

Improving Practice Delivery

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Creating and Implementing a Vision for your Practice

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Outline

- Why is a vision statement important?
- Types of vision statements
- Tips for creating your vision
- Making your vision real - inside and out
- Using vision and values to guide clinical/practice decisions

Mission vs. Vision: What's the difference?

- Mission Statement:
 - What you do
 - Who you are
 - Your present major goal
- Vision Statement:
 - Why you do what you do – The power of “Why”
 - Following your passion for this work
 - Your guiding principles and core values

Why is a vision statement important?

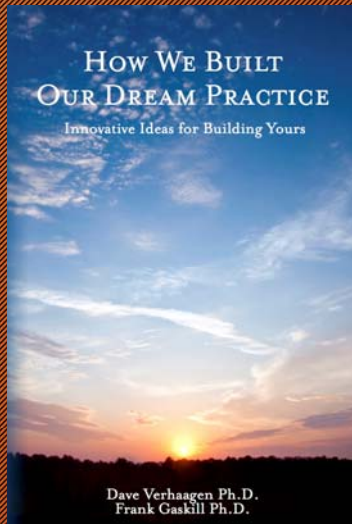
- It creates your culture and alignment
- It helps you, the rest of your organization, and clients know what you stand for
- It guides your decision-making (large and small)

Types of vision statements

- Product based
- Values based
- Core purpose
- 10-30 year goal

Tips for creating your vision

- Take your time with it
- Include your core values
- Keep it short (shorter)



“Getting psychology into the hands of as many people as possible to enhance their lives”

(Disclosure: *How We Built our Dream Practice* is a product of TPI Press)

Making your vision real - inside and out

- Hiring
- Staffing
- Discipline
- Creativity
- Office design
- Policies
- Connections with the community

Using vision and values to guide clinical/practice decisions

- Referring cases away
- Dealing with referral “sources” or “partners”
- Giving psychology away
- Pro bono work
- Relationships with staff (employees vs independent contractors)

Create Your Vision Statement

Discussion

Wrap-up



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