

POSITION DESCRIPTION – MANAGING DIRECTOR

**Revision Date:  23/9/18          (HR use only)**

**Position Title:** Clinic Owner - Managing Director

**Reports To:** Business Coach, Practice Manager, Lead Clinical Physio

**Position Summary:**

This role's primary objective is to lead the business’ strategy and direction, mentor key team members, nourish and build referral relationships, inspire all key stakeholder of «CLINIC NAME», determine new product and services, optimise marketing/social media, and identify opportunities for growth and contribution in the «CLINIC NAME» community.

You will work both alone and in liaison with your key people (Business Coach, Practice Manager and Lead Clinical Physio) to share non urgent but important tasks relating to all areas of the business above.

You will be accountable to every staff member - but predominantly yourself, Business Coach and Practice Manager.

**Position Details:**

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| **Key Accountabilities** | **Indicators of Effectiveness** |
| ● Mindset | * 1 book read/week * 2 personal development courses/year * 2 hours thinking time/week * 3 sessions exercise/week * 8 hours sleep/night |
| ● Strategy | * 2 weekly business coaching with 4 non urgent and important tasks * 1 year and 3 month goals complete * weekly plan based on coaching * time management - analyse monthly to reduce non important non urgent tasks |
| * Team | * 2 posts on internal network/week * 2 weekly team meeting * 3 monthly team goals * all team goals up to date * weekly meeting key team members - 1 formal (goals and task delegation) and 1 drop in meeting (personal) * 3 monthly team workshop |
| ● Marketing | * GP strategy * Social media/google strategy * Existing referrer strategy * 1 community talk/month * 1x face to face with referral partner/week * 2x posts to clinic VIP page/week * Current team member VIP page strategy |
| ● Systems | * monthly meeting with Practice Manager re systems current/updates * Weekly reports, check stats and numbers for the business |
| ● Numbers | * weekly clinic numbers analysis * action taken based on areas for improvement * monthly recording - new patient numbers, referral sources * monthly profit analysis - margins * 3 monthly profit targets |
| * Patients | * no more than 60x20 min appts/week * constantly working to reduce number of patients |
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**Necessary Skills and Attributes:**

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| Skills and Attributes | Details |
| ● Self Leadership | * Casting my vision * Living my purpose * Awareness and work on weaknesses * Optimal habits |
| ● Team Leadership | * Inspiring my team * Coaching individual team members * 1:1 and group meetings |
| ● Strategic planning | * Identify areas for improvement with existing clinic processes * Identify new opportunities for growth and broadening of services |
| ● Advanced time management | * Efficient task delegation * Plan for non-clinical time spent * Keeping team accountable with non-clinical tasks |
| ● Advanced marketing skills | * Knowledge of benchmarks for acquisition cost and lifetime value from different channels * Optimisation of Google and FB paid and free methods * Ability to build meaningful referral relationships with strategic alliances |
| ● Advanced Communication skills | * Team member conflict resolution * Team member coaching - personal challenges |
| ● Attitudes and Behavior | * Refer culture points and   [Above and Below the Line](https://coachbrad.wistia.com/medias/a43gv54vxm)  <https://coachbrad.wistia.com/medias/a43gv54vxm>   * consistency of behaviour * always doing what I say I will do |
| ● Team Management skills | * Be aware of all team members’ values and beliefs, and language of appreciation and work specifically to meet those needs. |

**Key Relationships:**

**Within Your Company:**

* **Work closely with all team members, mentoring and training them on a weekly/fortnightly basis, existing clients, and new clients.**

**External to Your Company:**

* **Fortnightly meeting with Business Coach.**
* **Work closely with referral partnerships and nurture these relationships, suppliers and third party account payers**
* **Correspond with existing and past clients, strategic alliances, local Doctors surgeries, radiologists etc. as well as local small businesses, chamber of commerce and Local Council.**

**Authorisation:**

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Signature     Date

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