



## Practice Advancement Program

### Execution Workshop Ideal YOU

#### Workshop Description

Having a vision provides your business (and life) with meaning, energy, and direction. A vision statement is a guiding beacon for when you need to make corrections in order to stay on track to your intended destination. The Ideal YOU Workshop will map out (or refine) your vision and growth trajectory and explore the story that brought you to where you are today.

#### Syllabus

##### Session One – Beginning with the End in Mind

- Exploring your ultimate objective: The change you want to see in the world and your part in making it happen
- Identifying People and Principles that guide and inspire you

##### Session Two – Connecting Your Story to Your Journey

- Exploring your unique story and journey
- Identifying roadblocks and obstacles to your objectives

##### Session Three – Discovering the WHY, the WHAT and the HOW

- Discovering the “Why” that connects the services you offer to your vision
- Elevating your service offering into the “mission” of your practice
- Using a purpose statement to cast your vision to your team members and clients and keep your vision connected to the operations of your practice

##### Session Four – Maximizing Productions through Team Accountability

- Mature your vision into a “brand promise” that informs your strategy, focuses your team, and inspires your clients

\*PREREQUISITES: This workshop is available to Advantage and Premium members who have completed the 10-week Ideal Practice Course. It is highly recommended to complete this workshop prior to taking the Ideal Services or Ideal Client workshops.