

Defining the Dream

- 1) When you drive up to your practice, what do you see?
- 2) What do you see / feel walking into the front door?
- 3) Who greets you and what do they say?
- 4) In the waiting area, how many people are there and what do they see, hear, smell?
- 5) Who takes the patients back and what happens before they see the doctor?
- 6) How many patients are seen in a day?
- 7) What is a typical patient?
- 8) Other than eye exams, what other testing / services are offered?
- 9) Describe the optical.
- 10) What is the mood of the patients as they are leaving?

“Once you have answered all of these questions, you are ready to BEGIN taking the steps to making your dream a reality.”

- Mike Rothschild, Leadership OD

Name: _____ Date: _____ (important)