



How to Prepare You and Your Staff for the Summit

Thanks to Dr. Peter Wishnie who contributed many of these ideas

First WHY prepare NOW for a meeting in September?

- You don't do this for any other meeting, right?
- You figure that you'll go to the meeting and then get the info and then do the work, right?
- What kind of preparation CAN you do?
- If you aren't actually going to the Summit. RECONSIDER that! I'm NOT KIDDING when I tell you that this meeting is transformational. Even if it hasn't been transformational for you in the past – it STILL can be. IT SHOULD BE.

So why prepare?

- Preparing for an event like this will make you and your team stronger NOW and move you into action NOW.
- You will get significantly more out of the Summit if you prepare now and you'll accomplish more after the Summit.
- It will energize you.

How to prepare for the Summit

1. Make your travel plans now. There are two key things you should do and you're not going to like either of them:
 1. The first thing you should do is plan to bring more of your staff. Minimally your office manager and marketer. Optimally, your top leaders in ALL areas. Clinical and financial too. They need to understand what you are doing and support it completely.
 2. Book your flight home as late as possible on Monday. Yep. The Summit is over on Sunday to accommodate flights home for a Monday filled with patients. But staying one day extra to review your notes. Get organized and ready to return READY to implement will be far more important than seeing patients on Monday.
2. Work all summer to get your goals in the best possible shape they have ever been. The Goal Setting Workshop is designed to prepare you well and you should be taking your THOUGHTFUL time working on this all summer long. You will feel GREAT about it.





Get VERY serious about your goals

Share your goals with the appropriate people. Your personal goals should be shared with your spouse and your close mastermind alliance friends who can use the Top Practices goal worksheets as well. Even if they aren't coming to the Summit. Your business goals should be shared with your staff. These aren't private. Your personal financial goals are, but those should be in your financial goals section.

This is the most important and useful thing you could be doing right now. The hard part of all of this is staying focused and on task – month after month, year after year. Things get in the way and using the Slight Edge strategy to stay on track is the ONLY thing that will get you there.

3. Read the Summit Agenda on the Top Practices website and decide which workshops you AND YOUR STAFF will be attending. This is important (VERY IMPORTANT) for several reasons:
 1. You can't go to everything. You will be choosing between workshops. Now this seems like an easy an obvious choice and it is. BUT if you look at all of the sessions, you will see that you can truly start preparing your list of challenges and questions that you need help with now.
 2. Your marketer will be at the marketer workshop. What are they doing to prepare their own list of challenges that they really need help with too? You should be meeting with them and discussing this. This will also give you a list of things you need to attack as a management team NOW.
4. Come loaded with all of your toughest geekiest (even really dumb you might think) Internet questions. Practice management questions, marketing questions - all of them because you will be surrounded by people who can help you IF YOU ASK!
5. Meet with your marketer and discuss the Marketing Directors Workshop.
 1. Don't have a marketer? Who is going to this session while you are with the doctors? This is too important to miss. Someone needs to be there, and your office manager will be in the manager's workshop. Who is going? Who is taking all those critical notes?
 2. Got a marketer? Review your pillars with that person. Discuss what is missing in your plan. What you need to improve on? What THEIR PLAN is for coming back with **SPECIFIC** answers to their challenges and questions. What is their plan to meet people they can partner with later?
6. Meet with your manager and discuss their plan for the Management Workshop.
 1. What is on their list of their biggest challenges?
 2. What is their plan to meet people who they can partner with later?
 3. What is their plan for get answers to their top challenges?





7. Plan your own experience.
 1. You will be in the doctor workshop. What is YOUR plan to get help?
 2. What is your plan to find other docs in similar situations (there will be dozens and dozens) and find one or two will agree to follow up and be in a mastermind alliance going forward? Will they agree to an accountability relationship with you?
8. How are you going to avoid procrastinating this list?

The winners ALWAYS are thinking and planning and working far in advance. ALWAYS. It is something that is shared by ALL of them.

 1. Block your time now.
 2. Make an agenda and a plan now.
 3. Use this list now.
 4. Do this whether you are coming to the Summit or not.
 5. Do this frequently and regularly.
 6. This is rainmaking at its best.
9. Reconsider about staying an extra day to plan and organize and absorb.
10. Reconsider about not bringing your key staff members.

