

PEOPLE

- Unit 1 Developing Your Why
- Unit 2 Creating Your Mission Statement
- Unit 3 Being Congruent with Your Message
- Unit 4 Planning Your Personal Scheduler for Success
- Unit 5 Team Development: How to Hire the Best Team
- Unit 6 Team Training Systems: Leadership for Success
- Unit 7 Pre- & Post-Shift Huddles
- Unit 8 Incentives and Bonuses for Your Team
- Unit 9 CA Training and Checklists
- Unit 10 Public Speaking
- Unit 11 Goal Setting: Crystallizing Thoughts into Action



PRODUCT

- Unit 1 Metabolic Syndrome
- Unit 2 Wellness Continuum
- Unit 3 Chiropractic, Subluxation, and Lifestyle Stress
- Unit 4 Eating to Heal
- Unit 5 Understanding Cardiovascular Disease: Interview with the Paleo Cardiologist
- Unit 6 Understanding How to Integrate Back End Services Into Your Practice
- Unit 7 Understanding the Million Dollar Practice Formula
- Unit 8 Understanding Functional Labwork for the Chiropractic Office
- Unit 9 Spinal Rehabilitation and Posture Prep
- Unit 10 The Functional Movement Screen
- Unit 11 Understanding the Value of Bioimpedance Analysis



- Unit 12 The Better Results Faster Workshop
- Unit 13 Wellness Practice vs. Wellness Business
- Unit 14 Detoxification and the Importance of Gut Health
- Unit 15 Your Wellness Practice: Office Layout and Design
- Unit 16 The Article (Blog) of the Week
- Unit 17 The Wellness Prescription Pad
- Unit 18 You Are Not the Devil If You Use Therapies
- Unit 19 Do Your Walls Speak Wellness?
- Unit 20 Making Massage a Value Add and Profitable



PROCESS

- Unit 1 Practice Self Evaluation
- Unit 2 New Patient Procedures
- Unit 3 Office Scheduling
- Unit 4 Analyzing Your Stats and KPIs
- Unit 5 Analyzing Your New Patient Performance
- Unit 6 Creating Your Business Plan for Success
- Unit 7 Running a Profitable Wellness Center
- Unit 8 Your Day 1 Consultation: Connect
- Unit 9 Your Day 1 Exam: Discover
- Unit 10 Your Day 2 Report of Findings: Respond
- Unit 11 The Wellness Score: The One Score You Can't Afford to Fail
- Unit 12 Connecting with MD's
- Unit 13 Creating a Predictable and Reproducible Marketing System
- Unit 14 Advanced Workshops: Dinner with the Doc



- Unit 15 Attracting Patients Through Corporate Wellness
- Unit 16 Internal Patient Education and Communications
- Unit 17 Overcoming Patient Objections
- Unit 18 Associate Doctors
- Unit 19 Understanding Effective Social Media for the Wellness Practice
- Unit 20 Connecting with Your Schools and Becoming the Go-To Wellness Expert
- Unit 21 The Importance of a Wellness Brand

