



RJF Consulting
EXPERIENCE ♦ INTEGRITY ♦ RESULTS
A DIFFERENT APPROACH TO PRACTICE MANAGEMENT

CASE STUDY Leading and Managing

Client Challenge: Dr. Laura had been in practice for 7 years. Although her practice was producing a very nice income, she found it difficult to determine which project to work on. She also had trouble finishing the projects she began.

Methods: RJF Consulting's approach was to train Dr. Laura in our Leadership Mastery Program. This program was developed after synthesizing the vital principles from hundreds of business books and testing and improving our program with practicing chiropractors over a five-year period. Our clients are overwhelmingly delighted with this program. We teach our doctors how to be leaders who coach team members to deliver superior service while simultaneously creating an environment of joy in the organization. Effective leaders must be courageous and passionate, and their personal philosophy must be based upon "true north" principles. Prioritizing is the key function of a leader. Implementation is the key function of a manager.

Results: Dr. Laura was very pleased with her new leadership skills. She now finds it easy to determine which project she should tackle, and she is completing projects in a timely fashion. As a bonus, she hired an associate DC and can now regularly take vacations. Leadership does have its perks!

Conclusions: Leadership is about providing the necessary tools for team members to transcend themselves and tackle new challenges while establishing an empowering environment. Chiropractic practitioners need both management and leadership skills. While a manager does things right and focuses upon the bottom line, a leader does the right things and focuses upon the horizon.