

A photograph of two business professionals in a high-rise office. The scene is captured in silhouette against a large window that offers a panoramic view of a city. On the left, a man sits in a modern office chair, his back to the camera as he looks towards the right. On the right, a woman sits in a similar chair, holding a coffee cup. The floor is highly reflective, mirroring the silhouettes of the people and the window frames. The overall mood is professional and contemplative.

BUSINESS  
ESSENTIALS  
COACHING

FARSIGHT

# DRAMATIC IMPROVEMENT AT SPEED

This program distills decades of business, financial, and operational expertise into actionable insights you can implement immediately. Each week is focused on a critical pillar of ownership: mastering finances, streamlining operations, attracting loyal customers, building a standout team, and tuning your leadership style. By balancing strategy with practical tools, we empower you to solve today's challenges while setting the foundation for long-term growth.

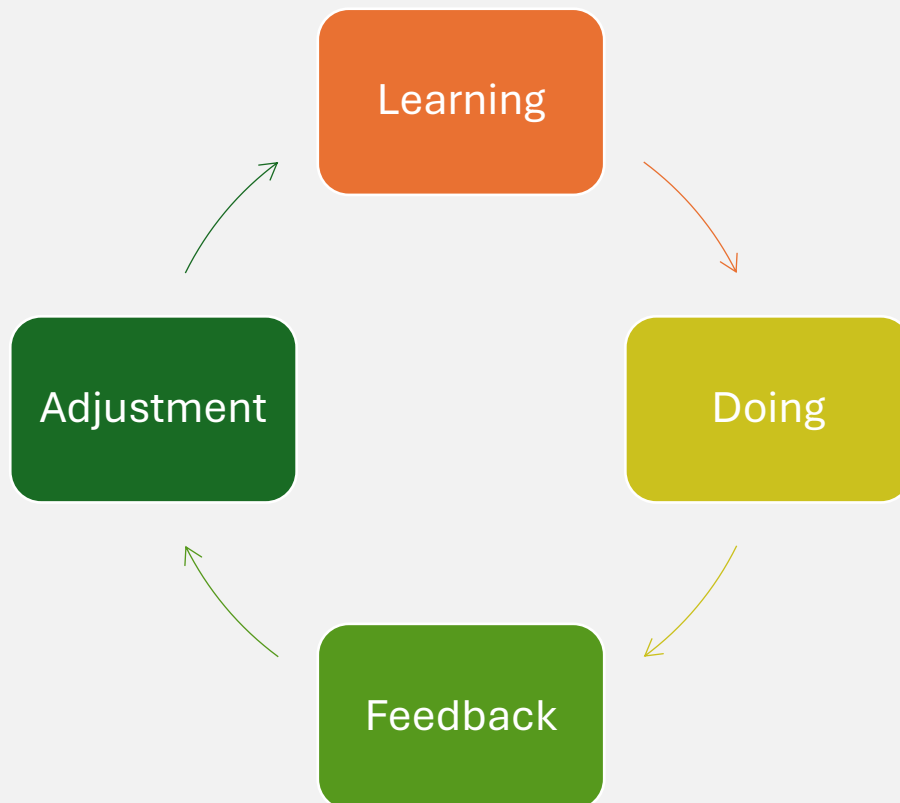
You don't have to spend years figuring it out alone. Our expert-led curriculum fast-tracks the practical application of knowledge *in your business*.

By the end of 12 weeks, you'll have the clarity, confidence, and capabilities to elevate your business and see results faster than you thought possible.

This course isn't just about improvement. It's about knowing what you want from your business and making it happen.

# OUR APPROACH

This course is built around a dynamic cycle designed to maximize your growth: *learning, doing, feedback, and adjustment*. Each week begins with focused instruction on key concepts, giving you the foundational knowledge to tackle critical aspects of your business. You'll then apply what you've learned through guided exercises and real-world assignments, tailored to your unique goals. Feedback is a cornerstone of our approach - our experts and your peers provide actionable insights to refine your strategies and strengthen your execution. Finally, you'll implement adjustments based on that feedback, ensuring continuous improvement. This iterative process guarantees that every step you take is intentional, effective, and aligned with building a thriving business.



# THE PROGRAM STRUCTURE

Business Essentials Coaching is a 12-week program designed to dramatically improve your business. The program combines elements of an educational cohort with regular private coaching sessions to ensure that the material is both understood and applied effectively in your business.

Each cohort is comprised of 5 program members. The following is the program structure:

## Initial Interview

The initial interview is a 60-minute session with the program coach to determine what the member wants to get out of the program. Additionally, members' areas of concern and specific strengths and weaknesses are identified.

## Weekly Cohort Sessions

Weekly cohort sessions are 90 minutes and are divided into two parts: lesson content for the current week and peer review of prior weeks' implementation learnings by members of the cohort. This is a chance to learn from each other as you share successes and challenges.

Assignments will be given relating to the newly introduced material.

## Weekly 1-1 Sessions

These private sessions with your coach ensure that you understand the material presented *as it relates to your business*. Strategies for effectively applying the material will be covered, and results from previous weeks can be discussed privately.

# COURSE OVERVIEW

## Week 1: Strategy and Planning

Gain clarity on your vision, mission, and goals while crafting a strategic plan that aligns with your unique market and long-term objectives.

## Week 2: Pricing your Offerings

Learn how to structure offerings that appeal to your target audience. Set pricing strategies that balance value, profitability, and competitiveness.

## Week 3: Improving Margins

Dive into the numbers to understand your cost structures, identify inefficiencies, and implement strategies to increase profitability without sacrificing quality.

## Week 4: Marketing & Advertising

Overview of branding, social media, content creation, and digital advertising to attract the right patients and grow your practice's visibility.

## Week 5: Sales

Discover how to communicate your value, handle objections, and create a seamless process that converts prospects into customers.

## Week 6: Customer Retention

Explore strategies to nurture long-term relationships with your customers,

implement loyalty programs, and build a reputation that drives repeat business and referrals.

## Week 7: Leadership

Develop the mindset and skills needed to inspire, guide, and manage your team effectively.

## Week 8: Human Resources

Understand the essentials of hiring, onboarding, performance management, and compliance to build a skilled and motivated team that supports your practice's growth.

## Week 9: Operational Excellence

Learn how to streamline day-to-day operations, manage inventory efficiently, and ensure consistent service delivery to optimize customer experiences.

## Week 10: Technology

Discover the tools and systems that can automate tasks, drive insight and control, and improve efficiency.

## Week 11: Financial Management

Gain control over your business' finances with techniques for budgeting, managing cash flow, and understanding key financial reports to make informed decisions.

## Week 12: Forecasting

Learn to anticipate future trends, set realistic growth goals, and create action plans that position your business to meet your goals.

A photograph of two business professionals in a modern office. The scene is captured in silhouette against a large window that looks out onto a cityscape. On the left, a man is seated in a chair, working on a laptop. On the right, a woman is seated, holding a coffee cup. The office floor is highly reflective, mirroring the silhouettes of the people and the window frames. The overall atmosphere is professional and contemporary.

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