



O – Outcomes
G – Goals
T – Targets

ACT Dental

WHY THIS TOOL IS IMPORTANT:

This tool helps you think about what changes to your life and practice are most important. Only after fully identifying those can successful goal setting happen. Once you have admitted to yourself and identified the gaps in your practice and life that need attention, the next step is to think about the one-year goals that would close those gaps for you. Your challenges weren't created overnight, and your goals can't be achieved quickly either. If they can, they aren't lofty enough goals. Your goals may take up to a year or more to fully accomplish. Targets are the hard data, the black-and-white numerical evidence of what needs to happen if your goals are to be met. They will constantly remind you if you are on track or not.



Successful Outcomes

You hired us for a reason. What challenges, obstacles, or stressors do you feel you'd like to resolve? What do you want more of? Less of? What do you want your life to look like in the future? What do you want your practice and team to look like in the future?

▼ **Brainstorm ideas:**

DRAFT YOUR OUTCOMES

Use the notes above and any themes to draft 1-3 successful outcomes. These are often the emotional outcomes we can see, feel, and experience.

1

2

3

G

One-Year Goals

What needs to change, evolve, start, or stop to move you closer to those outcomes? For the outcomes above to be realized, what needs to occur? **Tip - Read your team's assessment survey results to see where they have identified room for growth and improvement.**

▼ **Brainstorm ideas:**

DRAFT YOUR GOALS

Use the notes above to state precisely what actions and tangible results need to happen. **Write down 2-4 goals.**

- 1

- 2

- 3

- 4

T

Annual Targets

These are the standardized annual targets based on the GAPS method. You will set these using the GAPS goal setter, and the monthly GAPS calculator will tell you whether you are on track or off track.

- | | | | |
|----------|--------------------------------------|-----------|------------------------------|
| 1 | Days Worked per month | 7 | Overhead % |
| 2 | \$ Gross Production per month | 8 | \$ Net Profit |
| 3 | Write off % | 9 | PHS Composite Average |
| 4 | \$ Net Production | 10 | |
| 5 | Collections % | 11 | |
| 6 | \$ Revenue (Collections) | 12 | |



KEY POINTS

Don't let perfection stop you from beginning to work on this tool. Just start writing whatever comes to mind in the brainstorming sections. Go over it several times, over several days to focus your answers on what truly is most important.

The answers in this tool will help you and your coach identify quarterly priorities. Each quarter your efforts will get you 25% closer to your annual goals. Again, remember your problems can't be fixed overnight. Focus on the process of getting a little bit closer every quarter.

How do my targets differ from my key KPIs on my ACTION planner? Your targets are based on the GAPS method and are the lagging indicators you will always want to track and use for longrange planning and goal setting. Your quarterly KPIs are the leading indicators that tell you whether you are succeeding in accomplishing your goals and meeting your targets.



➤ **Example:** If your target is to increase collection percentage from 95% to 99%, a quarterly KPI to focus on may be increasing the date of service collection rate weekly.

EXAMPLE



Successful Outcomes

You hired us for a reason. What challenges, obstacles, or stressors do you feel you'd like to resolve? What do you want more of? Less of? What do you want your life to look like in the future? What do you want your practice and team to look like in the future?

Brainstorm ideas:

I need more cash flow so I no longer have so much anxiety around money. I need more time to spend with my family. I want a better team culture, so I enjoy going to work more.

DRAFT YOUR OUTCOMES

Use the notes above and any themes to draft 1-3 successful outcomes. These are often the emotional outcomes we can see, feel, and experience.

1

Increase cash flow

2

*Decrease my days
in the office*

3

*Improve the
communication among
our team*

G

One-Year Goals

What needs to change, evolve, start, or stop to move closer to those outcomes?

Brainstorm ideas:

We need to start tracking overhead to know what it is and then set up a budgeting process to reduce it. We should collect more of the patient portion day of service so our collections can increase and A/R decreases. As for team culture, we need better team meetings and a better way to talk through improvements to the practice.

DRAFT YOUR GOALS

Use the notes above to state precisely what actions and tangible results need to happen. Write down 2-4 goals.

1

Implement GAPs Calculator monthly and have data entered by the 7th of every month so we can accurately track cash flow.

2

By the end of this year, we will have increased collections % by 5% and decreased overhead by 3% to achieve a net profit of \$20,000 per month.

3

Achieve a production per day (PPD) of \$5000 while decreasing the days worked per month to 16.

4

By the end of the year, we will have improved communication, achieving a 7 on the "Healthy" section of the PHS, and have held weekly 2-hour meetings 75% of the time.

T

Annual Targets

Your annual targets consist of the goals you set on the GAPs goal setter and any additional numerical targets that directly address your annual goals. Remember, these targets are achieved by the end of 12 months, not overnight.

1

Days Worked Per Month

7

Overhead %

2

\$ Gross Production Per Month

8

\$ Net Profit

3

Write Off %

9

PHS Composite Average

4

\$ Net Production

10

5

Collections %

11

6

\$ Revenue (Collections)

12

