



3 BIGGEST

Recruitment Mistakes

That Cause Clinic Owners

Disappointment and Stress



1

You are in the right place if...

- You are struggling to hire in this competitive market
- Your current associate(s) are underperforming.

2

What you learn today.....



- ✓ How to stand out and actually HIRE in a competitive market
- ✓ How to massively improve your associates/ your current associates' performance.

3

And of course....

3 Biggest Recruitment Mistakes That Cause

Clinic Owners Disappointment and Stress

...what to do about them.

4

Why Take on an Associate?

- Does Your Bank Balance Reflect How Hard You Work?
- Reduce Your Clinical Hours + Get Your Life Back
- Flat out busy and need some HELP



5

The reality of not being able to hire when you are consistently booked up?

- Burnout



6

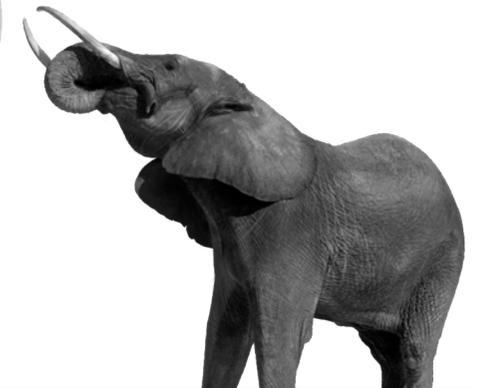
Some Typical Signs of Burnout

- Do you celebrate cancellations ...because you get to have a break?
- Are you are always tired?
- Do you feel anxious when you look at your packed diary?
- Empathy fatigue - Are you are starting to lose empathy with your patients?
- Are you often feel overwhelmed by the volume of work you have to do?



7

Nicola, there are no associates out there. Right??



8



1 Not Responding to the Labour Shortage

9

Result:

- Crickets from your job ad
- Stuck in the FB group trap

10

- Disappointment and declaring *"there's no associates out there"* !

11

2 Average Job Offer

12

Result:

- You love them in the interview and they take a position elsewhere
- Disappointment



13

- Overwhelmed...feeling you are left behind in the salary versus fee split market



14

3 Assuming because you are busy, they will be busy aka no marketing plan



15

Result:

- Not profitable for either party
- They leave



16

Not responding to the labour shortage?



 You need a kickass job ad to stand out from the crowd



17

A recruitment system to get you out of the FB group trap



18

"We made the changes to the job ad and followed the recruitment system. After months of trying we now have 2 part timers and are focused on the marketing systems to keep them full"

Claire, Podiatrist, Leeds

19

Average job offer?

Know your numbers
= clarity on salary/ fee split model

16?

18?

8?

14?

20

- Indexed bonuses and development support (your time and or CPD allowance)

21

" We have put together a strong salary offer with a bonus system that only pays out when the business can afford it. I honestly thought a salary model would make me lose sleep, but it's been the best decision I've ever made"

Philip, Osteopath, UK

22

" We follow the recruitment system and changed our job offer. I can't believe it but we have taken on 2 full time associates and have an under graduate who has accepted a job offer for the summer. Coudn't be happier."

Jonathan, Physio, UK

23

No Marketing plan?

Assuming they'll be busy because you are busy?



24

Reliable supply of new patients is essential for your associate's list to grow



25

Mentoring program to boost your associate's performance and confidence = happy patient = thriving list.



26

3 Step Mentoring program that creates tailor-made mentoring sessions for each team member with minimum time expenditure for you



27

"The mentoring sessions are working so well. My associate's rebooking rate has gone up, she's getting positive reviews and word-of-mouth referrals."

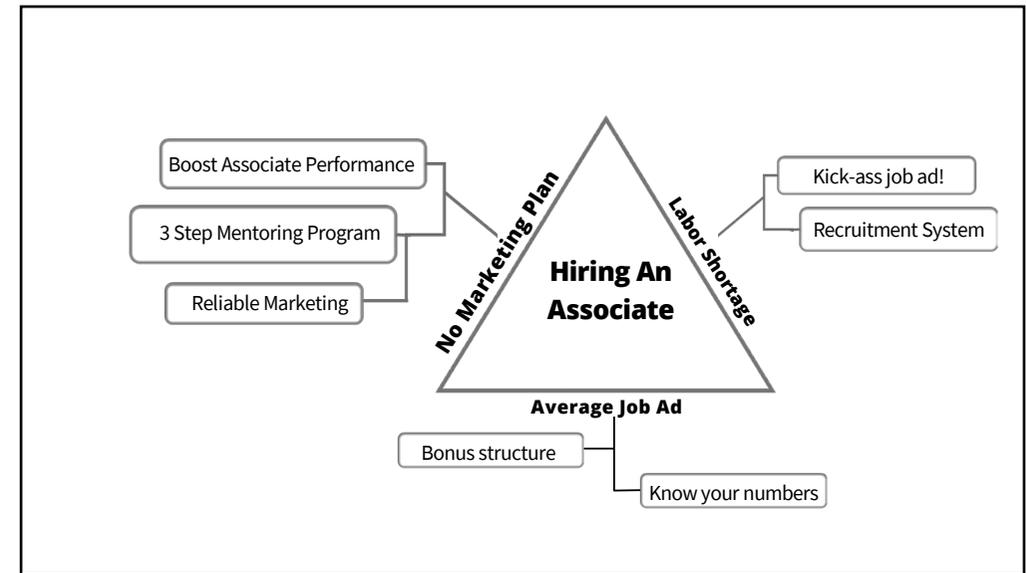
Sara, Physio, Canada

28

THE RECRUITMENT ACCELERATOR PROGRAM



29



30



**For More Info Request a
Recruitment Strategy Call:**

send an email to
nicola@boostyourpractice.co.uk

Subject line: Recruitment Help

31