

# WEEK ONE - BUILDING YOUR VISION AND VOICE

Name: \_\_\_\_\_

## Determining Core Values

We cannot be all things to all people, nor do we want to. The cornerstone of a strategic plan for your practice is a clear understanding of your practice's core values. Without this, we are just "makin' stuff up." Core values are the bedrock guiding principles of your practice

## Core Values Exercise

1) Make a list of the biggest rock stars in your practice (please include yourself in this list). These are the people who can help take your practice to the next level. If you could clone them, your practice would be an great shape.

2) Make a list of the characteristics and qualities that make each of these individuals "rock stars" in your eyes. [Note: you don't have to separate the list by person]

EXAMPLE:

1) Nikki, Heather, Ben

2) Characteristics/Traits

a. Work ethic

b. Decisiveness

c. Compassion

d. Client service

e. Trustworthy

f. Customer Focus

g. Strong leader

h. Fun

i. Positive

j. Approachable

k. Family-oriented

l. Fear Free

m. Low Stress Handling

n. Patient focused

o. Focused on continuing education

p. Goes the extra mile

q. Team oriented

r. Process driven

s. Organized

t. Hungry for achievement

u. Shows professionalism

v. ....

w. ....

x. ....





3) Tournament of Values – Somewhere in this list are your true core values. There should be 3-7 of them, and we need to unearth and polish them. Start by circling those words or phrases you believe truly are guiding principles for your practice. Put a line through those that are not. Combine values that are similar to make them as strong as possible. Continue comparing and striking through your list until you have less than 7 (ideally closer to 3) characteristics left. These are your core values.

EXAMPLE:

Characteristics/Traits

**a. Work ethic**

~~b. Decisiveness~~

**c. Compassion**

~~d. Client service~~

~~e. Trustworthy~~

~~f. Customer Focus~~

In this example: working harder than anyone, Leading with compassion, and finding fun in practice are the defining values of this practice.

### **Communicating Core Values**

Once you've figured out your core values, PLEASE do not start telling them to people in your practice. Instead, take time to recall specific stories and examples of when these core values were demonstrated.



## **EXAMPLE:**

### **Work Ethic**

Last winter, ½ of our staff brought sleeping bags to be in the clinic during a snow storm so we could provide emergency services and take care of our hospitalized patients.

Our front desk is incredible about watching the parking lot and hustling out to help people to and from their cars with pets, food, medications, and anything else they might need.

Our staff votes on the worker of the week every week for the person who went above and beyond to help get everything done.

### **Compassion**

We are undergoing extensive low stress handling training because we want our patients to be unafraid when they come to see us.

We have a certified grief counselor on staff to talk with pet owners in need. We have an open hospital and let pet owners go (practically) everywhere because we want them to be comfortable and because we want them to see how much we care.

### **Fun**

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### **Defining Core Focus –**

Your core focus in what your do and how you do it. It's your "hedgehog principle." It's the experience you create for those you serve.



**Words of advice to help:** Make this really simple. Please don't overthink it. Aim for 3-7 big and bold words. Your purpose/passion should involve everyone on your team, and it should be bigger than a standard goal you'd make for your practice.

Your core focus comes from answering 2 questions

**What is your purpose/passion/cause/benefit to the world?**

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**How do you carry out your purpose?**

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**Words of advice to help:**

What do you do to carry out your purpose?  
Who do you serve?





# Setting Your Marketing Strategy

1) Who is your target market?

A series of horizontal dashed lines providing space for writing the answer to question 1.

2) What are your 3 Uniques?

A series of horizontal dashed lines providing space for writing the answer to question 2.









**Diagram your core processes from pet owner contacting the clinic to delivering wellness care.**

A series of horizontal dashed lines provided for drawing a process flow diagram.



Diagram your core processes from pet owner contacting the clinic to delivering wellness care.

Lined area for diagramming the core processes from pet owner contacting the clinic to delivering wellness care.



**Diagram your core processes from pet owner contacting the clinic to delivering wellness care.**

A series of horizontal dashed lines provided for drawing a process flow diagram.

