



BUSINESS BOOTCAMP FOR DENTISTS

EASY, ONE-PAGE BUSINESS PLANS!

Planning allows you to move forward with intent and measure your progress! This kind of plan is for YOU!

Elements of a simple business plan are the same as a treatment plan:

Diagnosis = Why am I creating this? What needs fixing/changing? (Analysis and justification)

Treatment = What am I building & what's the end result I hope to achieve? (Vision)

Treatment Goals = What measurable results do I want? (Goals)

Method = How will I go about this? What is the work that needs to be done? (Objectives)

Timeline = When do we start & finish? (Accountability)

Ask yourself these 6 questions to create your one-page business plan!

1. **Why am I building this? What needs fixing/changing?** *What is your primary reason for looking ahead, creating, planning? Be painfully honest with yourself. Stay away from 'shoulds'. Answer this question in one or two sentences. **Being clear about why you are doing something gives you purpose!***
2. **What am I building?** *What do you want to achieve? What will it look like when it's done? This may simply be looking ahead to the finished result and describing what you see. **Have a vision of what the finished result will look like – this will keep you focussed.***
3. **What measurable result do I want?** *How will you know that your plan was successful? Think of all the ways you can quantify success; Time, Money, Quantity, Quality. **That which is measured can improve OR it can tell you whether you succeeded!***
4. **How will I build it?** *Break the war down into battles; What are the logical pieces or 'chunks' that need to be accomplished? **This will give you your game plan and provide even more clarity. Moreover it will help you know where to start – the hardest part!***
5. **What work needs to be done?** *What are all the tasks required in each 'chunk' in order to get the job done? **This provides you with your plan of attack and your to-do list so that nothing gets missed.***
6. **When will I do the work?** *Create a time-line – assign a to-be-done-by date to each task in #5. **This keeps you accountable; creating a sense of urgency helps you to avoid procrastination.***