

Areas for strategic growth/financial goal setting: These are areas that EVERY. SINGLE. PRACTICE. should have goals for. These goals should be set yearly and reviewed monthly.

Year over year gross revenue growth - are you going up, down or flatlining?

COGs as a % of revenue - are you trying to lower or maintain (generally this doesn't increase unless you are bringing in a new product line or product series)?

Staff Costs as a % of revenue - are you trying to lower this cost, maintain it or increase it? If you are increasing it, what are you lowering to offset the increase?

Staff Hour Planning - you should know what you can afford in terms of staff hours on a monthly or quarterly basis. This will allow you to make decisions about increasing salaries, adding staff or knowing when you are going to have less hours available, based on seasonality.

Profit Margin Growth - generally, this number is going to go up and be a growth goal. Sometimes it will decrease if you lose a DVM or have some other catastrophic event at your practice.

Your job: To be able to break these goals down in a way that your team can understand and know what they are and WHY they matter. You need to figure out what their levers are so that you can help pull them in a way that will ultimately help you meet these 5 goals, without them feeling like you are talking about the money. Share how you are doing it, want to do it, think you might do it.

AND

To create a system (*cough* SPREADSHEET *cough*) to allow you to track your progress month to month.

Homework: What KPI are you going to measure for your practice for the start of 2020? (Or all of it)

What are you going to measure?

Why?

How are you measuring it?

How do you know if you are successful?

Be prepared to talk on Sunday!!!!