

## GYCP Ep 152 - Three R's For Growth This 2020

[INTRO MUSIC]

*This is the Grow Your Clinic Podcast from clinic mastery. We help progressive health professionals to lead inspired teams, transform client experiences, and build clinics for good. Now it's time to grow your clinic.*

Hey! Welcome back to the Grow Your Clinic Podcast. My name is Jack and I have a solo episode for you today. I am really excited to be back in your earbuds, your car speakers, wherever you might be. I'm super inspired, refreshed, and ready to go and help as many clinic owners as possible this year. So, let's dive straight in. This would be a quick little sound bite for you, perhaps, on your commute, maybe your gym, wherever you're listening to this podcast. I'm gonna speak to you about the three things that you need to put in place to set you up for success in 2020.

Now, first caveat is success is whatever it means to you. You don't need to chase what everyone else is or what you think you should chase as a clinic owner, perhaps, there's a dollar figure in mind, or a team level in mind, or a number of locations, you don't need to live up to anyone else's standards. But I feel really passionate about this that clinic owners, we have the opportunity to define how we want our clinics to go, to define the lifestyle that we want to lead, and to define the impact and the significance that we want to have, and there is no right and wrong when it comes to that. It's simply about knowing your ideal outcome, knowing your desire statement, and reverse engineering your environment to make that happen. So, we talk about success - that is what we mean when we're referring to success.

The other caveat is we often chase outcomes ASAP, and I say that "as soon as possible." It's a real buzzword and speed is, you know, getting to the destination as quick as possible. And don't get me wrong, speed is important, speed is useful, and speed is achievable. But it shouldn't be held up on a pedestal. I want to reframe it for you. Some of the language, that we're using inside the [Clinic Mastery Business Academy](#) with the hundreds of clinic owners that we're helping, is this - it's still ASAP, but it's this: as sustainable as possible, as sustainable as possible.

So, I think, as clinic owners, we don't want to be flashes in the pan, and we don't want to be blips on the radar that really spike on the on the graph, on the chart, and then as time progresses, we just come back down to normal. Perhaps, that's been the rhythm in your clinic on a journey is that there's been spikes, and then there's been troughs and it ebbs and then it flows. And I wonder if we would achieve our ideal outcomes and be satisfied and find joy along the way if we chased the success of outcomes as sustainably as possible. I often liken it to linear growth if you can

picture the x and the y axis and the linear growth steady stable progression. Or consider the exponential growth, and which which seems like it's flat lining at the beginning and that it just picks up a little bit of momentum and starts to turn up and about half way along the linear line, the exponential line intersects and they cross over. And that exponential line, because of the foundations and the hard work put in place at the beginning, that exponential curve overtakes the linear curve over time. And that's because often, exponential starts out sustainably. It doesn't see growth straightaway but seeks it sustainably.

And so, let's run it through those filters. Now, with enough context, I want to give you the three R's that you need to put in place before the end of January, so that you can achieve your ideal outcomes. And here they are, and we'll go through through them in depth: Number one would be renewals; number two, retreats; and number three, rhythms.

And so the first R is your renewals. And we're talking here about holiday time; time with your family, time with your friends, prioritizing the things that matter. See, we get in business often to create some freedom, and some some money for our family, and - and also create impacts. But if we focus on some freedom elements, we believe in clinic mastery that business owner should be taking six to twelve weeks of holidays per year. And trust me, that is achievable that has been unlocked by myself, our team, and a number of other members inside the business academy. We know that your clinic is better when you take holidays. We know that your family is better when you spend some time with them and creating some renewals. But how? What's the chances? We're working more now as business owners, and working 50-52 weeks a year, more so than our team, who get four weeks of annual leave, and two weeks of sick leave, and two weeks of public holidays, and are often worse off.

So it often is a case of prioritizing that which matters and then reverse engineering that outcome. So renewals; scheduled some time for some family adventures, maybe there's some time for a couple's escape, but prioritize the R of renewals now so that it's locked in the diary.

The second R would be around retreats, and speaking specifically here about learning opportunities. How can you now prioritize those learning opportunities that will push you sustainably toward your outcome? The Grow Your Clinic retreats are a fantastic opportunity for this. Now, there are many other professional learning opportunities, and personal learning opportunities. We know that the two days at the Grow Your Clinic workshop is an immersion in personal and professional growth and development, as well as the networking, and community that's established in like-minded, open-minded, and abundant health professionals. It's such an incredible place for you to get away, and work on yourself, and work on your business. You can find those dates and tickets over at [clinicmastery.com/forward/events](http://clinicmastery.com/forward/events), and I would suggest prioritizing those ASAP. What other, if there are any other retreats, can you prioritize this year to set you up for your success?

The third R would be your rhythms. And it depends on the timing that you're thinking about here, but potentially it's going to be daily rhythms and weekly rhythms. Those concepts floating

around like holy hours and miracle mornings. It's make a risk that from our team that's often spoken about holy hours at our events, and how Elrod wrote the book called 'The Miracle Morning.' I want to fully credit those guys for their ideas. But, how can you take charge of the first couple of moments in your day, it might be minutes or it might be hours. Another great read is The 5 a.m. Club by Robin Sharma. How can you create rhythms that set you up for success when you know what matters on a daily, perhaps, it's a weekly basis, things like; your one-on-one mentoring sessions or progression sessions with your team, your CPD, your team meetings, your culture days, and alignment days; how can you create rhythms that are predictable and sustainable and drive us towards our ideal outcomes?

So clinic owners these things matter, they often sit on the Eisenhower matrix, they sit in the important but not urgent quadrant. And any task can be either urgent and non-urgent, important or not important. And we're often drawn towards the urgent, where's your on towards the important and urgent things, or were often drawn toward the urgent and non-important things.

Just, actually, just take a moment and think, was there something that I did today that seemingly was urgent but it, really, it wasn't that important? And I can probably assume that most of us listening can think of something we did that was urgent but not really important. And on the flip side of that, was there something today that you knew was important but wasn't urgent? There wasn't a time pressure on it and you procrastinate on it. No, you deprioritized it, maybe, just didn't get done even though you know deep down that it was important but not urgent, not pressing. So, we want to spend most of our time if we can in that space of important but not pressing, not urgent. And these three Rs are really what you need to put in place.

I would challenge you maybe you need to do it by the end of the week whenever you're listening. Get these three Rs sorted and locked in by the end of the week you're listening to this podcast episode. And that will set you up for your version of success ASAP, as sustainably as possible.

We love working with clinic owners inside our Business Academy on this very thing, and so, if you want some help, some clarities, some external perspective, or to learn from a team, and a community of hundreds of business owners that have been there-done that, and understand the principles, and accountability to help you get there so that we can help you to grow your clinic, then please, just get in touch. Send me an email: [jack@clinicmastery.com](mailto:jack@clinicmastery.com), and we'll just help, no strings attached. We genuinely want to be the most helpful education and coaching provider for progressive and abundant health professionals. And that's our promise to you. That's our commitment. And as we do that and help you grow your clinic, we're able to amplify our impact and build clinics for good all across the globe that are looking to create consults for a cause and really impact as many worthwhile meaningful causes as possible.

Now, I get really excited about helping clinic owners 'cos that's the outcome that we see happening when we get our hands dirty and work one on one, personalize the environment, to help you drive results. So, those three Rs, get them in place by the end of this week.

And as always, thank you so much for sharing your earpods, car stereo, whatever it might be, with us. We never want to take this community for granted and so appreciate all of your engagement. So, like I said, [jack@clinicmastery.com](mailto:jack@clinicmastery.com) to get in touch if you need some help or if you just want to say good day and let me know your two cents on the podcast. Otherwise, we'll have all of the show notes over at [clinicmastery.com/podcast](http://clinicmastery.com/podcast), so you can find that over there. Again, thank you so much for tuning in, and can't wait to bring you another episode again really soon. Bye for now.

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