

Professional Practice Checklist

We've identified the 100 key factors in building and maintaining a full, rewarding, and profitable professional practice, and we've grouped them into 10 distinct areas.

- A. Strong client relationship
- B. Service, value, and excellence
- C. A cost-free practice
- D. Referral generation
- E. High productivity
- F. Practice management
- G. Empowered clients
- H. Personal balance
- I. Accounting and profitability
- J. Potpourri

This program works for all types of professionals and small business owners.

Instructions

There are four steps to completing the **Professional Practice Checklist**.

Step 1: Answer each question.

If the statement is true, check the circle. If not, leave it blank until you've done what it takes for it to be a full *yes*. Be rigorous; be a hard grader. If the statement does not apply or will never be true for you, check it and give yourself credit.

Step 2: Summarize each section.

Add up the number of circles for each of the 10 sections and write those amounts where indicated. Then add up all 10 sections and write the current total in the progress chart.

Step 3: Color in the checklist provided.

If you have five checks in the Strong Client Relationship section, color in the bottom five boxes of column A, and so on. Always work from the bottom up. The goal is to have the entire chart filled in. This will indicate that you are managing your practice well. In the meantime, you have a current picture of how you are doing in each of the 10 areas.

Step 4: Keep playing until all boxes are filled in.

This process may take 30 or 360 days, but you can do it! Use your coach or advisor to assist you. And check back quarterly for maintenance.

Progress Chart

Date	Points (+/-)	Score

Professional Practice 100-Point Checklist

Sections										
#	A	B	C	D	E	F	G	H	I	J
10										
9										
8										
7										
6										
5										
4										
3										
2										
1										
2										
1										

Give yourself credit as you get points from the 100-point program. Fill in columns from the bottom up.

A. Strong Client Relationship

Number of circles checked (10 max) _____

Clients hire a professional because of his or her reputation or availability; they stay with the professional because of the service they receive and because of the relationship that both parties create. Here's how to do more of this.

- I am ahead of my clients: I know what is next for them, and they know that I know this.
- I tell my clients what I want for them.
- There is virtually complete trust between my clients and me. They tell me everything that I need to know to be able to help them professionally.
- I do extra things for my clients regularly.
- I am proud of my clients and enjoy their company.
- I don't put up with much from my clients.
- My clients bring out my best work, consistently.
- I work only with the clients who are right for me and who are ready for my services.
- I show the good client how to be a great client.
- My clients bring out my best and keep me developing myself.

B. Service, Value, and Excellence

Number of circles checked (10 max) _____

The professional must continuously add value to the client and to the relationship in order to stay competitive. With the growing number of people entering your field, you cannot afford not to be innovative or less than fully client oriented. Here are benchmarks for providing value.

- I use an objective system to quantitatively assess my clients' satisfaction with my services.
- I conduct quarterly meetings with key clients and make changes to serve them better.
- I've Identified moments of truth for my organization and enhanced my practice accordingly.
- I make three changes or upgrades each time I lose a client or make a mistake with a client.
- Service standards are written and are very high.
- I have and operate from a simple mission statement.
- I continuously add value to products and services, whether the client asks for it or not.
- I fulfill service and requests in record time, far faster than the clients expect.
- I have a strong reputation for being the best in delivering service in my field.
- I know what my clients want and need even before they do.

C. A Cost-Free Practice

Number of circles checked (10 max) _____

Every practice has high hidden costs—emotional costs—that limit the quality of service provided and keep the practice at less than full. In fact, there is a direct relationship between the size of the practice and the number of costs that the professional experiences. Use this list to identify and eliminate all of these costs.

- My clients do not violate my personal and professional boundaries.
- I do not gossip about my clients, ever.
- My clients almost always do what they promise.
- My clients give me credit for the part I play in their success.
- My clients consistently keep their appointments.
- I don't work outside of my best daily schedule.
- My clients do not complain or blame; rather, they create, request, or problem solve, and they use me as a resource to accomplish this.
- I do not count on willpower to do the things I know I should do in my practice. I have a supportive coach or partner to support me in completing these things.
- I have not overpromised results or hinted that I could accomplish more than I absolutely know I really can with one hand tied behind my back. In other words, I have underpromised.
- None of my clients dig at, demean, or fight me.

D. Referral Generation

Number of circles checked (10 max) _____

The best clients often come from referrals. Generating a flow of these referrals requires a strategy and a plan. Here are 10 elements of most successful referral plans.

- My clients know that I want more business.
- I have strong relationships with at least 5–10 centers of influence who are currently sending me referrals.
- All of my clients know all of what I offer.
- All of my clients know the types of clients I am looking for.
- I thank the source of every single referral.
- I give my clients or centers of influence an incentive for sending me new business.
- I have a way for prospective clients to get to know me, try out my services, or get started on a smaller scale.
- I send out a monthly or quarterly newsletter, brochure, or announcement about my services.
- I have written material, such as a card or brochure, that my clients or I can give to others.
- My clients know what happens when someone they refer calls or comes in, so they feel more confident about sending referrals.

E. High Productivity

Number of circles checked (10 max) _____

Billable time is the financial engine of any practice, which means that anything that gets in the way of this is very, very expensive. Start increasing productivity by doing everything on this list so you can bill more!

- I touch my paperwork only once.
- Operations are fully computerized.
- Very, very few problems occur anywhere. If they do, they are handled immediately and the source is eliminated. My practice is a problem-free zone.
- A single individual has responsibility for the day-to-day operating decisions.
- My staff and I do very accurate work; nothing is thrown together or sub-standard.
- There is no part of my client procedures or process that costs me physical or emotional wellness. I have found a way to effectively delegate.
- I do no paperwork or procedures that are unbillable.
- Every meeting accomplishes something specific.
- My staff communicates everything that is getting in the way of its being productive and knows how to make a request without complaining.
- Staff members have the equipment and training they need to double their productivity.

F. Practice Management

Number of circles checked (10 max) _____

The professional must operate in a supportive, cost-free environment, which means that every staff person is an integral part of a winning team. Here's what to do to make this happen.

- Staff accountabilities are written and clear.
- I conduct quarterly employee reviews.
- My staff members live to support me, and they go out of their way to make my job easier—even effortless.
- I have the right accountant, banker, attorney, coach, and other advisers, who add to my profitability.
- Each employee is in the job that uses his or her strengths; there is no suffering or mismatches.
- Consequences are imposed for nonperformance.
- Every employee is fully competent and skilled and is qualified by experience, education, loyalty, motivation, and competence, with no weak links or drag-me downs.
- I have a business plan, which I refer to monthly.
- Everything has a deadline or promised completion date, and the employee and manager manage this.
- This staff wants to come to work and is well taken care of at work.

G. Empowered Clients

Number of circles checked (10 max) _____

Clients need empowerment to be their best—for themselves and to be with you powerfully. You can show them how by raising your standards, establishing extensive boundaries, and showing them how to get the most from your services and the relationship. Here are 10 ways.

- My clients know the benefits they are receiving from the services they are getting.
- My clients add to my reputation. I work with no one who will make me look bad or damage my reputation.
- My clients send me referrals for more business.
- My clients will be able to pay increasing fees.
- My clients are responsible for their own needs and results in their personal and business lives. They use me appropriately, yet they are not too dependent on me, nor do they blindly follow my advice.
- My clients use me as a partner and not just as a technician to fix or handle something. We have a healthy relationship.
- My clients have a recurring need for my services.
- My clients always pay their bills on time. Money is rarely an issue between us.
- Every client respects my advice and expertise and gives me the room I need to do an extraordinary job.
- My clients look for ways to help me because they care.

H. Personal Balance

Number of circles checked (10 max) _____

The quality of the professional's work and the success of the practice depend heavily on how high the professional maintains his or her wellness—physically, emotionally, mentally, and spiritually.

- I have more time than I need because everything is so well done or delegated.
- I have a right-hand person or executive assistant who handles every detail so I have space.
- I have a strong, happy, and healthy personal life with lots of physical activity and pleasure, so work is just work and not my life.
- I am adrenaline free.
- I put aside plenty of funds with which to become financially independent early in life.
- The practice is in good enough shape to sell.
- I have a very strong personal foundation.
- I enjoy creating blockbuster results for clients.
- I consistently do my 10 daily personal habits.
- I am proud of myself as a human and as a professional.

I. Accountability and Profitability

Number of circles checked (10 max) _____

Part of having a practice is running a successful business. Accounting, taxes, and profitability are necessary for the professional to be his or her best, to have a future, and to enjoy the present.

- Bank reconciliations are complete and up to date.
- All income, sales, and property taxes are filed, paid, and current.
- All bills are routinely paid on time.
- The accounts payable ledger is current and includes all bills and purchase orders.
- Accounting department is well run and/or I use a superb bookkeeping service and CPA.
- I have a budget that I compare with my monthly financial statements, which are done by the 15th of the month.
- All accounts receivable are being collected per standards (average collection period is less than 150 percent of customer payment policy).
- The firm's profits are very, very high at a very conservative level of revenue.
- No single customer accounts for more than 25 percent of total sales or receivables.
- Services and products are packaged so that they produce a stream of income, not just a one-time sale.

J. What else do you need?

Number of circles checked (10 max) _____

Every practice is unique. What else do you need to be able to have a full, successful practice? Write these on the lines provided and then check each item off as you complete it.

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

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