

GMCP Ep. 082 - Goal Setting for 2019

[INTRO MUSIC]

This is the Grow My Clinic Podcast by Clinic Mastery where we help you deliver amazing client experiences to grow your clinic.

JACK: Well welcome back to another episode of the [Grow My Clinic](#) podcast. My name is Jack O'Brien, your host from the Clinic Mastery Team. It is fantastic to be with you today. I feel like it has been a little while since I have recorded a podcast episode. So, I thought I would touch base.

This is the first recording for me for 2019. That's right. You have probably listened to a bunch of episodes between Christmas 2018 and when you're hearing this. The reality is that we line them up in advance. Then I've taken a little bit of time just to breathe, spend time with my family, do some personal development, and here we are today recording the first episode of the Grow My Clinic Podcast for 2019.

Although the year has already begun for you, maybe you've done some strategic planning, maybe you had a 2019 plan in place before the year's even rolled around, maybe you had some holidays, got some reading or spent some time with a mentor—despite all that, today, I want to pose four questions for you to set up your 2019. Four review questions that are future-focused.

See, oftentimes, we get stuck in this abyss between planning and thinking about where we want to be, or reflecting and looking back on what was without making the connection between them. So today's lesson is all about joining those dots, connecting the links, and making sure you set yourself up for a fantastic year.

Now, I might add this type of a reflection can be done at any point in time. Personally, this is something I like to do on a quarterly basis. This is what we do in our clinic, inside Clinic Mastery and with all of the clinic owners that we mentor. We spend some time each quarter reflecting, but you could use these questions now at the start of 2019. You could use them when you listen to this podcast. Maybe you're in February or March. You can use them whenever you like.

So here we go. Let's talk about the four questions you need to ask yourself for some forward-focused reflection. Take your reflections and make them useful in

the future. So here we go. Let's start with number one. The first one is: **What habits do you need to stop doing?** What habits, behaviors, activities, and actions do you need to stop? See, oftentimes, we get caught up with adding more to our plate, doing more, and being everywhere.

The reality is, the most effective and efficient, high-performance leaders continually take things off their plate. They have crystallized what it is that they do. So what is one thing that you need to stop doing from now on? What is one thing you need to stop doing? Habit, behavior, activity—what do you need to stop? What do you need to take out?

Okay, moving forward, we're going to run through these at a rapid fire pace. Number two: **What do you need to start doing?** Now, I know, I just said great leaders take things off their plates. But we all know that to progress, to be better, to be bigger, greater leaders, greater clinicians, we need to start some behaviors that we're not currently doing that will take us to where we want to go.

See, doing what you've always done will get you what you have always got. So, to go somewhere different, you need to do something different. What do you need to start doing? Is it a routine that you need to add to your life? Is it a morning routine? Is there a habit, a pattern or a behavior that you need to add into your life? It might be, like I said, a morning routine: going to the gym, something around eating, or maybe something a little bit deeper.

Do you need to add going to a conference or a workshop? And shameless plug, our Grow My Clinic Workshops all across Australia, the next one—there is one in March, in May, in August and in October this year 2019. Do you need to start involving yourself in some more personal and professional development? Do you need to start going to the gym, or playing golf regularly, or spending more family time? What do you need to start doing?

So the first one is, "What do you need to stop?" The second one is, "What do you need to start?" The third is, **"What do you need to improve on doing?"** See the reality is, a lot of our time is spent doing things moderately well, and moderate is a positive spin. Oftentimes, we do them mediocrely, and they're not things that need to be chopped out of our life.

They're just things that need to be improved in order to help you get to towards your goal and where you want to go faster. So what do you need to improve on

doing? Is it spending time with your team? Maybe you're doing yearly performance reviews. I would suggest to you that doing quarterly progress reviews, mixed in with monthly one-on-one mentoring and weekly feedback would be really useful.

So it's not that you need to start performance reviews or stop performance reviews. You just need to continue improving upon what it is that you are already doing. What do you need to improve on? And the fourth one, and I just touched on it. Okay, well, a little hint for those who are listening closely.

Number one: what do you need to stop doing? Number two: What do you need to start doing. Number three: What do you need to improve on doing? Number four: **What do you need to continue doing?** Okay, let's do a bit of a positive reflection here. What has moved the needle forward for you most this year that's just gone, or this period just gone?

What has been the 80/20? What has been the 20% effort that is giving you 80% of results? You need to continue doing or maybe even do more of. A great mentor of mine James Schramko who is on one of our earliest episodes—I think it might have been episode 6 of this podcast—talked about not just the 80/20 rule, where we say that the 20% of our efforts give us 80% of our results, and you want to focus on the 20% of what you do and continue doing that.

James Schramko applies the 80/20 rule to the 80/20 rule. What that means is you end up with the **rule of 64 and 4**. Basically what he's saying is, 4% of what you do equates to 64% results. That is exponentially bigger. So, if you can do more of the 4%, you'll get more than 64% of the outcomes.

My challenge to you is what do you need to continue doing? What is giving you the most disproportionate benefits? For me, it was scheduling family time. It was investing in reading time and getting around bigger mentors. In the last year, I got two or three extra mentors around my life invested in that personal growth. That has given me the best exponential rewards. I'll be doing more with my family, more learning, and more mentoring. What do you need to continue?

So to refresh. The four questions you need to ask yourself for forward-focused reflection:

What do you need to **stop** doing?

What do you need to **start** doing?

What do you need to **improve** on doing?

What do you need to **continue** doing?

I reckon that will set you up for a fantastic 2019 or whatever time period you have set yourself aside. So I am going to leave you with that. We look forward to hosting you at one of our workshops and events really soon. Like I have mentioned halfway through here, the **Grow My Clinic workshop in Sydney, 23rd and 24th of February** is coming up.

It is so close. You can grab tickets at www.clinicmastery.com/events. You'll see the Sydney event, and the Melbourne and Brisbane events there as well. You can actually check them out. If you're looking for the show notes, any links or supplements for your information from this episode, you can head to www.clinicmastery.com/podcast. That's where all of that lives.

We would love to see you there. Make sure you connect with us on socials. We really appreciate your reviews and ratings. That's it for me. Make sure you action a fraction. Make a difference. Get it done, and we'll see you on another episode again really soon.

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