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P R E S E N T S

# CLIMB

An orange silhouette of a person climbing the vertical stroke of the letter 'I' in the word 'CLIMB'. The person is in a dynamic climbing pose, with one leg raised and arms reaching up. The word 'CLIMB' is rendered in large, bold, blue, sans-serif capital letters with a slight drop shadow.

CARE | LEAD | INNOVATE | MOTIVATE | BALANCE

# Business Growth Formula

*...in Action for Your Success!*

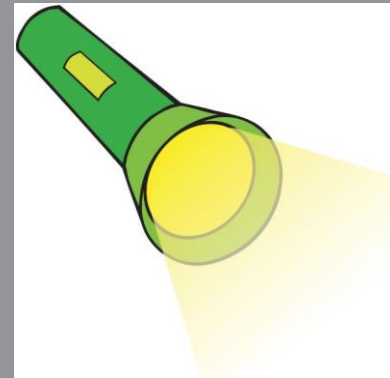
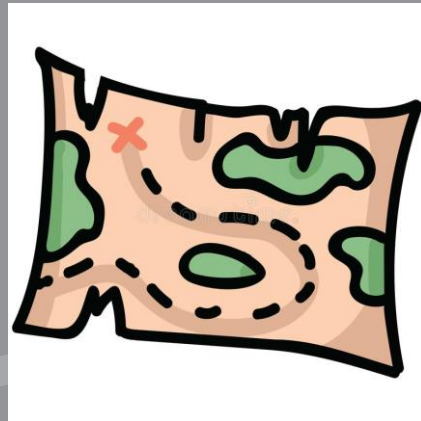
Terri Norvell

Certified Business Growth Specialist  
Leadership Coach



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# Unprecedented Challenges: 2020 and beyond



Improving your leadership skills is critical to the success of your team and your company.

# BGF: Sustainable & Scalable Growth

## The 7 Stages of Entrepreneurial Growth





AMITY MEDICAL GROUP

Olivia Bentley, CEO

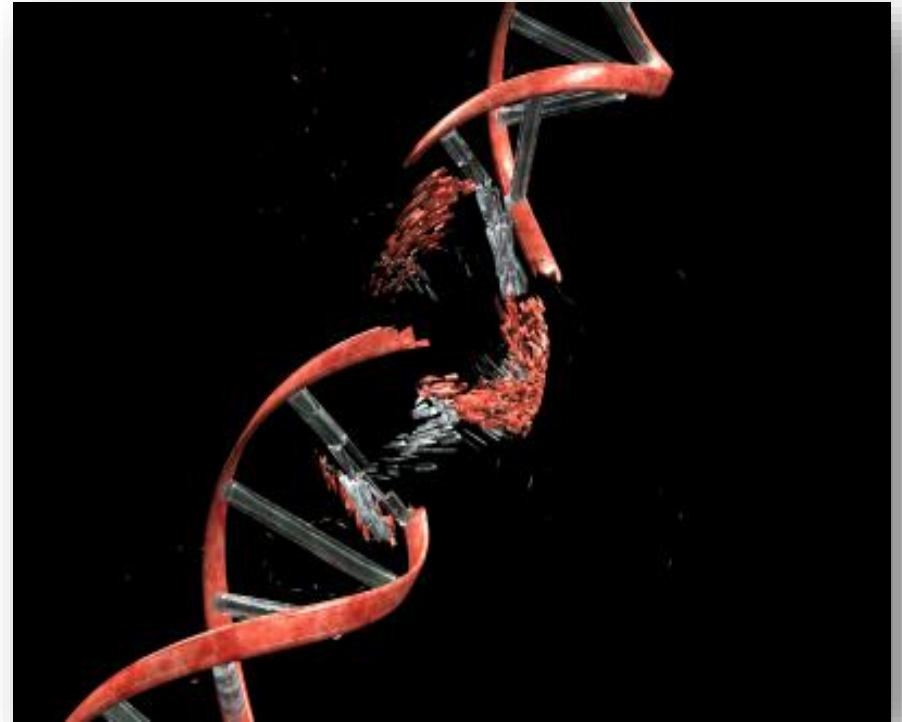
**Stage 4** with 38 employees: 5/2021

2 Clinics and soon to open a 3<sup>rd</sup> location

# Non-Negotiable Leadership Rules

AMITY MEDICAL GROUP

- **Stage 2 – what do we need to go back and fix? 62%**
- **Stage 3 – what are our strengths? 70%**
- **Stage 4 – what are our strengths? 50%**



# Top Business Strengths & Challenges

## AMITY MEDICAL GROUP

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### Strengths

1. **Customer are referring**
2. Strong marketplace differentiation
3. Clear values throughout the organizations
4. Staff satisfaction
5. Expanding service/sales

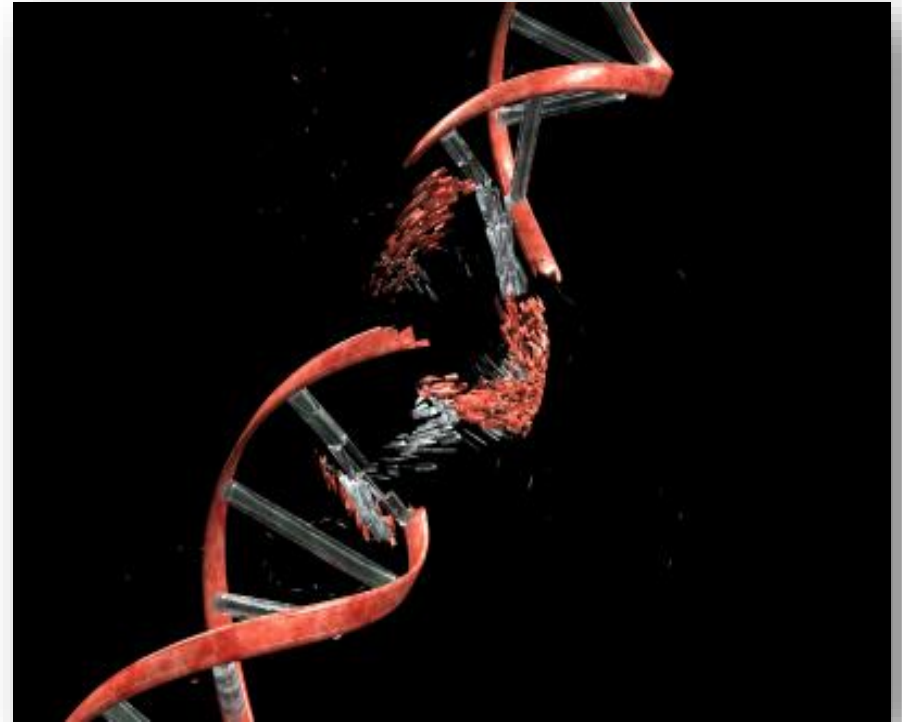
### Challenges

1. **Need improved business/profit design**
2. Hiring quality staff/training
3. Staff buy-in
4. Difficult forecasting problems
5. New staff orientation

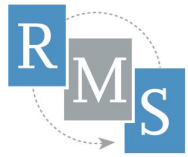
# Top Initiatives: 90 Days

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- 1. Billing & front desk**
- 2. Clinical trainer**
- 3. Provider structure**
- 4. Dashboard & financial**
- 5. Communication flow**
- 6. 340B**







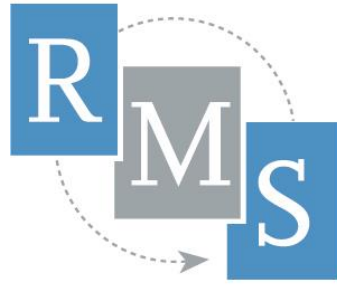
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## Stay in Touch

Let's talk: **303.475.5456**



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Thank you.