

Stepping Away

with **Jonathan Moffat**

Founder, Aligned Advisors

The purpose of the Dental Business Institute Program is to educate, train, and develop entrepreneurial dentists to successfully lead, manage, govern, and grow dental practices of any shape or size from solo practice, to managed group practice, to corporate models.



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Stepping Away Course Outline

- **Session 1:** Design Leads, Money Supports
- **Session 2:** Start with Values
- **Session 3:** Goals Gone Wild
- **Session 4:** Your Personal GPS
- **Session 5:** The Wealthy Mindset
- **Session 6:** Time Shift
- **Session 7:** The Implementation Zone
- **Session 8:** Is Your Practice Ready

Bonus Video: Dr. Irving Chao, DDS shares his journey to achieving his goal of Stepping Away.

Bonus Video: Dr. Andrew Tibbitts, DDS shares his journey to achieving his goal of Stepping Away.

Notes:

Session One: Design Leads, Money Supports

"The best way to predict your future is to create it."

- Peter Drucker

Ideal Life Questions

What does it look like?

What does it sound like?

What does it feel like?

What are you doing?

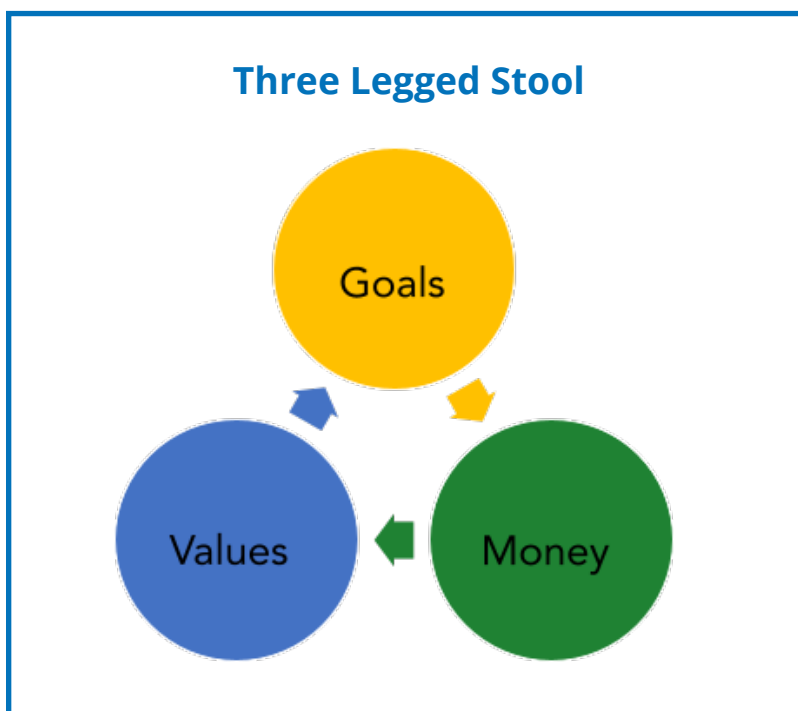
Who are you with?

Who are you being?

Session Two: Start with Values

“When your values are clear to you, making decisions becomes easier.”

- Roy E. Disney



Rank Your Values

Doctor A

1. Family
2. Community
3. Business Success

Doctor B

1. Business Success
2. Community
3. Family

“Success without fulfillment is failure.”

- Tony Robins

What's Important to You?

| Name: | Name: |
|-------|-------|
| | |
| | |
| | |
| | |
| | |
| | |
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| | |
| | |
| | |

Session Three: Goals Gone Wild

“Without goals, it doesn’t matter what your plan is.”

- Jonathan Moffat

Goal Name: _____

\$ Amount: _____

By When: _____

2-3 Words: _____

Goal Name: _____

\$ Amount: _____

By When: _____

2-3 Words: _____

Goal Name: _____

\$ Amount: _____

By When: _____

2-3 Words: _____

Now rank your goals: If you only had enough money to achieve one goal, which one would it be?

Session Four: Your Personal GPS

“See how it is, not better not worse. See better than it is. Make it that way.”

- Tony Robins

Where I am Today

CASH RESERVES

Amount

Discription

.....
.....
.....
.....

GROWTH/INCOME ASSETS

Amount

Discription

.....
.....
.....
.....

DEBT

Amount

Discription

.....
.....
.....
.....

PASSIVE INCOME

Amount

Discription

.....
.....
.....
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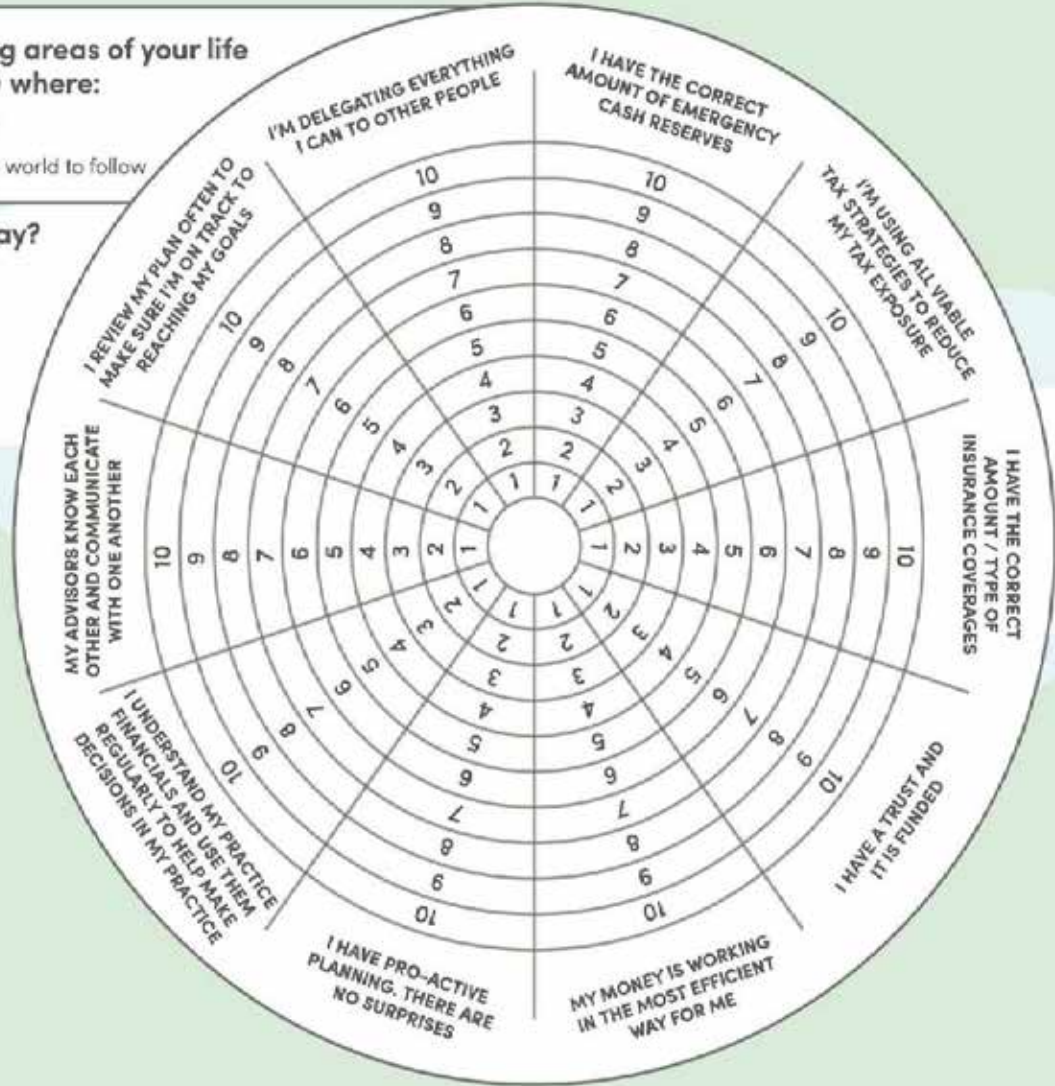
PERSONAL GPS

Rate the following areas of your life on a scale of 1-10 where:

1 = A complete disaster

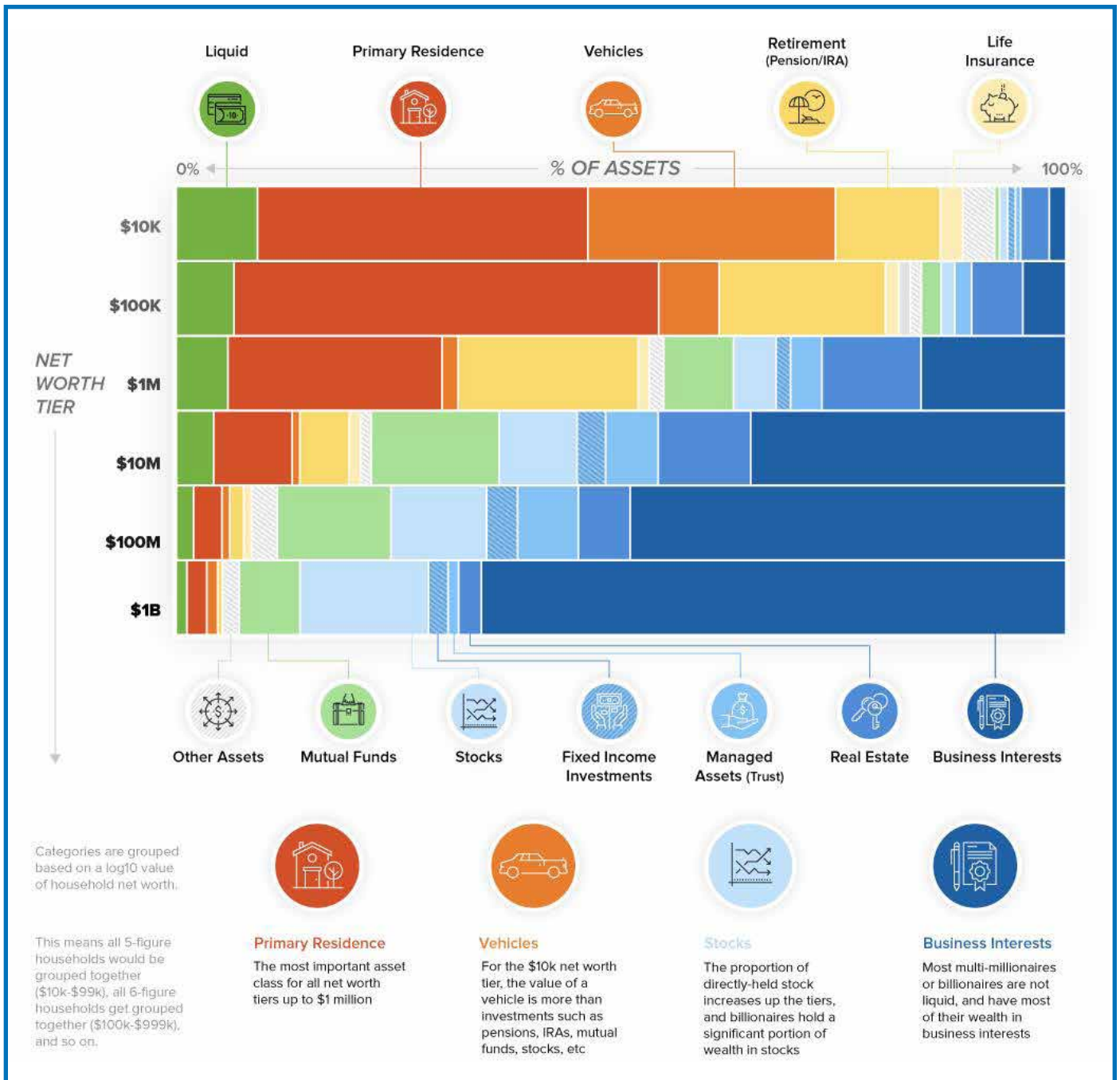
10 = An example for the world to follow

Where are you today?



Notes:

Session Five: The Wealthy Mindset



Source: Federal Reserve Survey of Consumer Finances (2016) & Visual Capitalist

Build Your Own Wealth Chart:

| | |
|--------------------------|----|
| Liquid | \$ |
| Life Insurance | \$ |
| Fixed Income Investments | \$ |
| Primary Res. | \$ |
| Mutual Funds | \$ |
| Managed Assets | \$ |

| | |
|--------------------|----|
| Other Assets | \$ |
| Real Estate | \$ |
| Retirement | \$ |
| Stocks | \$ |
| Business Interests | \$ |
| Vehicles | \$ |

| | |
|--------------|--|
| \$500,000 | |
| \$1,000,000 | |
| \$2,000,000 | |
| \$3,000,000 | |
| \$3,500,000 | |
| \$4,000,000 | |
| \$5,000,000 | |
| \$7,000,000 | |
| \$10,000,000 | |
| \$20,000,000 | |

You can also go to StepAwayToday.com to complete your customized wealth chart.


Session Six: Time Shift

“The wealthy work on their strengths and delegate their weaknesses.”

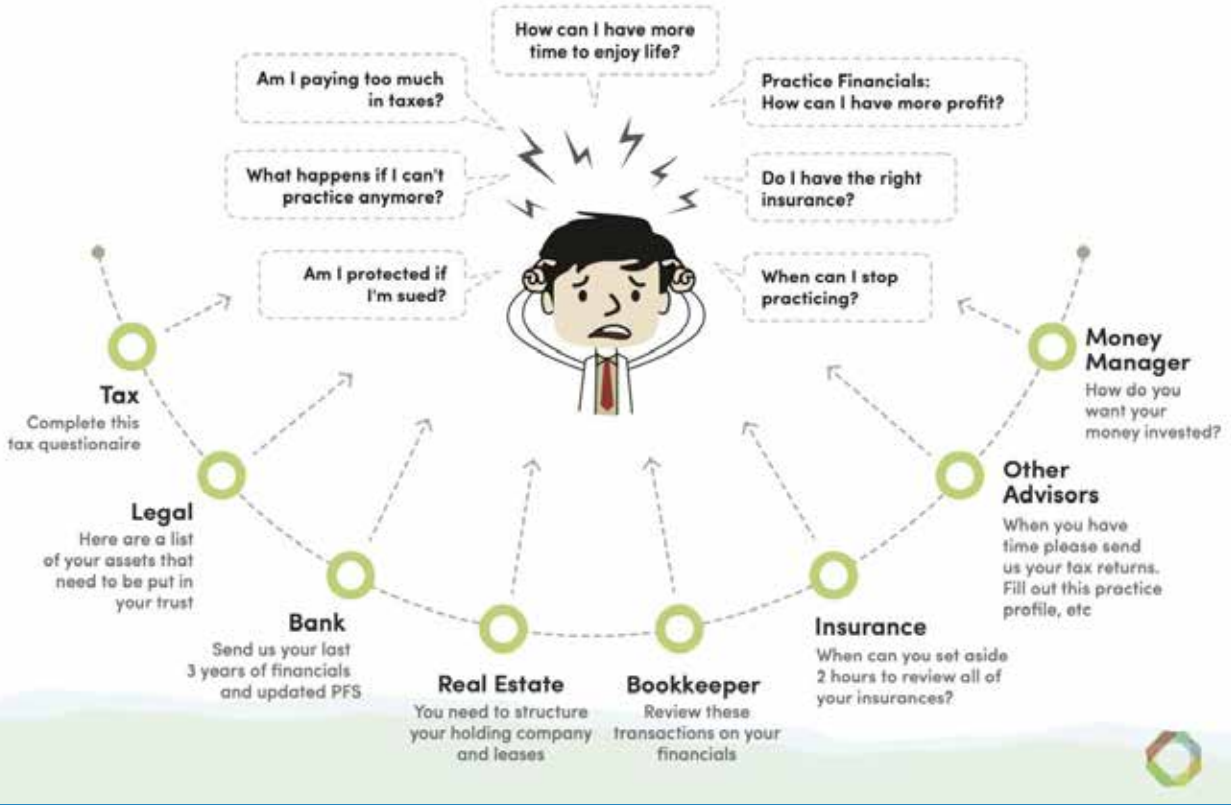
- Bill G.

Rule of 168: How to Time Shift

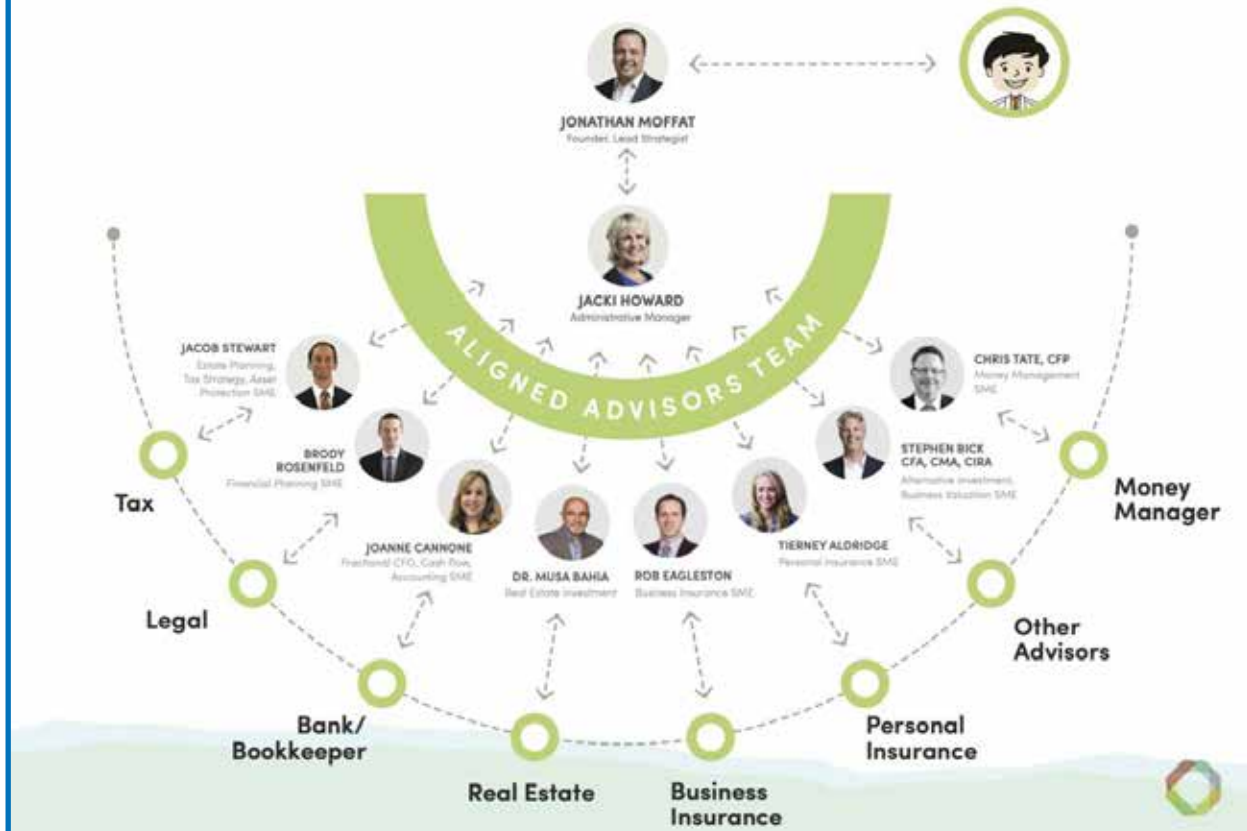
| THE QUALITY OF LIFE WORKSHEET | | | | |
|-------------------------------|---|--|---|---------------------|
| Name: | | | Date: | |
| Life Quality | Can this be delegated? | Additional Hours I would like to spend on this each week | Three Activities I can do to improve this area of my life | Impact of improving |
| | <input type="checkbox"/> YES <input type="checkbox"/> NO | | | |
| | <input type="checkbox"/> YES <input type="checkbox"/> NO | | | |
| | <input type="checkbox"/> YES <input type="checkbox"/> NO | | | |
| | <input type="checkbox"/> YES <input type="checkbox"/> NO | | | |
| | <input type="checkbox"/> YES <input type="checkbox"/> NO | | | |



THE TRADITIONAL MODEL



ALIGNED ADVISORS TEAM



Session Seven: The Implementation Zone

Top 10 List - How to Successfully Implement Your Plan

10. Unbiased advice
9. Be action oriented
8. Team that understands dentistry
7. Team that understands your plan
6. Have a process for implementing
5. No breakdown in communication
4. Tell you the truth no matter what
3. Hold all parties accountable
2. Frequent check-ins
1. A team to delegate to

Notes:

Who is your Team?

Rank on a scale of 1-10 with 1 being not very proactive/collaborative and a 10 being exceeds your expectations.

Attorney

Name: _____

Ranking: _____

Accountant

Name: _____

Ranking: _____

Insurance (Business)

Name: _____

Ranking: _____

Insurance (Personal)

Name: _____

Ranking: _____

Financial Planner

Name: _____

Ranking: _____

Book Keeper

Name: _____

Ranking: _____

Session Seven: Is Your Practice Ready?

Practice Metrics. Is Your Practice Ready?

- Dr. is ready to grow or cut back hours
- Schedule is too full
- Sr. Doc is tired but practice is ready for growth
- 15% of growth or greater each year
- Committed Team who embrace your Vision
- Keep overhead 63% or less
- New Patients: 40-70 NP / month per Dr. 32 NP / month per Hygienist
- Recall should be at least 70%
- At least 1,800 active patients
- Consistently have \$120,000 - \$140,000/month in collections
- Referral rate of 50% or greater
- Twice the # of Hygiene hours as Dr. hours
- Producing \$25,000 - \$30,000 per month per op

Go to **StepAwayToday.com** to have an automated practice analysis done on your practice and see if your practice is ready for you to Step Away.

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