3b. Mission Possible: Next Level Business Development Strategies to Grow Your Business in 2023

Presented by:

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Mission Possible- Next Level Business Development Strategies to Grow your Business in 2023

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Today's Agenda

What we'll learn:

- When is it time to grow the footprint of your organization or add additional revenue lines of service?
- 5 key steps to keeping your team focused on growth opportunities that are best for your business
- Best practices for strategic planning for your organization
- 5 key leadership strategies that will help you improve the culture of your organization
When is it time to grow the footprint of your organization or add additional revenue lines of service?

- You have regular customers and stable referral base
- You have regular stream of income and long term profitability.
- You have cash in the bank or means to borrow (with caution).
- You are sending clients/patients away - out of service area
Would another location allow you to capture more market share? More staff?

Do the types of service that your business offers meet demands of market?

Do you have opportunities with underserved market?

Are you able and willing to grow?

5 key steps to keeping your team focused on growth opportunities that are best for your business:
- Employee Review
- Culture Review
- Success Review
- Business Plan Review
5 key steps to keeping your team focused on growth opportunities that are best for your business

Leadership Development Review

Employee Review
Business Plan Review

Leadership Development Review
### Best practices for strategic planning for your organization

**1. Pruning**

**2. KPIS**

**3. What tasks are you avoiding?**

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**4. Look for what is wrong/painful**

**5. What/Who is depleting your resources?**

**6. Do I have a sense of urgency?**
Pruning

Key Performance Indicators

KPIs
What tasks are you avoiding?

Look for what is wrong
What/Who is depleating your resources?

Is there a sense of urgency?
5 key leadership strategies that will help you improve the culture of your organization

Weekly 1:1's

01 Discuss Projects
02 Remove Obstacles
03 Discuss Performance
04 Priorities/Challenges and Roadblocks
05 What can the manager do for them?
Stay Interviews as a Recruiting Technique

01 Benefits
02 How do we implement?
03 Frequency
04 Questions

Stay Interview Questions
Team Engagement

1. Create a culture of recognition
2. Advancement Opportunities
3. Consistency with Feedback

Team Engagement

4. Experiential Rewards
5. Be intentional about growing your team's skills
6. Success measures for each employee
How do you connect with your team?

Go to battle with your team

Check your own motives and motives of your leaders on your team

Are you being present?
Are you displaying the attitudes and performance you desire?

Ensure each person on the team knows how they impact care/business

Value your people over your patients
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