

Chiropractic ECONOMICS

The Magazine Dedicated to Practice Growth and Prosperity Since 1954 • www.ChiroEco.com



A **nutrition ancillary**
in 4 basic steps
PAGE 18

You, too, can **become**
better known
PAGE 26

Conduct a productive
job interview
PAGE 32

How to **reward** for
high **performance**
PAGE 43

What is your
exit strategy?
PAGE 59

PLUS
Continuing
Education
Directory
PAGE 54

**CONTINUING
EDUCATION**

**Investing
in your Future**

PAGE 36



Thanks Coach!

How to determine the merits of having a coach and if you need one

By Monica Wofford, CSP

Paul was a talented, knowledgeable, and successful chiropractor.

He had built a practice with more than 12 employees, including CAs, office staff, and other doctors that served the patients of his practice. He was pleased with his success, yet often found he didn't know where to go from here.

He took work home with him and frequently felt stressed about the future of his practice. Had he done enough? Would it survive if he weren't running it? Did he have the right people in place, and why did it feel like he was constantly retraining or reinventing the wheel?

Paul's worries are not uncommon among business owners.

Your coach should be a cheerleader, an encourager, a stress reliever, and a producer of results, new ideas, and solutions.

Usually, it is due to the fact that the business was built from scratch, and is seen as a "baby" in a way — a living entity that needs tender loving care, nurturing, and looking after.

But babies grow up, mature, and need independence — and your practice will too.

Helping your baby grow

If this is where you are, it's time to stop working *in* your practice and start working *on* it. It's time for some outside help to assess where you are, where you want to be, and who can help you get there.

Hiring a coach is an important decision, and you should give it as much consideration as you would hiring a nanny for your child. This is after all, your baby.

Some key elements to look for when you decide you need outside help are listed below.

- **Find one who knows your business.** You wouldn't hire a nanny who had never cared for children, so why would you hire a coach who knew nothing about chiropractic?

If your potential coach already knows the lingo and the concept of running a chiropractic practice, you will spend less time explaining what it is all about.

- **Ask for previous results.** It's one thing to ask if they have worked with other chiropractors; it's another to ask what results they have had. Ask your potential coach to share results and give references to that effect. What results has your potential coach demonstrated?

- **Look for a good fit.** When considering a coach, look for a natural fit. Is it going to be fun talking to this person once a week? Does their business or project excite you as much as it does them? Are they going to be results driven?

Your coach should be a cheerleader, an encourager, a stress reliever, and a producer of results, new ideas, and solutions. Keep in mind that a match in communication

styles can propel your progress even farther. Maybe even look for one who will push and challenge you.

- **You do get what you pay for.** It is tempting to hire coaches who are \$100 an hour hoping they will melt away your stress, but the truth is unless you hire someone of quality who has been there and done that, it will usually only add stress to your situation.

- **State desired results and expectations.** Coaches should spend about two hours at the first session determining what your expected results are, what you expect of them, and at what milestones do you get to celebrate success.

This is an important step as it keeps you both on track. Coaching is different than therapy. Though personal issues do come up, a practice coach is one who is as diligently focused on your results as you are, and in order to do that, they have to know what those are.

- **Determine the coaching time frame.** There are group coaching programs, life coaches, business coaches, and coaches who do it all. Some will hold your hand for years; others have a finite time period.

Hurting Yourself Healing Patients?

We Can Help!



FOCUS THE ENERGY

CALL

800 628 9416

www.PulStar.us

personal development

How fast do you want change?
How fast do you want results? And
how much longer do you want things
to stay the way they are before you
decide it is worth the investment to
make a change?

Your preference will determine
this time frame.

- **Consistently monitor results.**

You are the one who drives your
coaching relationship. You are the
one in charge. Ask your coach to
regularly review where you are and
share the results.

If your coach is unable to share
results or point out areas of growth
you have experienced in the time
you have spent together, it may be
time to find a new coach.

Go as far as you can

It is okay to ask for help. In fact, it
is healthy and a sign of confidence
because without help, you can only go
as far as your expertise can take you.

Your expertise is in being a
chiropractor; it is probably not in the
area of running a business, training
staff, or creating an exit strategy.

Much like you wouldn't step into
the lion taming ring of a circus merely
because you owned a cat; avoid the
temptation to beat yourself up if your
practice is not where you want it to
be merely because you are the owner.

Find or hire someone who is an
expert in running a business. They
will then be responsible, along with
you, to make sure you are prepared to
step into that proverbial ring. ☺



Monica Wofford, CSP, is the
CEO of Contagious Companies
and a nationally known trainer,
speaker, coach, and author of

Contagious Leadership and *Contagious
Chiropractic Customer Service*. She can
be reached at 866-382-0121 or
info@monicawofford.com.

Chiropractic Economics NEWSFLASH

Get chiropractic news delivered to your e-mail for FREE!

- Keep up-to-date with the latest
chiropractic industry news
- Delivered biweekly to your e-mail
- Immediate alerts of breaking news

Sign up FREE!

Sign up today at www.ChiroEco.com