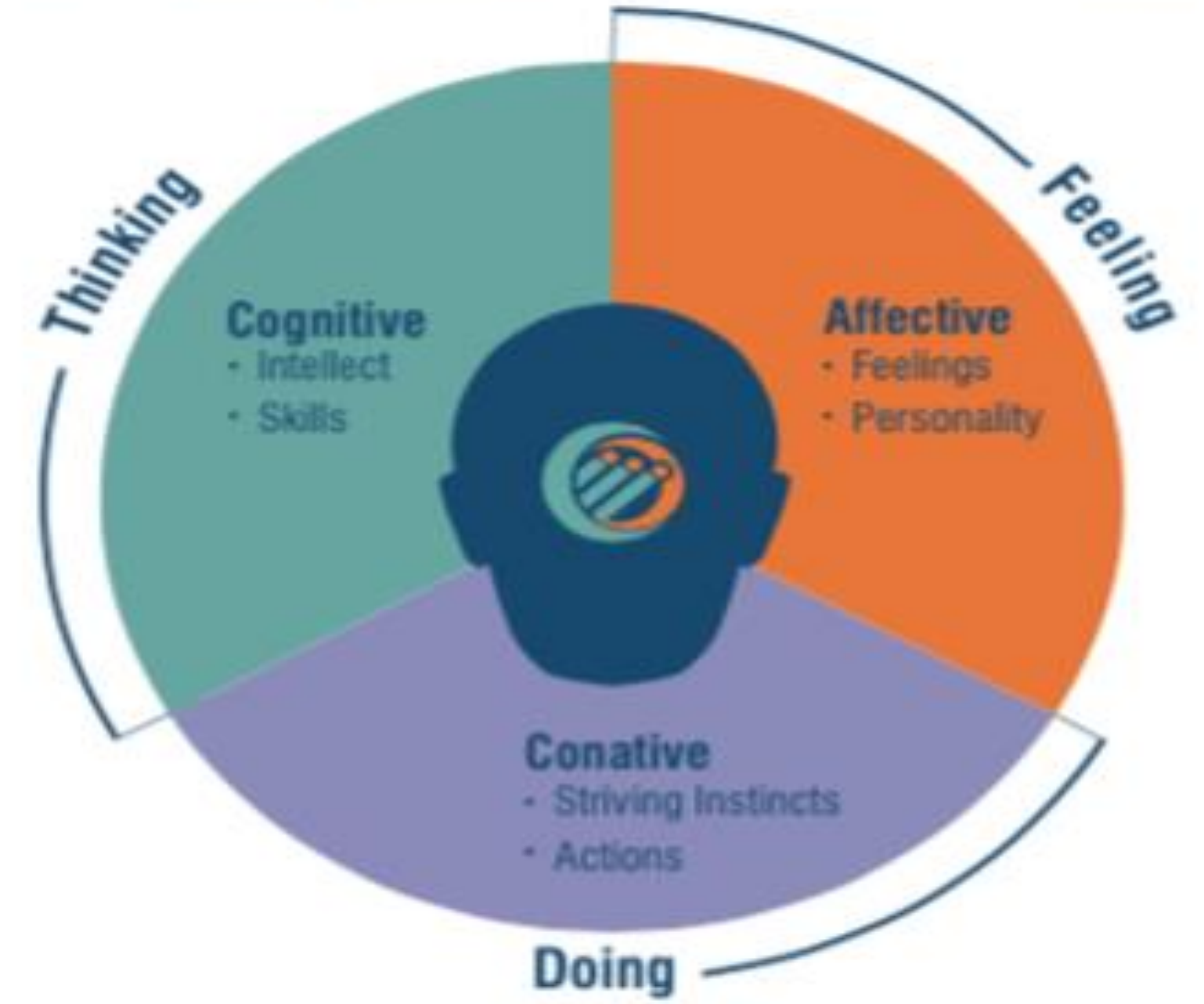


What You Know  
Reason  
Thought Process  
IQ (Intelligence)  
Special Skills  
Knowledge  
Education  
Training  
Job Experience

What You Love  
Motivation  
Desire  
Values  
Beliefs  
Attitudes  
Emotions  
Preferences



Myers Briggs  
DiSC  
Strengthsfinder



PDP  
PROSCAN



How You Take Action  
Productivity  
Talent  
Instinct  
Free Choice  
Innate Drive  
Leavel of Effort

1. COGNITIVE

1. AFFECTIVE

1. CONATIVE

REMARKABLE!

# CHIROPRACTOR AVATARS

**ENTREPRENEUR**

**BUSINESS BUILDER**

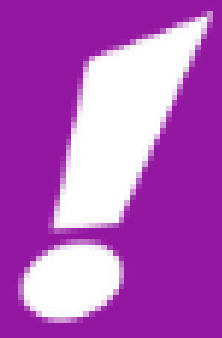
**CARE GIVER**



**Red                      Orange                      Yellow                      Green                      Blue                      Indigo                      Violet**

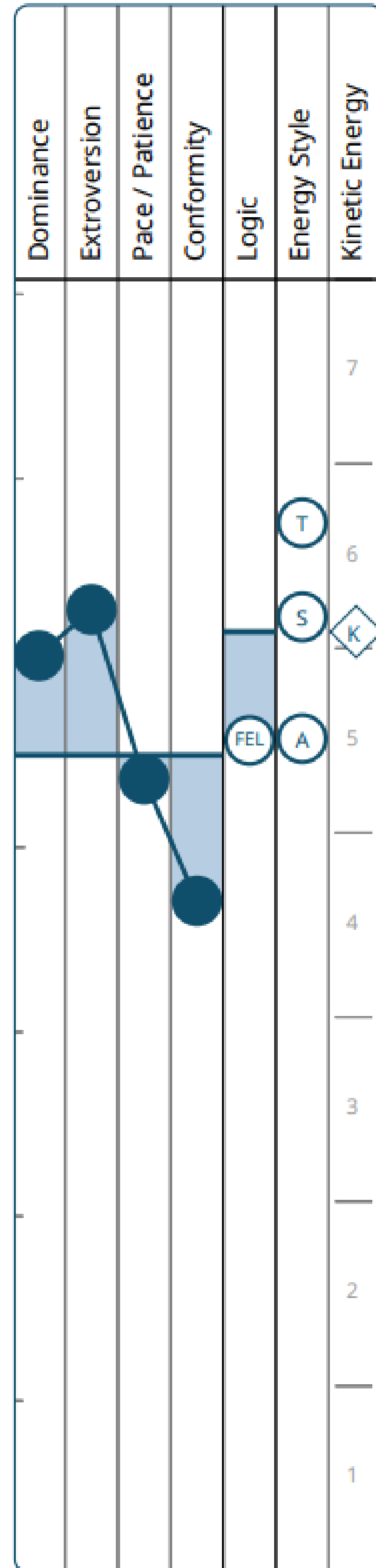
**10                      9                      8                      7                      6                      5                      4                      3                      2                      1**

# ENTREPRENEURIAL SCALE

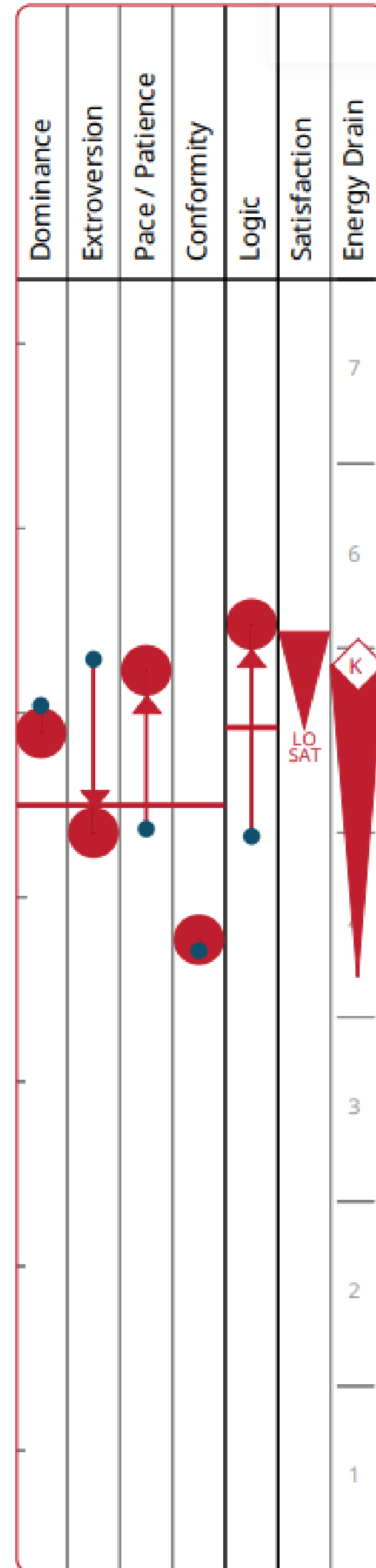


# Data Sheet

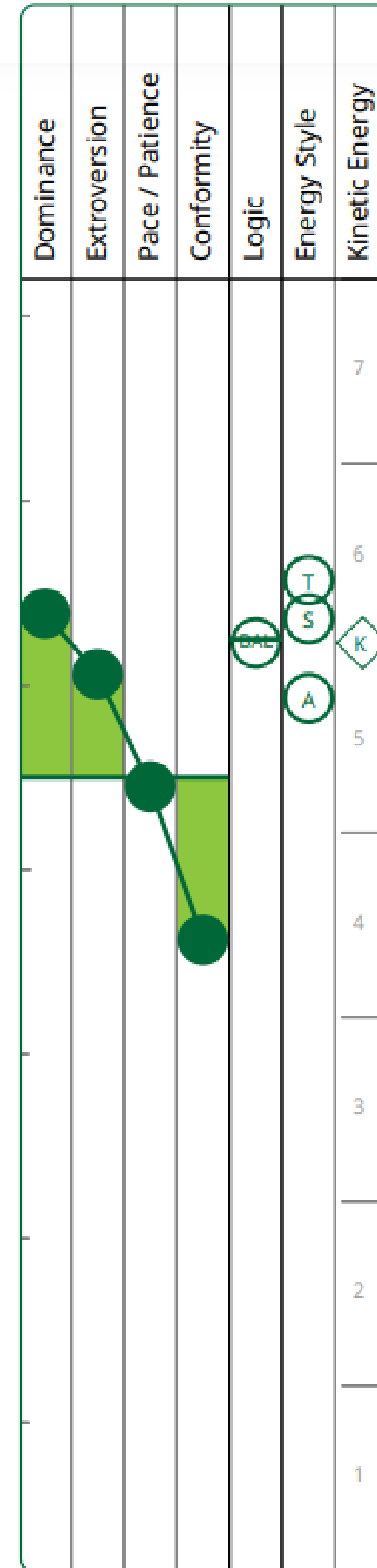
## Basic / Natural Self



## Priority Environment



## Outward Self





# CHIEF EXECUTIVE OFFICER (CEO / VISIONARY)

- ✔ CEO / VISIONARY
- ✔ WIN / WIN
- ✔ LEADS THE TEAM
- ✔ NEW BUSINESS DEVELOPMENT
- ✔ CLINIC DIRECTOR



<b>ROLE (TITLE) / FUNCTION</b>	Chief Executive Officer (CEO)
--------------------------------	-------------------------------

<b>RESPONSIBILITIES</b>	
Leads the Business / the Team / the Practice	Champions the Market Message
Casts the Vision for the Business (Inspire)	Shapes the Deliverable / Product / Content
Creates Clarity (WIN / WIN)	Rain Maker / Creates Opportunities / Relationships

KPI	Performance Indicator	KPI	Performance Indicator
REV %	Revenue %	DNPL	Digital New Patient Leads
REV \$	Total Revenue	CPL \$	Cost Per Lead
PROF \$	Total Profit	NPC %	New Patients Converted %
NPL #	New Patient Leads	C% INP	% Converted Internal NP Leads
NP #	Total New Patients	C% ENP	% Converted External NP Lead
NPC #	New Patients Converted	C% DNP	% Converted Digital NP Leads
NPC %	% New Patients Converted	COL \$	Collection \$
PV #	Patient Visits	PROF \$	Profit (Dollars)
INPL	Internal New Patient Leads		
ENPL	External New Patient Leads		



<b>QUALITIES / ATTRIBUTES</b>
High Level / Big Picture
Passionate / Emotional
Inspiring
Driven / Brute Force
Creative Genius
Turbo / Thrust Energy

**JOB DESCRIPTION**

The Chief Executive Officer (The CEO) is the Chief Energy Officer (and not the Chief Everything Officer). They LEAD the business, the Team and the practice. They are accountable to creating a clear and compelling Vision for the Team and the community to move toward. They decide What is Important Now (WIN) and What is Important Next (WIN) based on that Vision. They marshal the limited resources of the Team and Business (Time, Energy, Focus and Money) to reach the goals of the business and manifest the Vision of the practice.



**LAUNCH**

**BUILD**






**SCALE**

**EXIT**

# THE REMARKABLE ASSOCIATE

Setting Up A WIN / WIN / WIN Compensation Model

- ***RIGHT AVATAR (ASSOCIATE TYPE)***
- ***RIGHT JOB DESCRIPTION***
- ***RIGHT COMPENSATION MODEL***

 <p><b>ATTRACTION</b></p> <ul style="list-style-type: none"> <li>Internal</li> <li>External</li> <li>Digital</li> </ul> <p>Director: _____ Score: _____</p>	 <p><b>CONVERSION</b></p> <ul style="list-style-type: none"> <li>Day 1</li> <li>Day 2</li> <li>Day 3</li> </ul> <p>Director: _____ Score: _____</p>	 <p><b>RETENTION</b></p> <ul style="list-style-type: none"> <li>Cont. Ed</li> <li>Ops/Care</li> <li>R 4/5/6</li> </ul> <p>Director: _____ Score: _____</p>	 <p><b>TEAM BUILDING</b></p> <ul style="list-style-type: none"> <li>HR</li> <li>Training</li> <li>LMA</li> </ul> <p>Director: _____ Score: _____</p>	 <p><b>COLLECTIONS</b></p> <ul style="list-style-type: none"> <li>Plans</li> <li>In/Out</li> <li>Flow/P&amp;L</li> </ul> <p>Director: _____ Score: _____</p>
---	--	---	---	---

<p><b>INTERNAL</b></p> <ul style="list-style-type: none"> <li>Organic Referrals</li> <li>Process Driven</li> <li>Campaign Driven</li> </ul> <p>Team: _____ Score: _____</p>	<p><b>DAY 1</b></p> <ul style="list-style-type: none"> <li>Emp Connection</li> <li>Consultation/Recap</li> <li>Examination</li> </ul> <p>Team: _____ Score: _____</p>	<p><b>CONT. ED</b></p> <ul style="list-style-type: none"> <li>Table Talk</li> <li>Workshop</li> <li>Progress Report</li> </ul> <p>Team: _____ Score: _____</p>	<p><b>HR</b></p> <ul style="list-style-type: none"> <li>Hiring / Onboarding</li> <li>Discipline / Firing</li> <li>Team Management</li> </ul> <p>Team: _____ Score: _____</p>	<p><b>PLANS</b></p> <ul style="list-style-type: none"> <li>Payment Plans</li> <li>Collections/OTC/EFT</li> <li>Insurance</li> </ul> <p>Team: _____ Score: _____</p>
---	---	--	--	---

<p><b>EXTERNAL</b></p> <ul style="list-style-type: none"> <li>Networking</li> <li>Outside Events</li> <li>Traditional Mktg</li> </ul> <p>Team: _____ Score: _____</p>	<p><b>DAY 2</b></p> <ul style="list-style-type: none"> <li>ROF</li> <li>Recs for Care</li> <li>Financials</li> </ul> <p>Team: _____ Score: _____</p>	<p><b>OPS/CARE</b></p> <ul style="list-style-type: none"> <li>Examination</li> <li>Clinical Care/ ADJ</li> <li>Other Services</li> </ul> <p>Team: _____ Score: _____</p>	<p><b>TRAINING</b></p> <ul style="list-style-type: none"> <li>CA Training</li> <li>DC Training</li> <li>Development</li> </ul> <p>Team: _____ Score: _____</p>	<p><b>IN/OUT FLOWS</b></p> <ul style="list-style-type: none"> <li>Money In (Payments)</li> <li>Money Out (Bills)</li> <li>Banking/Ck Book</li> </ul> <p>Team: _____ Score: _____</p>
---	--	--	--	--

<p><b>DIGITAL</b></p> <ul style="list-style-type: none"> <li>Website / SEO</li> <li>Email Marketing</li> <li>Social Media</li> </ul> <p>Team: _____ Score: _____</p>	<p><b>DAY 3</b></p> <ul style="list-style-type: none"> <li>E &amp; A</li> <li>Policies</li> <li>Patient Training</li> </ul> <p>Team: _____ Score: _____</p>	<p><b>R 4/5/6</b></p> <ul style="list-style-type: none"> <li>Re-Examination</li> <li>Re-Recommendations</li> <li>Re-Commitments</li> </ul> <p>Team: _____ Score: _____</p>	<p><b>LMA</b></p> <ul style="list-style-type: none"> <li>Runs the Team</li> <li>Manages the Team</li> <li>Holds Team Acct</li> </ul> <p>Team: _____ Score: _____</p>	<p><b>P&amp;L</b></p> <ul style="list-style-type: none"> <li>Bookkeeping</li> <li>Accounting/Taxes</li> <li>Cash Flow/Profit</li> </ul> <p>Team: _____ Score: _____</p>
--	---	--	--	---

# CHIROPRACTOR AVATARS

**ENTREPRENEUR**

**BUSINESS BUILDER**

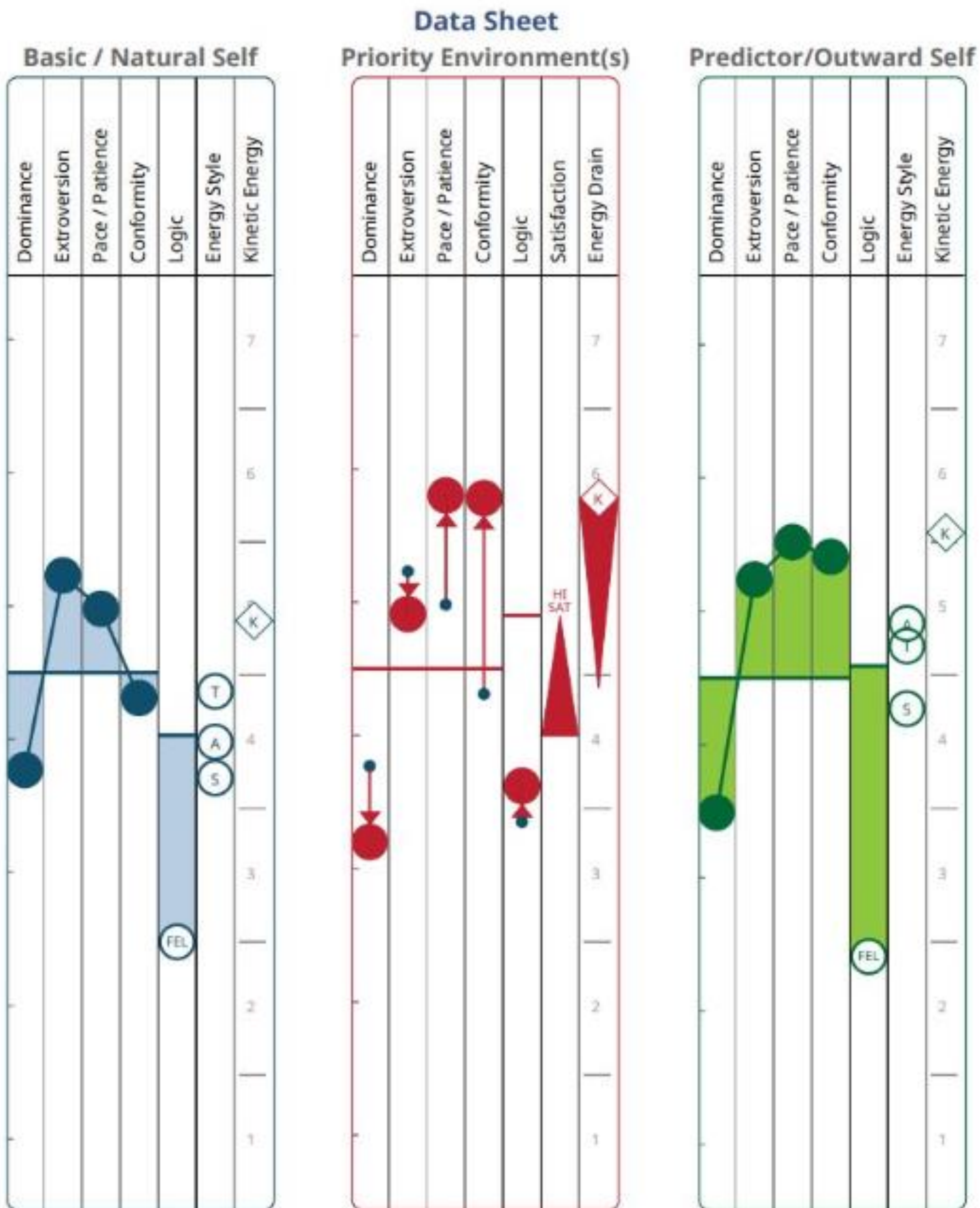
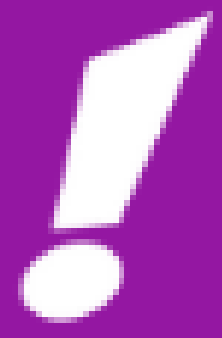
**CARE GIVER**



**Red                      Orange                      Yellow                      Green                      Blue                      Indigo                      Violet**

**10                      9                      8                      7                      6                      5                      4                      3                      2                      1**

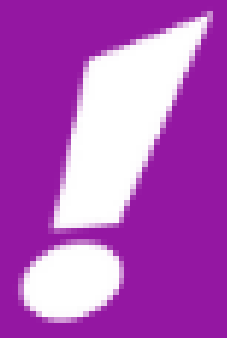
# ENTREPRENEURIAL SCALE



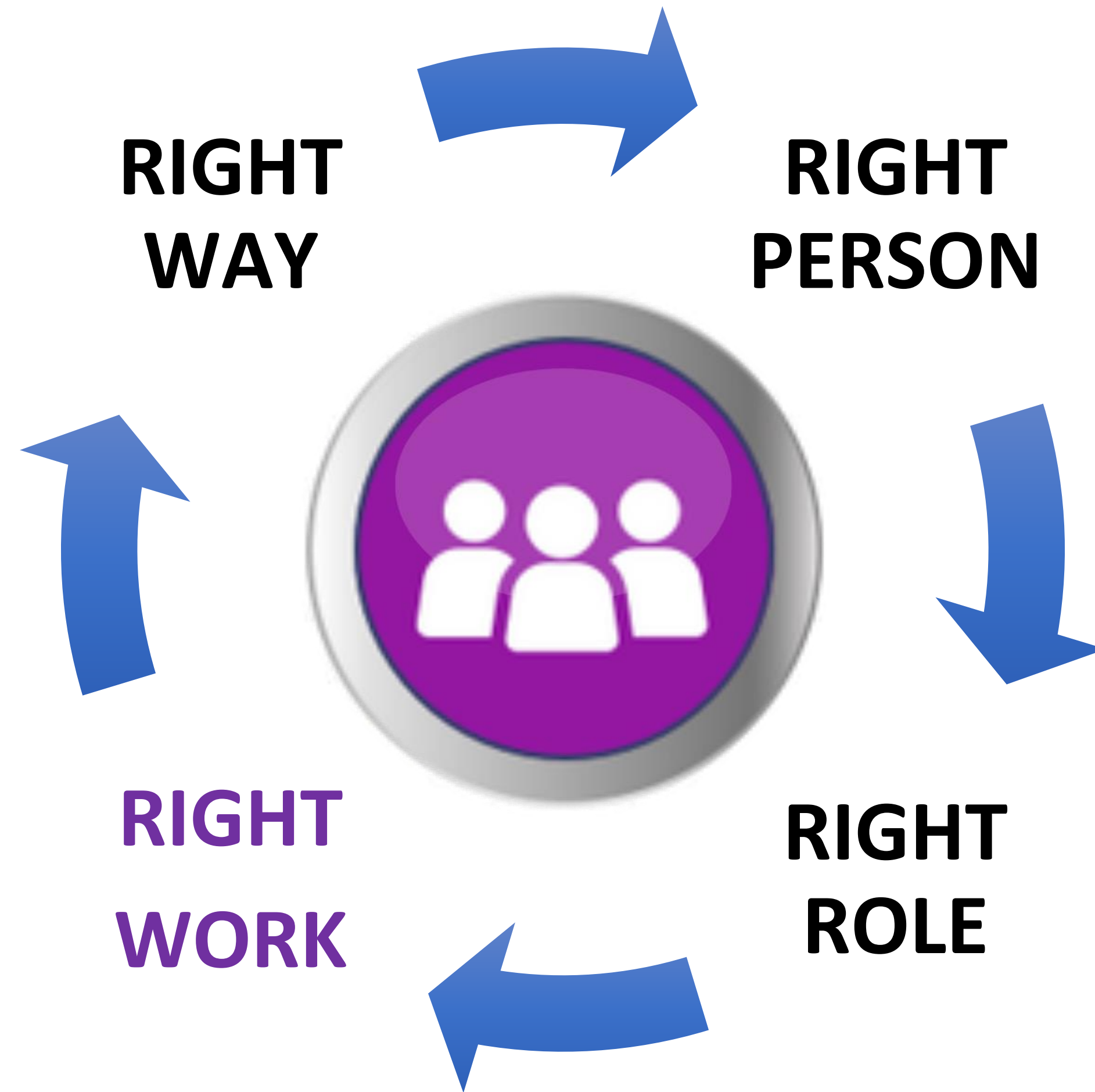
# BUSINESS-BUILDER DC



- EXECUTES EXTERNAL MARKETING
- NETWORKING AND RELATIONSHIP BUILDING
- OUTSIDE EVENTS / SPEAKING / CORP WELLNESS
- SCREENING EVENTS / HEALTH FAIRS
- NEW PATIENT CONVERSION
- INTERNAL LEAD GEN / REFERRALS
- PATIENT EDUCATION / PROMOTION
- PATIENT CARE / CLINICAL CARE
- CONTINUED PATIENT EDUCATION / RETENTION



# THE FOUR RIGHTS



Team Member:	Primary Objectives
Position	1.
Date: ___ / ___ / ___	2.
Quarter: ( ) _____	3.

**Top 5 Priorities**

	KPI	Key Performance Indicator	Benchmark	Goal	Result	Action Item
1						
2						
3						
4						
5						

**Monthly Meet-Up**

Month 1

Month 2

Month 3

	KPI	Status	Notes	Status	Notes	Result	Notes
1							
2							
3							
4							
5							

Status: (+) = Ahead (Δ) = On Track (-) = Behind



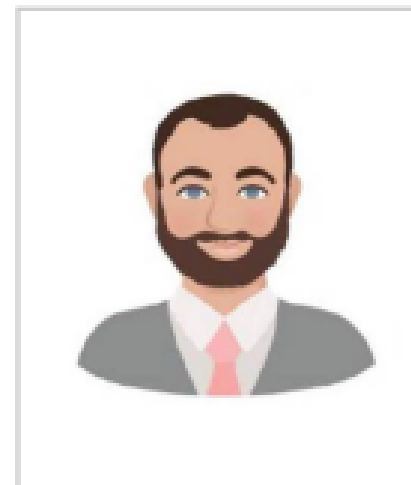




ROLE (TITLE) / FUNCTION	Business Builder DC (BB DC)
-------------------------	-----------------------------

RESPONSIBILITIES	
New Business Development	Patient Care
New Patient Attraction (Marketing)	Re-Conversion
New Patient Conversion	

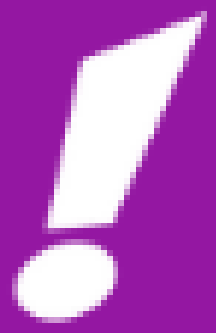
KPI	Performance Indicator	Action Step
KPI	BUSINESS BUILDER DC	ATTRACTION / CONVERSION / RETENTION
PV	Patient Volume Adjustments	Table Talk
NPL(E)	NP Leads - External	Strong Close - Dinner Talk
CONV%	Conversion %	Story Cycle (Empathetic Connection)
NPC	New Patient Conversions	Get Life Effect
NBD	New Business Development	New Cases Closed
COL\$	Total Collections	Integrate Around Financial Plans
CVA\$	Collection Visit Average	Integrate Around Care Plans



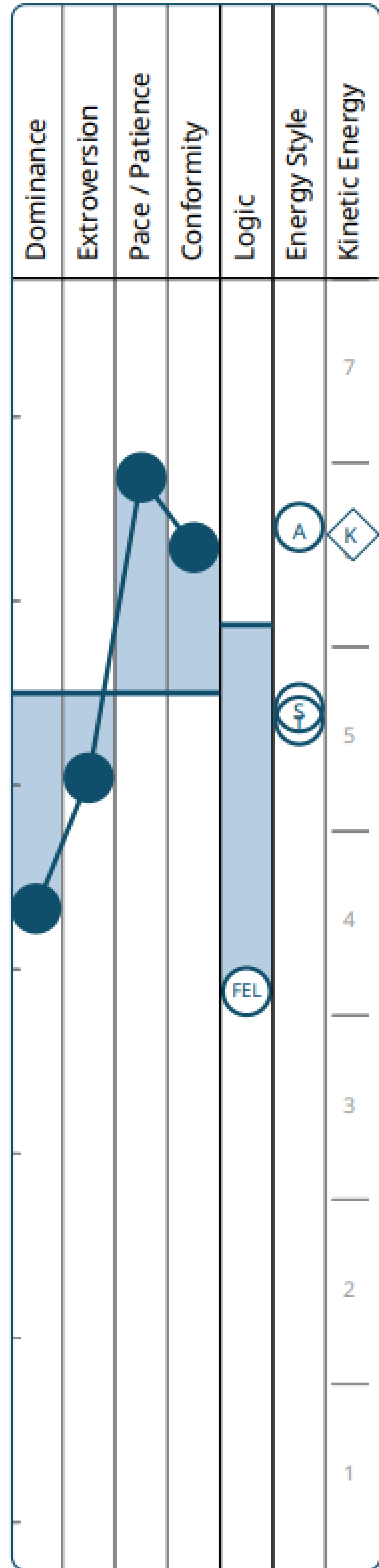
[INSERT YOUR PICTURE HERE]

QUALITIES / ATTRIBUTES
Driven
Competitive
Empathy
Achiever
Focus
Strategic

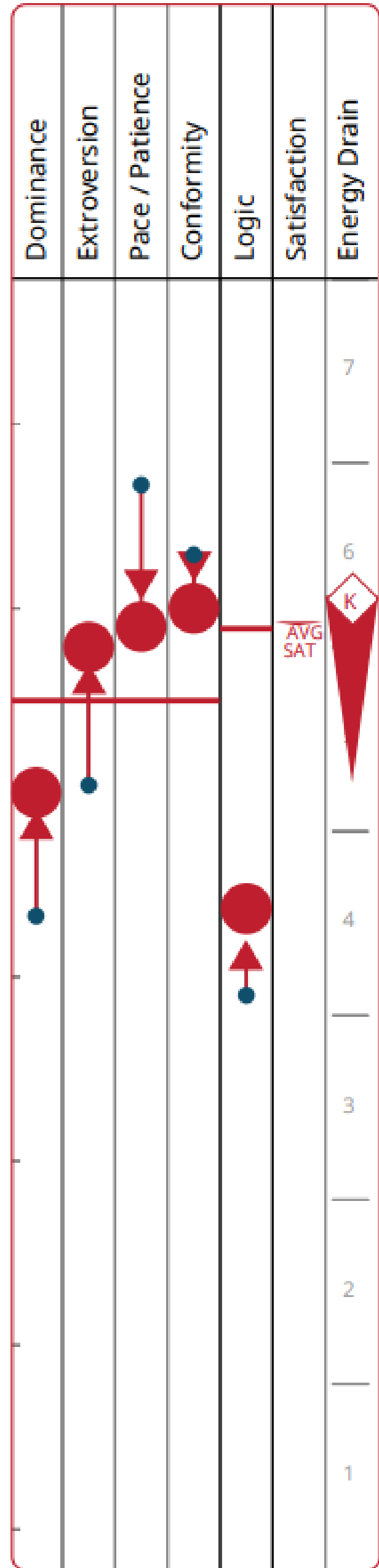
JOB DESCRIPTION
Chiropractor accountable to growing the business through networking, new patient attraction and conversion. Responsible for the execution of external / internal / digital marketing initiatives, NP conversion, patient care and re-conversion.



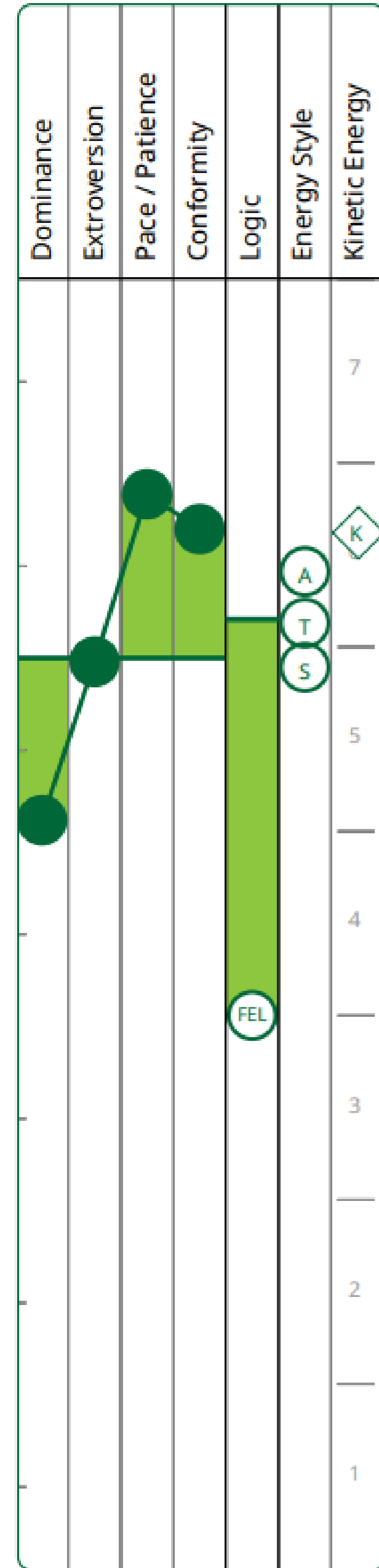
### Basic / Natural Self



### Data Sheet Priority Environment



### Outward Self



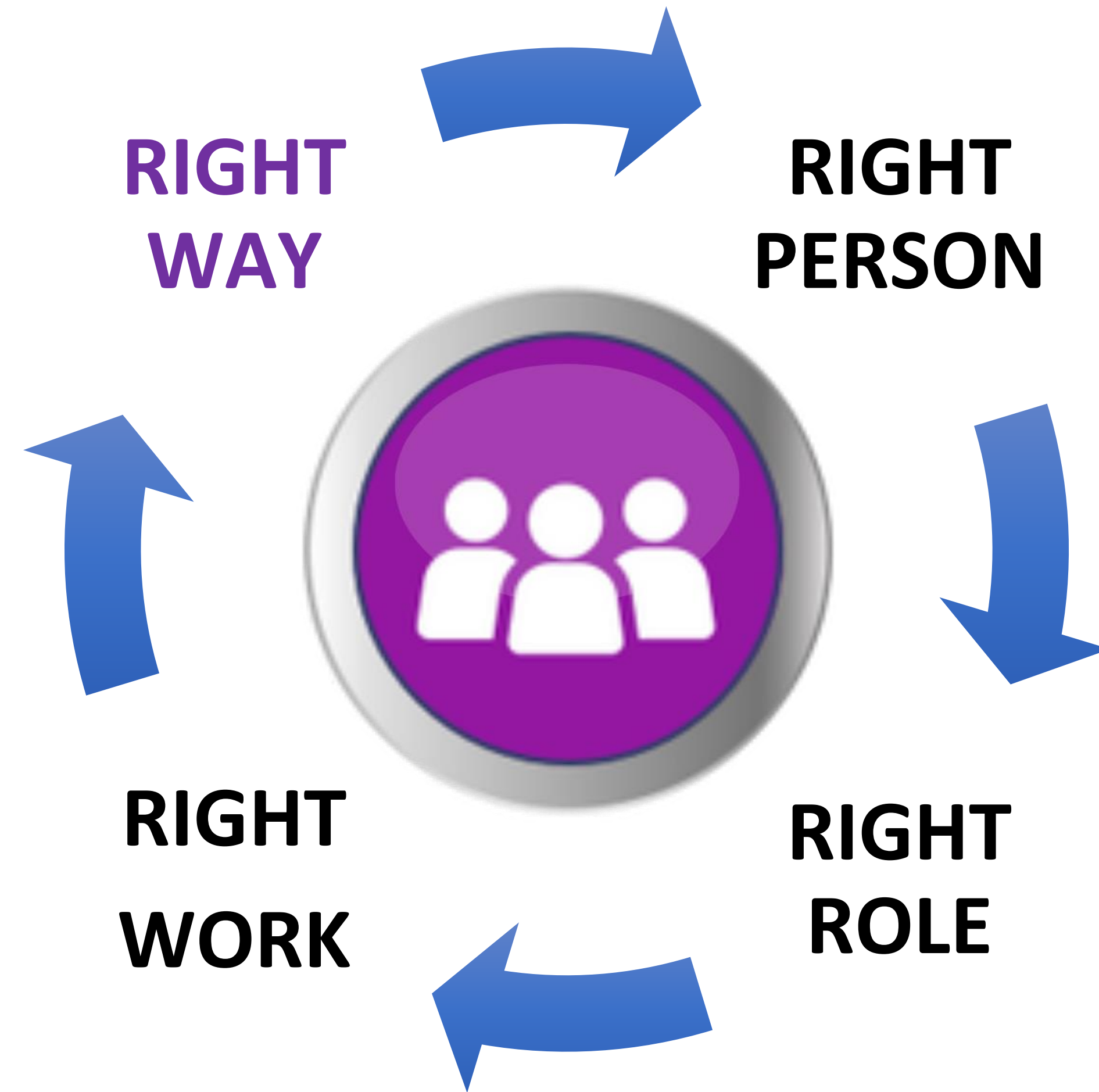
# CARE-GIVER DC



- **PATIENT CONSULTATION, EXAMINATION**
- **REPORT OF FINDINGS**
- **RECOMMENDATIONS FOR CARE**
- **CLINICAL CARE**
- **PATIENT EDUCATION**
- **VALUE CREATION, RELATIONSHIP BUILDING**
- **RETENTION, LONG-TERM CARE / RELATIONSHIPS**
- **PROMOTION AND INTERNAL LEAD GEN**
- **REFERRALS, REVIEWS AND TESTIMONIALS**



# THE FOUR RIGHTS



# THE RIGHT WORK, THE RIGHT WAY

*On-Boarding, Training and Developing Your Team*



- ✓ **ON-BOARDING CREATES COMPETENCY**
- ✓ **TRAINING CREATES MASTERY**
- ✓ **SCALABILITY / DURABILITY**
- ✓ **URNS JOB INTO BUSINESS**

**REMARKABLE!**

# THE RIGHT WORK, THE RIGHT WAY

## Training and Development



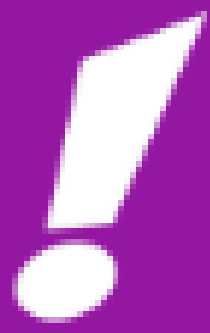
- ✓ **TRAINING CULTURE**
- ✓ **TRAINING RESOURCES**
- ✓ **TRAINING CURRICULUM**

# THE RIGHT WORK, THE RIGHT WAY

## Training and Development



- ✓ **BEST ROI**
- ✓ **TRAIN THEN TRUST**
- ✓ **TRUST BUT VERIFY**



Team Member:	Primary Objectives
Position	1.
Date: ___ / ___ / ___	2.
Quarter: ( ) _____	3.

### Top 5 Priorities

	KPI	Key Performance Indicator	Benchmark	Goal	Result	Action Item
1						
2						
3						
4						
5						

### Monthly Meet-Up

Month 1

Month 2

Month 3

	KPI	Status	Notes	Status	Notes	Result	Notes
1							
2							
3							
4							
5							

Status: (+) = Ahead (Δ) = On Track (-) = Behind



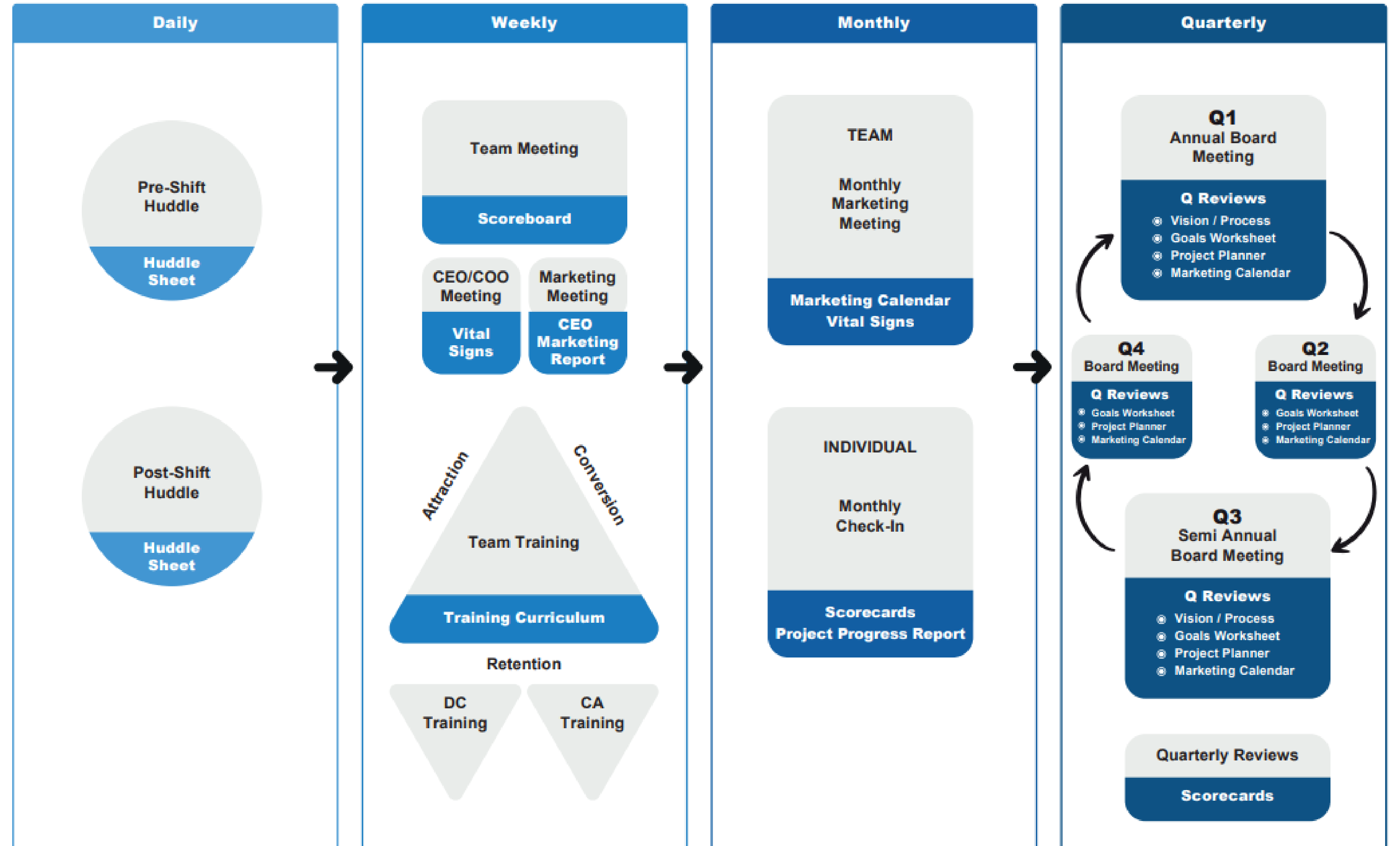


# REMARKABLE MACHINE



# CHIROPRACTIC OPERATING SYSTEM (COS)

the **REMARKABLE** CEO



# THE REMARKABLE ASSOCIATE

Setting Up A WIN / WIN / WIN Compensation Model

- *RIGHT AVATAR (ASSOCIATE TYPE)*
- *RIGHT JOB DESCRIPTION*
- ***RIGHT COMPENSATION MODEL***

# CHIROPRACTOR AVATARS

ENTREPRENEUR

BUSINESS BUILDER

CARE GIVER



Red      Orange      Yellow      Green      Blue      Indigo      Violet

10    9    8    7    6    5    4    3    2    1



# COMP PLAN: CARE GIVER DC

## FIXED SALARY COMPENSATION MODEL



- **WANTS STABILITY AND PREDICTABILITY**
- **SERVICE-ORIENTED**
- **DRIVEN BY IMPACT AND MISSION**
- **NOT DRIVEN BY MONEY**
- **STRESSED BY RESULTS : REWARDS MODEL**
- **FAIR-EXCHANGE / HARD-WORKER**
- **WANTS TO BE EDIFIED FOR CONTRIBUTION**
- **TEAM ORIENTED BONUS / INCENTIVES**

# COMP PLAN: BUSINESS BUILDER DC

## SLIDING SCALE COMPENSATION MODEL



- **WANTS UPSIDE POTENTIAL**
- **REWARDED / COMPENSATED FOR SUCCESS / GROWTH**
- **RECOGNIZED FOR SUCCESS**
- **INCENTIVIZED BY IMPACT AND INCOME**
- **DRIVEN BY GOALS AND BONUSES**
- **INDIVIDUAL GOALS AND BONUS**
- **STRESSED BY FIXED SALARY / LIMITS ON POTENTIAL**
- **GOLDEN HAND-CUFFS**

# ALIGN P.P.F.G.

Get Aligned, Get Along



- ✓ PERSONAL GOALS
- ✓ PROFESSIONAL GOALS
- ✓ FINANCIAL GOALS

**REMARKABLE!**

*As Business Owners*  
*Our Job Description is Simple:*  
***“Create an Environment  
Where People Know that  
They are Better-Off with You  
than Without You”***

# 6 MOST POWERFUL ASSOCIATE DOCTOR COMPENSATION PLANS

1. STRAIGHT BASE SALARY
2. BASE PLUS MODEL
3. “GREATER OF” MODEL
4. STRAIGHT PERCENTAGE
5. REVENUE-BASED SLIDING SCALE
6. THE LONGEVITY MODEL



THE TOP 6 COMPENSATION PLANS  
FOR BUILDING HIGH-PERFORMANCE  
ASSOCIATE DOCTOR RELATIONSHIPS



1. STRAIGHT BASE SALARY
2. BASE PLUS MODEL
3. "GREATER OF" MODEL
4. STRAIGHT PERCENTAGE
5. REVENUE-BASED SLIDING SCALE
6. THE LONGEVITY MODEL

**DOWNLOAD YOUR FREE COPY HERE:**

<https://theremarkablepractice.com/comp-plans-ebook-MAC>



# 6 MOST POWERFUL ASSOCIATE DOCTOR COMPENSATION PLANS



**THE TOP 6 COMPENSATION PLANS  
FOR BUILDING HIGH-PERFORMANCE  
ASSOCIATE DOCTOR RELATIONSHIPS**

the  
**REMARKABLE**  
practice



# HOW TO MAKE A GRACEFUL AND PROFITABLE EXIT

**Create A Remarkable Legacy**

**SESSION 3**





# EXIT STRATEGY

- **ADC TAKE-OVER / SALE**
- **PLANT TO PARTNER**
- **PLANT TO PURCHASE**
- **ANGEL INVESTOR**
- **SIMPLE LAUNCH**
- **NO EXIT (GOLDEN GOOSE)**

# HOW TO MAKE A GRACEFUL AND PROFITABLE EXIT

**Create A Remarkable Legacy**

**SESSION 3**

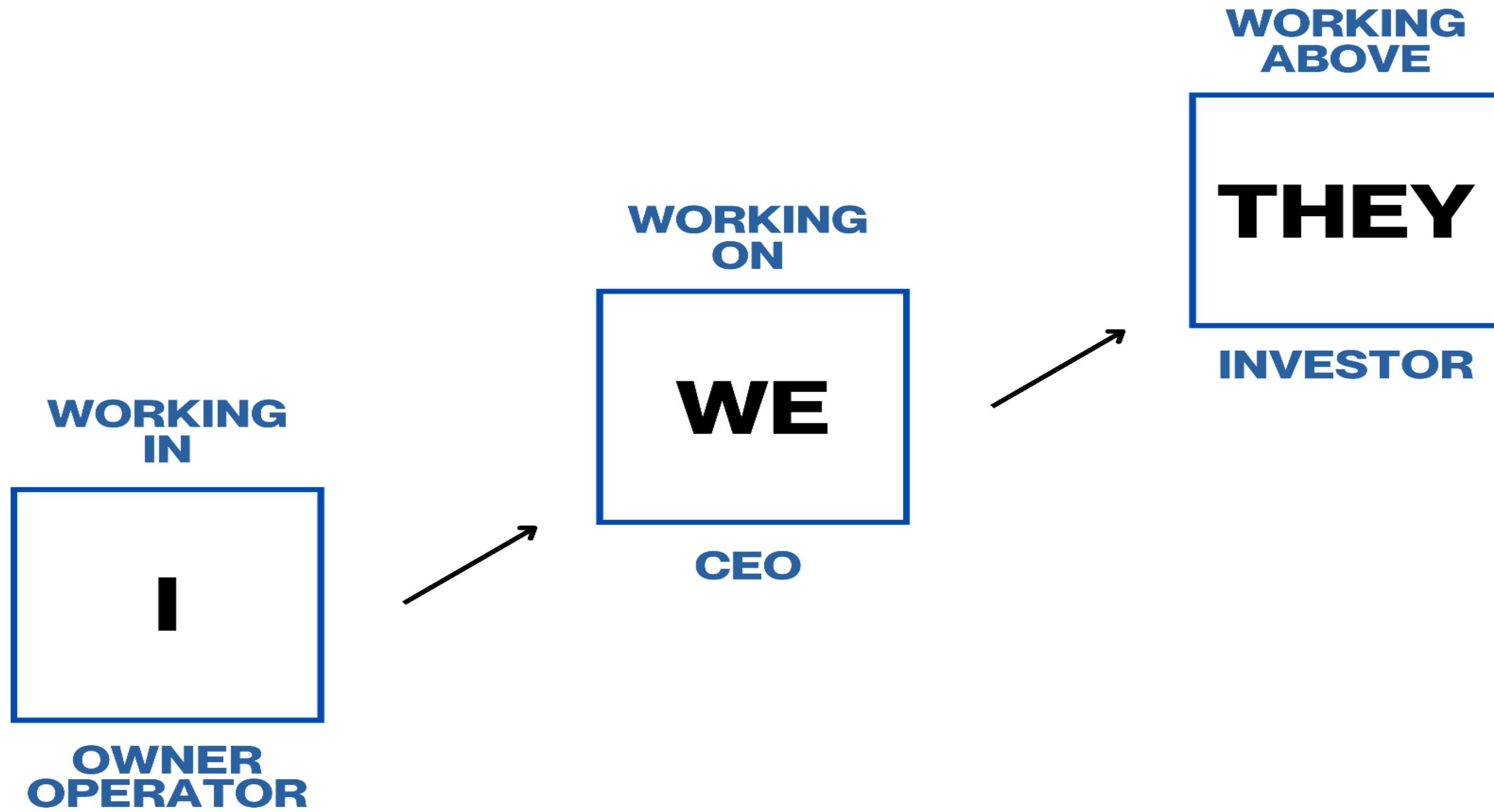


**LAUNCH**

**BUILD**

**SCALE**

**EXIT**



# BUSINESS OWNERS GET PAID 3 WAYS



- 1. PAID FOR WORK (SALARY)**
- 2. DISTRIBUTIONS (OF PROFIT)**
- 3. ASSET VALUE (EXIT / SALE)**

# BRUTAL FACTS

## The State of the Union

- **80%+ OF PRACTICES LISTED FOR SALE NEVER SELL**
- **85% OF BUSINESSES THAT SELL ARE UNHAPPY ABOUT IT WITHIN 12 MONTHS**
- **2X AS MANY PRACTICES FOR SALE TODAY (BUYERS MARKET IS COMING!)**
- **80% OF BUSINESS OWNERS WANT OUT IN THE NEXT 10 YEARS**
- **LESS THAN 20% OF BUSINESS OWNERS HAVE A WRITTEN EXIT STRATEGY**





“If I only knew this years ago...”

# OAK TREE CONVERSATION



# REMARKABLE EXIT

*The 5 Stages of The Exit Process*

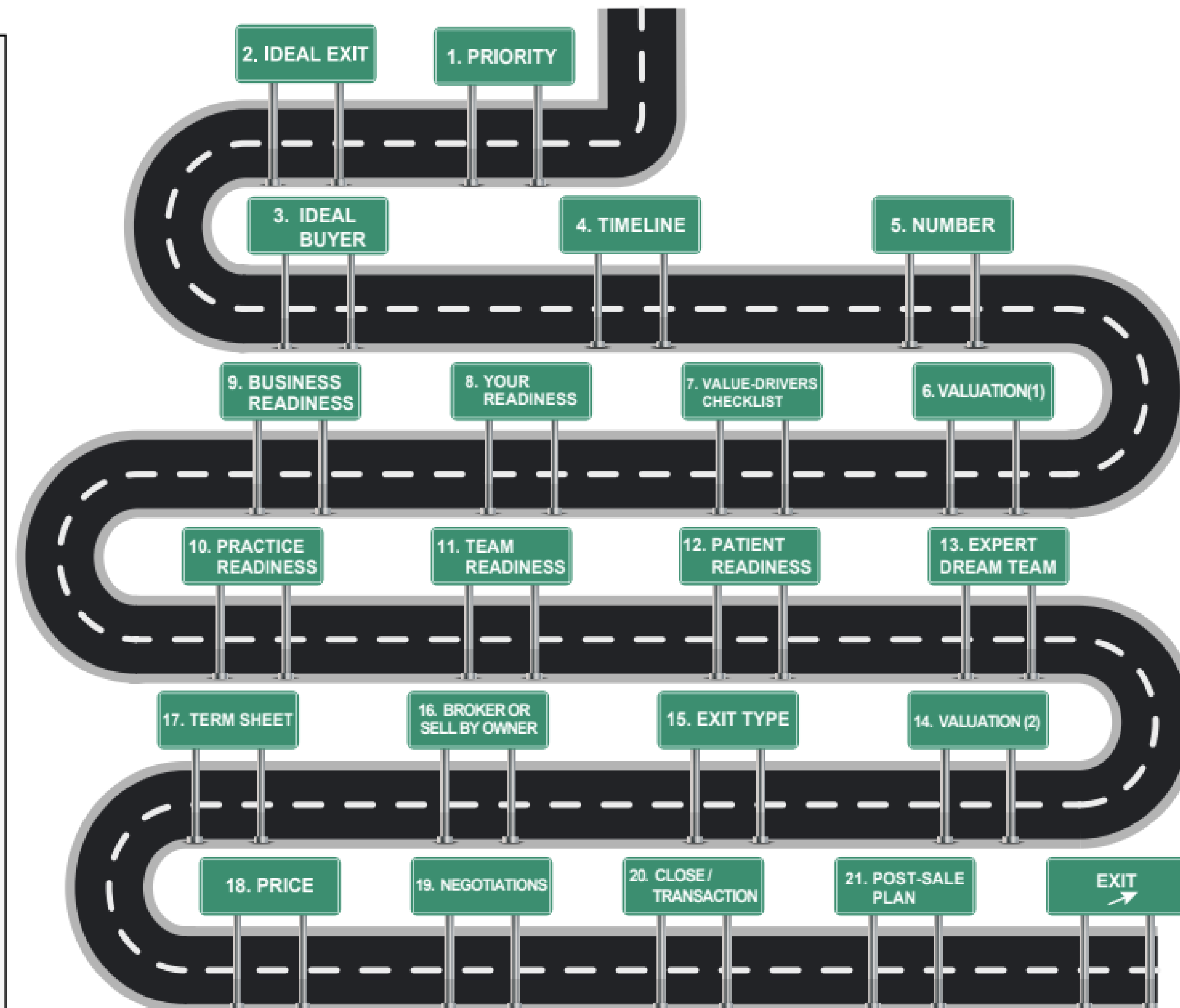
- 1. VISION (REASON, PRIORITY AND STRATEGY)**
- 2. READINESS**
- 3. GO TO MARKET**
- 4. TRANSACTION**
- 5. TRANSITION**



# REM EXIT ROADMAP



- 1. PRIORITY
- 2. IDEAL EXIT
- 3. IDEAL BUYER
- 4. TIMELINE
- 5. NUMBER
- 6. VALUATION (1)
- 7. VALUE-DRIVERS CHECKLIST
- 8. YOUR READINESS
- 9. BUSINESS READINESS
- 10. PRACTICE READINESS
- 11. TEAM READINESS
- 12. PATIENT READINESS
- 13. EXPERT DREAM TEAM
- 14. VALUATION (2)
- 15. EXIT TYPE
- 16. BROKER OR SELL BY OWNER
- 17. TERM SHEET
- 18. PRICE
- 19. NEGOTIATIONS
- 20. CLOSE / TRANSACTION
- 21. POST-SALE PLAN





# **EXIT STRATEGY**

- **ADC TAKE-OVER / SALE**
- **PLANT TO PARTNER**
- **PLANT TO PURCHASE**
- **ANGEL INVESTOR**
- **SIMPLE LAUNCH**
- **NO EXIT (GOLDEN GOOSE)**

# YOUR GOALS AND OBJECTIVES

## What The Seller Wants



- YOU WANT TO MAKE **GRACEFUL AND PROFITABLE EXIT**
- YOU WANT TO MAXIMIZE **PRICE**
- YOU WANT TO MINIMIZE TIME (**SPEED**)
- YOU WANT TO FIND RIGHT BUYER (**LEGACY**)
- YOU WANT TO MAXIMIZE ENTERPRISE VALUE (**PRICE**)
- YOU WANT TO MINIMIZE TAX CONSEQUENCES (**KEEP PROFITS**)

# THEIR GOALS AND OBJECTIVES

## What The Buyer Wants



- **REDUCE RISK** (CERTAINTY AROUND SUCCESSFUL FUTURE OF THE BUSINESS)
- **INCREASE SPEED TO RETURN OF AND ON THE INVESTMENT**
- **REDUCE TIME:** BUYING A BUSINESS ACCELERATES GROWTH / COMPRESSES TIME
- **CASH FLOW** (PROFITABILITY OF THE BUSINESS)
- **TRUST / EASE AND EXPEDIENCY OF DEAL FLOW** (SPEED OF TRUST)
- **OPPORTUNITY** (FUTURE / POTENTIAL / STRATEGIC BUYER)

**PRICE**



**SELLER**

**BUYER**



# WHAT IS MY PRACTICE WORTH?

The Value-Drivers Cheat-Sheet



# FAIR MARKET VALUE

## How Businesses Are Valued

### TRADITIONAL METHODS OF ARRIVING AT LISTING PRICE

- **REV X SALES MULTIPLE**
- **EBITDA X SALES MULTIPLE**
- **S.D.E. X SALES MULTIPLE**



# **SELLERS DISCRETIONARY EARNINGS**

## **How Businesses Are Valued**

**SELLER'S DISCRETIONARY EARNINGS =**

**OWNERS SALARY**

**+ DISTRIBUTIONS OF PROFIT**

**+ ADD BACKS**



# REMARKABLE EXIT

*The 5 Stages of The Exit Process*

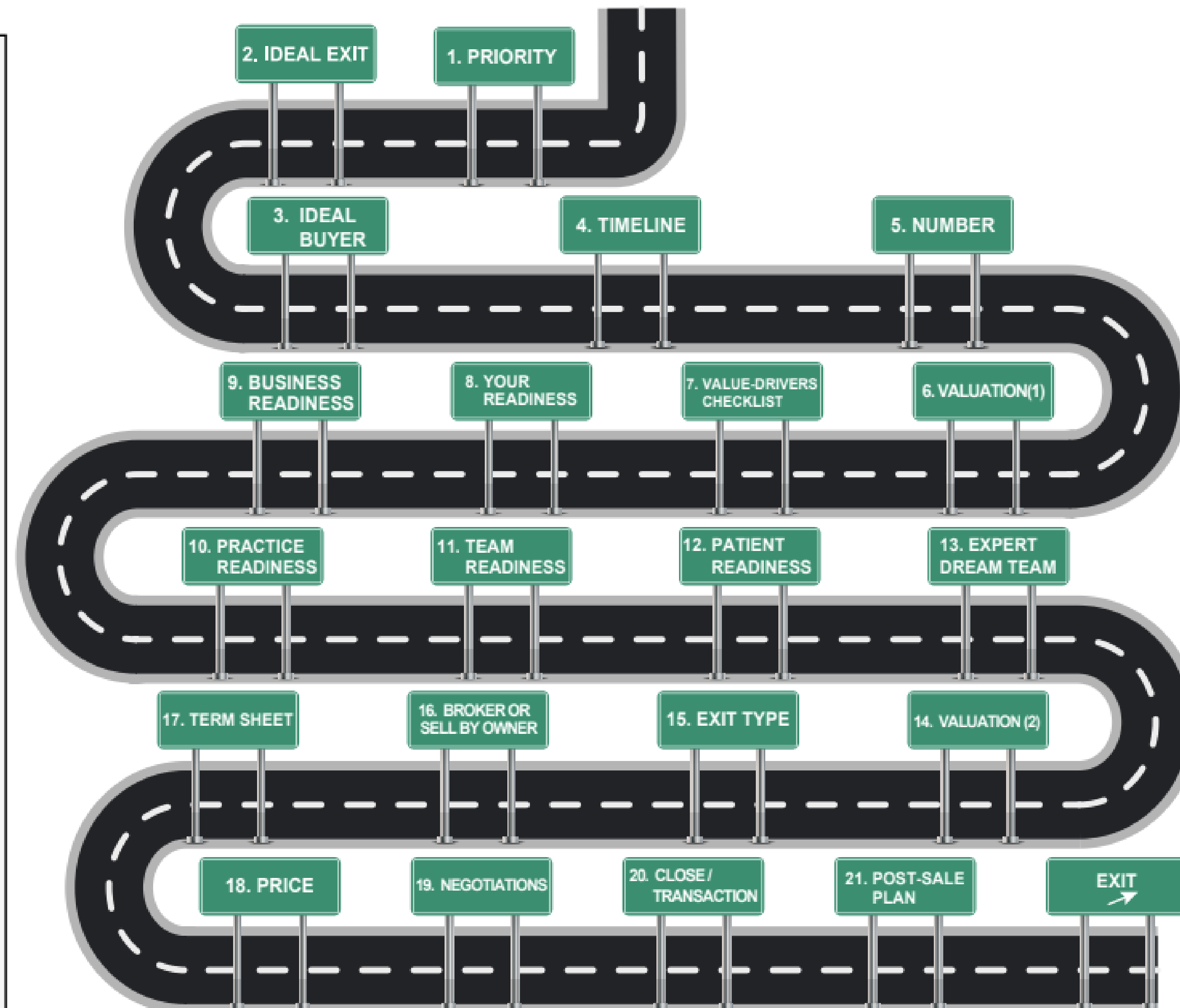
- 1. VISION (REASON, PRIORITY AND STRATEGY)**
- 2. READINESS**
- 3. GO TO MARKET**
- 4. TRANSACTION**
- 5. TRANSITION**



# REM EXIT ROADMAP



- 1. PRIORITY
- 2. IDEAL EXIT
- 3. IDEAL BUYER
- 4. TIMELINE
- 5. NUMBER
- 6. VALUATION (1)
- 7. VALUE-DRIVERS CHECKLIST
- 8. YOUR READINESS
- 9. BUSINESS READINESS
- 10. PRACTICE READINESS
- 11. TEAM READINESS
- 12. PATIENT READINESS
- 13. EXPERT DREAM TEAM
- 14. VALUATION (2)
- 15. EXIT TYPE
- 16. BROKER OR SELL BY OWNER
- 17. TERM SHEET
- 18. PRICE
- 19. NEGOTIATIONS
- 20. CLOSE / TRANSACTION
- 21. POST-SALE PLAN



**“Practices are not BOUGHT,  
They are SOLD.”**

# VALUE-DRIVERS

Increase the Sale Price of Your Practice

## MAKE YOUR BUSINESS MORE ATTRACTIVE TO A BUYER

- **REDUCE RISK** (CERTAINTY AROUND SUCCESSFUL FUTURE OF THE BUSINESS)
- **INCREASE SPEED** TO RETURN OF AND ON THE INVESTMENT
- **CASH FLOW** (PROFITABILITY OF THE BUSINESS)
- **EXPEDIENCY OF DEAL FLOW** (SPEED OF TRUST)
- **OPPORTUNITY** (FUTURE / POTENTIAL)



# PRACTICE VALUATION CHEAT SHEET

## Value-Driver Checklist

01	Stay Focused (System / Team) Don't Lose Value!	<input type="checkbox"/>
02	Leadership Ascension (Get Off of The Acct Chart)	<input type="checkbox"/>
03	Build Management Team (OM / COO / Marketing Mgr / HR)	<input type="checkbox"/>
04	Corporate Structure (Exit Friendly)	<input type="checkbox"/>
05	Document S.O.P. (Scalable Systems Documented - Procedures)	<input type="checkbox"/>
06	Leveraged Marketing Systems (Attraction) Lead Generation	<input type="checkbox"/>
07	Leveraged Sales Process (Conversion System)	<input type="checkbox"/>
08	Leveraged Delivery	<input type="checkbox"/>
09	Recommitment Systems	<input type="checkbox"/>
10	Re-Activation Systems	<input type="checkbox"/>
11	Create Durability	<input type="checkbox"/>
12	Team (Exit Ready)	<input type="checkbox"/>
13	Team Training Systems	<input type="checkbox"/>
14	Reporting Systems	<input type="checkbox"/>
15	Meeting Rhythms	<input type="checkbox"/>
16	Financial Reporting Systems	<input type="checkbox"/>
17	Financial Systems	<input type="checkbox"/>
18	Simplify Offering	<input type="checkbox"/>
19	Increase Bankable Profits	<input type="checkbox"/>
20	Explore M and A Opportunities	<input type="checkbox"/>



- **MAKE BUSINESS MORE ATTRACTIVE**
- **DRIVE PRICE POINT HIGHER**
- **COMPRESS TIME**
- **DECREASE STRESS**
- **INCREASE OPTIONALITY**

**PRACTICE VALUATION CHEAT SHEET**





**MAKE YOUR PRACTICE  
IRRESISTIBLE.**

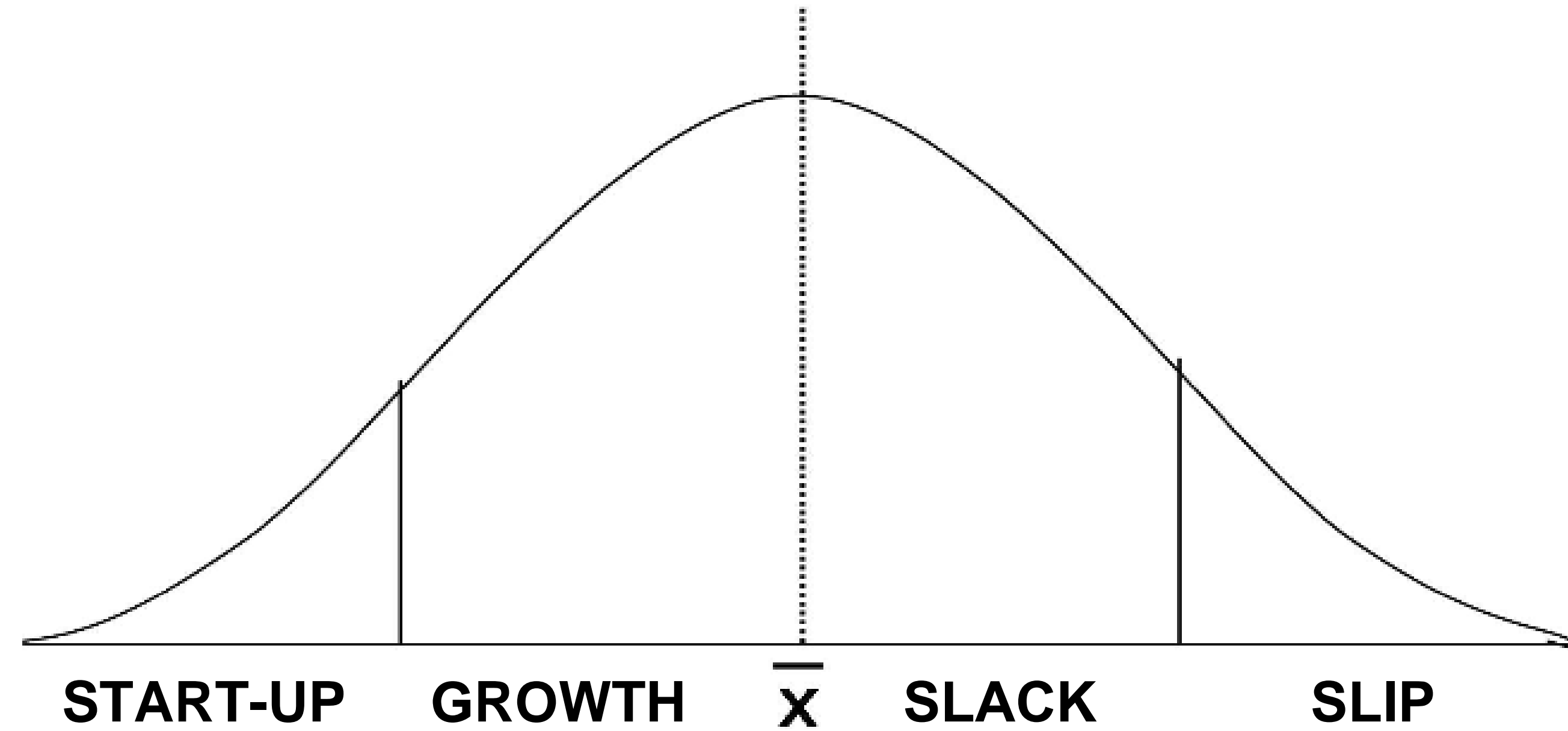
# 1. STAY FOCUSED

**Don't Get Distracted By Exit Process**

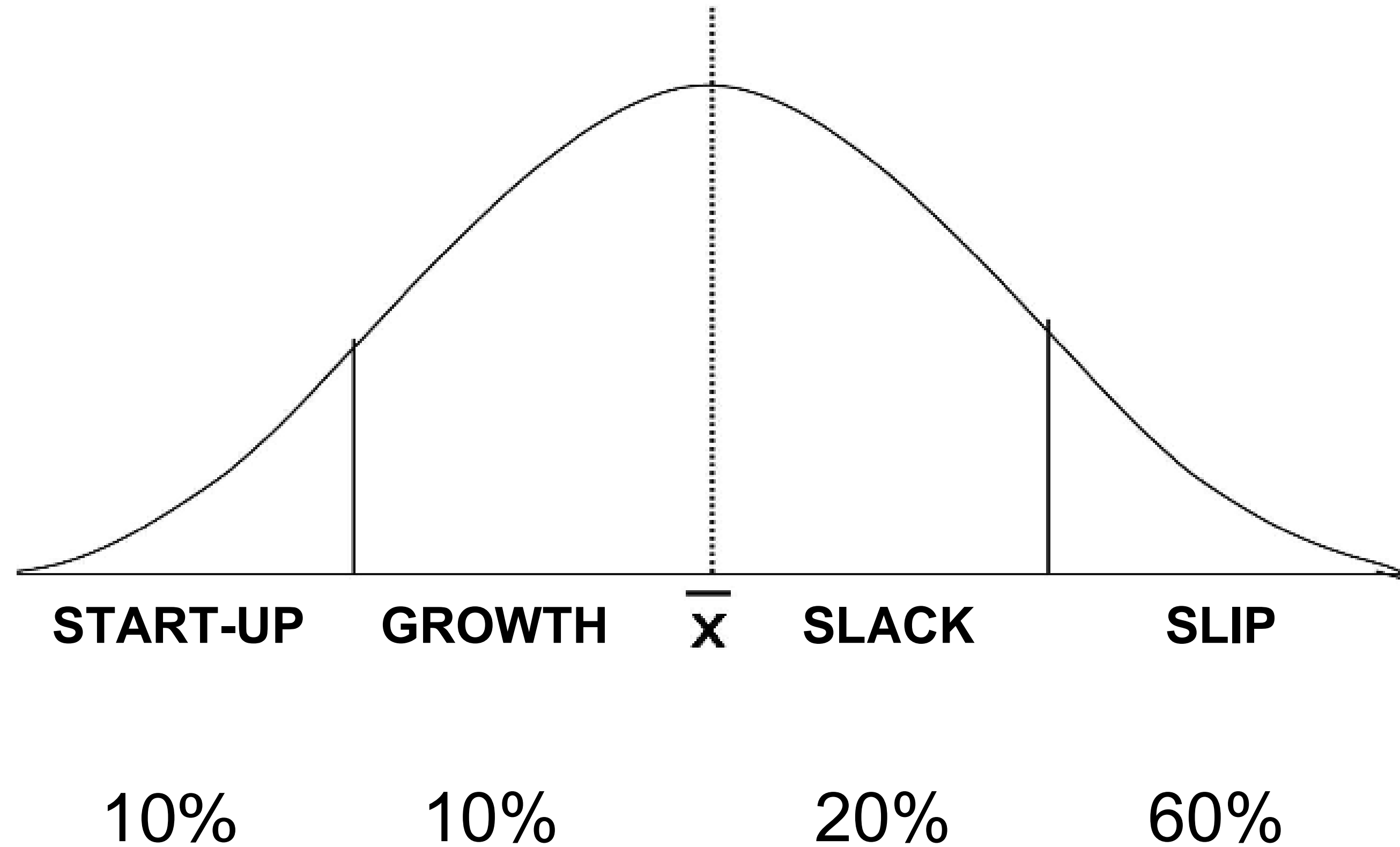


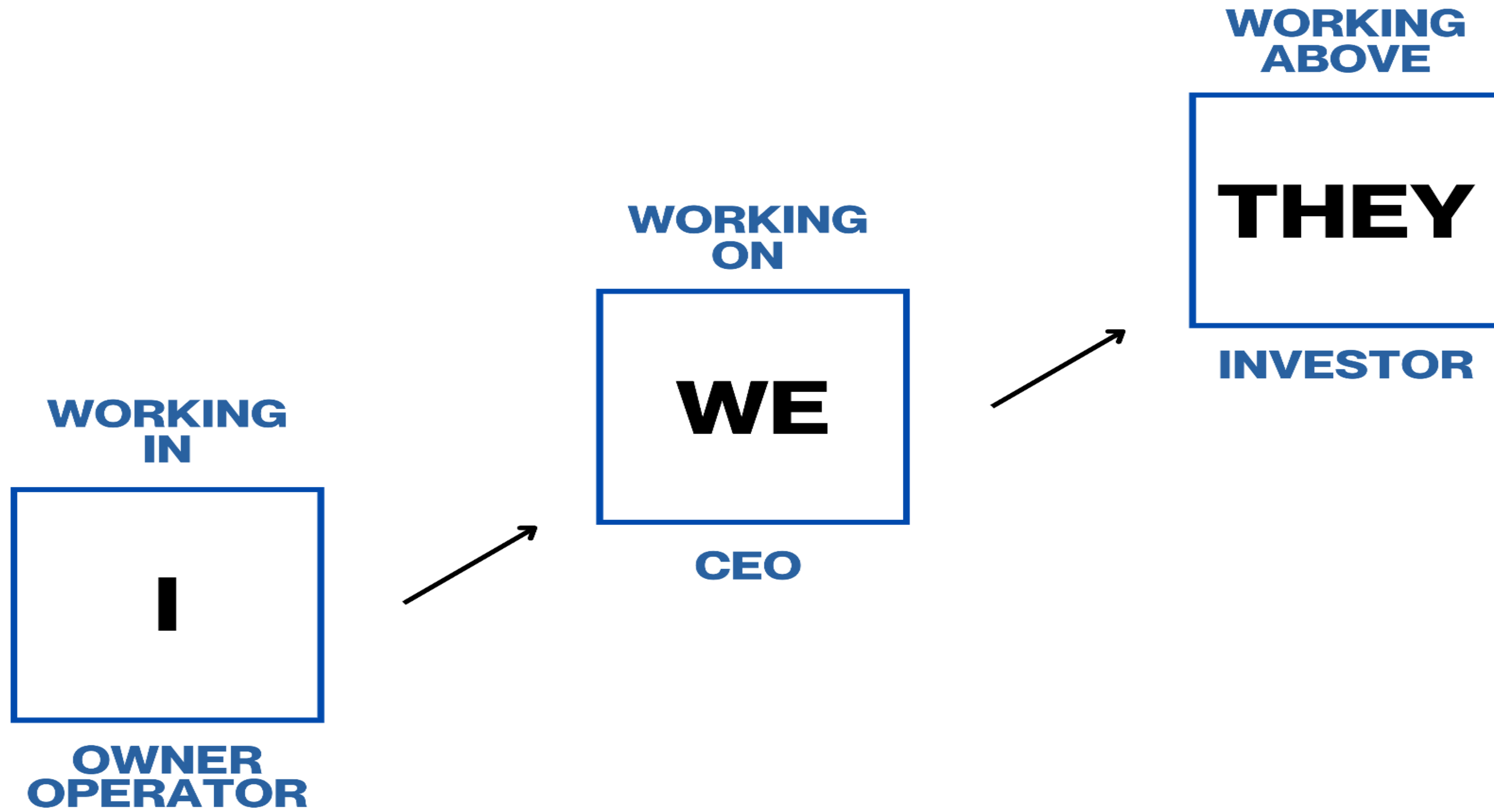
- **KEEP RUNNING AND GROWING BUSINESS**
- **LEVERAGE PROVEN EXIT SYSTEM / PROCESS**
- **LEVERAGE EXPERT TEAM**
- **FOCUS ON BUSINESS AS USUAL**
- **MOST BUSINESSES CONTRACT (SHRINK DURING EXIT)**

# BUSINESS LIFECYCLE



# BUSINESS LIFECYCLE





# BUSINESS OWNERS GET PAID 3 WAYS



- 1. PAID FOR WORK (SALARY)**
- 2. DISTRIBUTIONS (OF PROFIT)**
- 3. ASSET VALUE (EXIT / SALE)**

# PRACTICE VALUATION CHEAT SHEET

## Value-Driver Checklist

01	Stay Focused (System / Team) Don't Lose Value!	<input type="checkbox"/>
02	Leadership Ascension (Get Off of The Acct Chart)	<input type="checkbox"/>
03	Build Management Team (OM / COO / Marketing Mgr / HR)	<input type="checkbox"/>
04	Corporate Structure (Exit Friendly)	<input type="checkbox"/>
05	Document S.O.P. (Scalable Systems Documented - Procedures)	<input type="checkbox"/>
06	Leveraged Marketing Systems (Attraction) Lead Generation	<input type="checkbox"/>
07	Leveraged Sales Process (Conversion System)	<input type="checkbox"/>
08	Leveraged Delivery	<input type="checkbox"/>
09	Recommitment Systems	<input type="checkbox"/>
10	Re-Activation Systems	<input type="checkbox"/>
11	Create Durability	<input type="checkbox"/>
12	Team (Exit Ready)	<input type="checkbox"/>
13	Team Training Systems	<input type="checkbox"/>
14	Reporting Systems	<input type="checkbox"/>
15	Meeting Rhythms	<input type="checkbox"/>
16	Financial Reporting Systems	<input type="checkbox"/>
17	Financial Systems	<input type="checkbox"/>
18	Simplify Offering	<input type="checkbox"/>
19	Increase Bankable Profits	<input type="checkbox"/>
20	Explore M and A Opportunities	<input type="checkbox"/>



**DOWNLOAD YOUR FREE COPY HERE:**

**<https://theremarkablepractice.com/value-drivers-MAC>**



**REMARKABLE!**