

# Course Agenda

## 1. What does success look like to you?

- Life plan
- Purpose – your impact
- Vision – your direction
- Values – your way

## 2. Putting a plan in place

- 3 Year Plan
- 1 page plan
- Other strategic documents

## 3. The numbers

- Forecasting and real time comparison
- The key numbers to monitor
- Creating a dashboard

## 4. Marketing

- Who you want to attract
- The message they will respond to
- Marketing methods

## 5. Keeping the patient at the heart of it

- Ensuring and Enhancing Quality
- Defining the moments of truth in the patient experience
- Processes

## 6. The team around you

- Recruiting
- Contract options
- Managing and motivating

## 7. Being a clinic owner

- Managing your time, energy and money
- Delegating and outsourcing effectively
- Making decisions

## 8. The legal status options

- Sole Trader
- Limited Company
- Partnership

## 9. Other need to haves

- Insurances
- Licences
- ICO registration (GDPR)



Course Host  
**Celia Champion**