

# TOP PRACTICES

## DEDICATED TO YOUR SUCCESS

NOVEMBER 2015 • VOLUME 8, NUMBER 10

### Keep these Four Responsibilities and Delegate Everything Else



**Note to my Top Practices Members:** You will be receiving a copy of “Turn the Ship Around” as my Thanksgiving gift to you and we will be studying it in our monthly Mindset calls. And I’m pleased to announce that Dave Frees will be my guest presenter on all of those calls.

**If you’re not a Top Practices Member:** Buy this book right away and read it. It’s awesome. **Even better, please join Top Practices and study it with me, Dave Frees, and our many members.**

We all find delegating to be very difficult. I was just with an excellent practice administrator recently that said she struggles with this because it takes so much time to truly train and teach people to do the things she can just do in a flash. The problem with that is that she is going to have to do it over and over and over. Now, to be sure, this is a good practice manager who is accomplishing quite a lot and making a lot of progress. But she said she is just so busy ALL THE TIME that she can’t fit it in and do the good job of training that she should do.

#### Something Has to Give

Something is going to have to give and it isn’t a choice for her. Well, it’s not a choice if she wants to truly grow and transform into a stellar leader and manager. She needs to understand the essential importance of truly delegating. Cpt. Marquet is proposing something I would call “extreme delegation.” And I’m trying to make this happen in Top Practices right now. He says there are only four things he can’t delegate:

1. Maintain my personal relationships
2. Maintain my own level of technical competence
3. Control the environment that sets the culture
4. Train, coach, mentor my immediate reports

**“Everything else I can delegate.” – Cpt. David Marquet**

Everything else I can delegate. Wow. That’s kind of exciting. The difference between a doctor and a ship’s captain is that in many cases, you do need to do the things that require your license. And in the captain’s case he did keep one thing (one order) for himself and that was the order to fire a weapon. It carried too much responsibility and was inappropriate for him to delegate. You’ve got a list like that, but everything else – and here is the exciting, liberating, incredible thing to think about – everything else can be done by others.

#### You’re the Problem

The only thing standing in your way is you. But you already knew that. Here’s the thing. You are standing in your own way because you don’t know how to delegate. Turns out – it’s very difficult because we don’t have the confidence in our people to make the more complicated decisions. And we don’t know how to fix that. But don’t give up hope yet, because in our mindset calls we will be examining the strategies that can move your practice from a leader/follower model to a leader/leader practice. As the good captain says, “That creates a tidal wave and no one stands a chance against a team executing like that.”

Put on your life preservers, it’s going to be quite a ride.

Dedicated to your success,

*Rem*

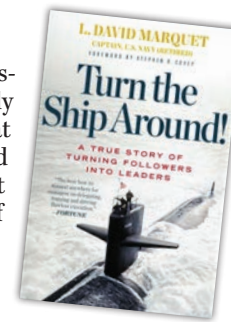
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### Top Practices

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# The Top Practices Summit in Denver was an OUTSTANDING Marketing and Management Experience!

Doctors, their staff members, and marketers from all over the world attended the Top Practices Summit in Denver Colorado last month. Here are just a few things they had to say:

Jennifer Sartori, DPM, Portsmouth, NH  
"Saturday's round table discussions gave me valuable information and ideas to take back to the office. Having the goals and sheets filled out prior to the conference was key in being able to discuss problems in the office."

Denise Skerritt, Spring Hill, FL  
"I enjoyed the opportunity to have more time to work within the groups interacting. It makes a difference to interact with people doing what you're doing and seeing what they do differently. I love the exchange of ideas and suggestions."



Melissa Lockwood, Bloomington, IL  
"Business goals mastermind and marketing mastermind. I loved coming full circle and hearing Dave Frees again (he was the keynote speaker in Vegas, our first TP Summit). The summer prep series was very helpful in preparing for the Summit."



Joe Ripepi, DPM, Cleveland, OH  
"The summit always adjusts my mindset to where it needs to be and helps re-focus my attention to the activities that will help my practice grow."

Mike Classen, Denver, CO  
"The sharing of great ideas and interactions between practices. The open and inviting environment of this meeting is uplifting. Dave Frees' presentation was a breath of fresh air and very eye opening. Great weekend!"





**Rem with Shannon O'Shea and Dana Giacalone, DPM 2015 Marketer of the Year**



**Rem with Robert Tilley, Allisa Blouin, Dr. Jennifer Sartori, and Dr. Natasha Baczewski, 2015 Marketer of the Year contestants**



**Dr. Will Blake with Noah, the Top Practices Marketer of the Year 2028.**

Celeste Borchers, San Antonio, TX  
"I was in a Top Practices "A" team small group for Goals and Marketing. I was ready to leave private practice, but after Rem's intro on Friday night and this small group on Saturday, I knew I was where I should be and I knew that I could take this practice to places I never imagined."

Brandt Gibson, DPM, American Fork, UT  
"I have been working with Top Practices for many years and I consider them an invaluable partner in my practice and my life. The face to face interactions provided staff to staff, doctor to doctor, and manager to manager an invaluable piece for the staff members I brought, more than any previous year."



## *Important Holiday Reminder!*

Remember the Holidays are a time for friends and family and faith – not marketing. Forgo the candy and treats sent to referral sources or really anything else. If you must do something at the holidays because it is personally meaningful for you it is certainly your right to do so, just don't kid yourself into thinking that it is marketing. No one pays any attention to anything you do in December. Save it and send it the first week of January and throughout the year and you'll have the stage to yourself!



*Happy Holidays!!!!*

"No one can succeed and remain successful without the friendly cooperation of others."  
– Napoleon Hill



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**SOMETHING IS GOING  
TO HAVE TO GIVE.**



See page one.



## **THE TOP PRACTICES SUMMIT 2016, OCTOBER 7, 8, AND 9 IN LAS VEGAS AT THE PLANET HOLLYWOOD CASINO AND HOTEL**

Planet Hollywood is beautiful and new. Every hotel room has incredible movie memorabilia in it. Rem and Diane saw a room with a suit that Warren Beatty wore in Bonnie and Clyde. Another had big knives that Sylvester Stallone used in Rambo. (Very secure BTW) :-)

The meeting space is awesome and it is in the center of the action in the Las Vegas Strip. Mark your calendars now. More information to follow soon!