

Stepping back.

We'll talk through a detailed strategy on how to step back from associate positions.

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**Our focus this week is
to show you how to
confidently step back
from you associate
practice.**

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This will help with...

- Resigning with confidence.
- Boosting income.
- Improving work/life balance.
- Creating greater structure.

Rundown.

**Stepping back.
Cliniko.**

STEPPING BACK

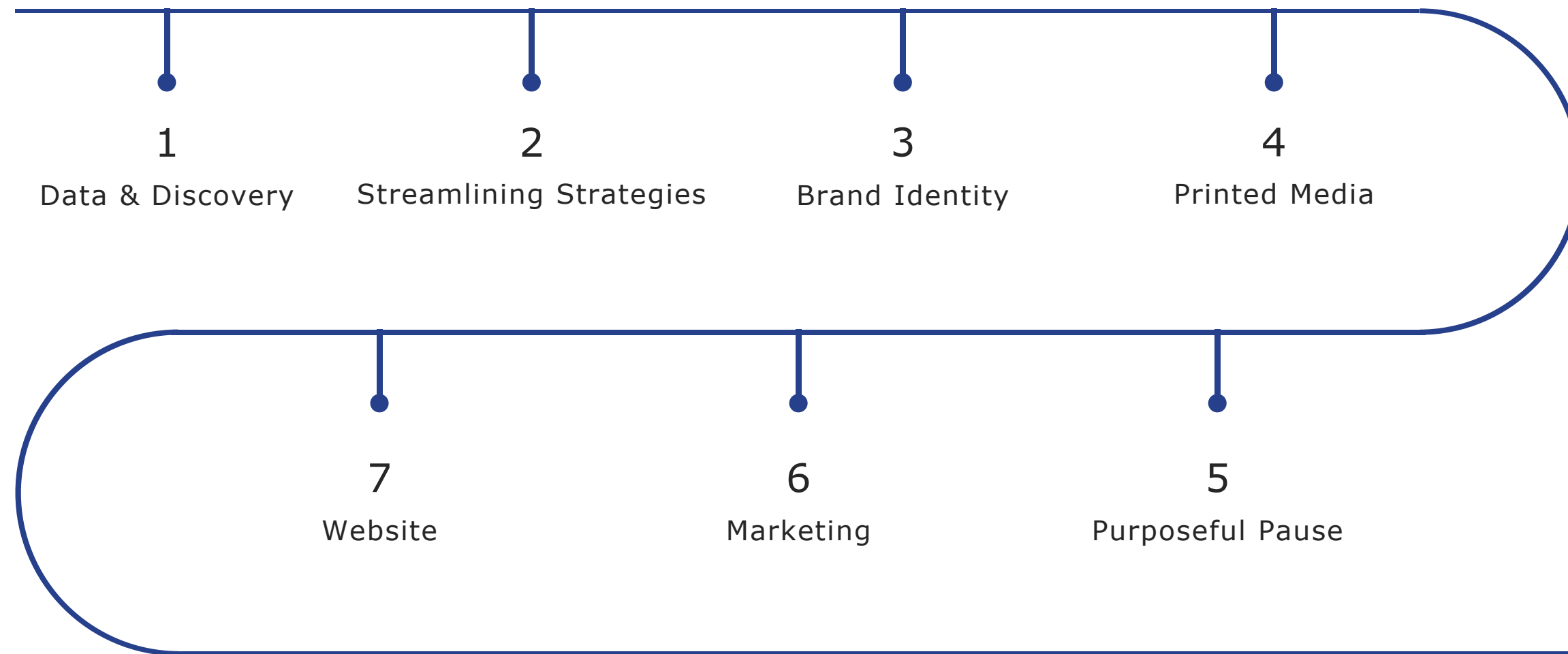
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10 week overview.

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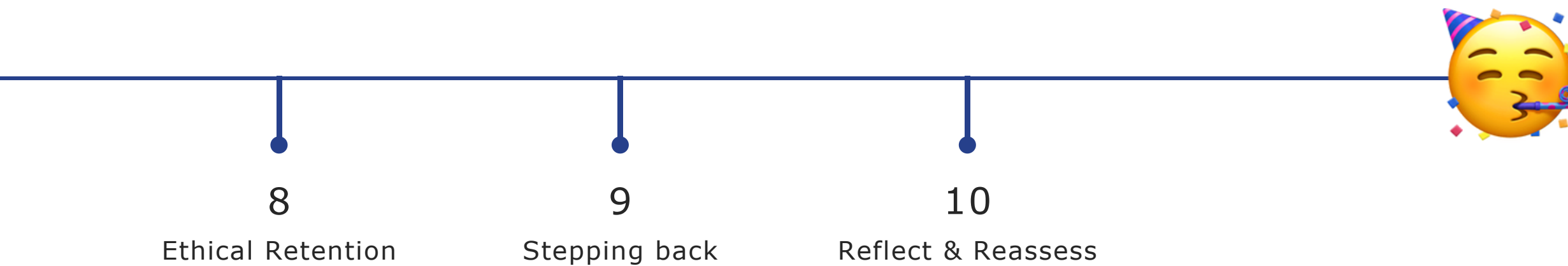
Your 10-week cycle.



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Your 10-week cycle.



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Reference: Simone Bertoni Osteohustle Business Coaching Goals email.

It was great to get things underway!

I've attached the recording below.

Our agreed goals for our time together that look towards the next 12 months are:

1. Defining a clear identity, individual roles and responsibilities and pathway/vision for the next 12 months
2. Whether to/when step back from associateship(s) or not
3. Clear time and diary management between your associateships, osteopathy and pilates
4. Streamlining admin, marketing and keeping in touch with your clients

It's important to know that these goals are subject to tweaks and changes, especially as we go through the first couple of weeks as we get to know your business better. It's also important for everybody in this process for you to both be as communicative as possible with your goals, which we will give you plenty of opportunities every week to let us know that you're happy with the path we're going on.

Here's your tasks for this week:

- Get started with Cliniko
- Complete the Discovery & Data Google Form

Throughout this process, you're welcome to email us morning, noon and night with any questions, thoughts or brainwaves for us to take into consideration.

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Stepping back.

There are two different approaches practitioners tend to take when stepping back from an associate position.

1. Increase hours at own practice until numbers are stable.
2. Save money to prepare for initial instability.

Begin to save.

There has to be an understanding that initially you are likely to have a dip of income over the first few months. Putting some savings aside will allow you to:

- Use paid advertising such as Google Ads.
- Cover living costs.

NP discounts.

Another way to promote NPs and increase appointments during this time is to utilise your mailing list. Could you create a newsletter to:

- Discounts for those seeing you during the summer months?
- Discounts for NP referrals?

General questions.

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Fire away.

Let's use this time to go through any potential hurdles you may have over the next couple of months.

Where do you envisage any trouble?

What now?

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Your tasks this week.

- Create a savings plan for stepping back.
- Implement reviews and retention strategy from previous weeks.

**We'll summarise
everything today in
an email, including
any resources.**

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Next week...

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