

# '+1% Mindset' Worksheet

The +1% Mindset is all about striving to find a better way to do *everything*, at every opportunity. This worksheet is geared toward your client (and prospect) experience. A series of SMALL improvements across a variety of areas will yield BIG results.

TOUCHPOINT	OPPORTUNITY FOR 1% IMPROVEMENT
<b>Phone</b> (warm, <i>consistent</i> greeting ie: 'Thank you for calling _____. You're speaking with _____. How can I help you?')	
<b>Website</b> (up-to-date; correct info; easy to navigate; helpful resources; online appointment booking; professional headshots)	
<b>Branding</b> (consistent across channels – ie: <i>website, social media, printed materials, uniforms</i> ; recognizable brand 'voice')	
<b>Social Media</b> (appropriate 'tone'; delivering value; current; professional images/headshots; active; themed; variety)	
<b>Building Exterior</b> (signage easy to see; in good repair; free of rubbish; brand colours; welcoming)	
<b>Car Park</b> (clean, tidy; fresh lines; clearly marked spots if shared lot)	
<b>Reception</b> (consistent, warm greeting; clean; comfortable; up-to-date; in good repair; not cluttered; appropriate signage; amenities offered – ie: magazines, coffee/tea)	

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<b>Appearance of team</b> (neat & professional at all times; uniform or dress code that is enforced)	
<b>Sign-written Vehicles</b> (in good repair; kept clean; safe driver)	
<b>Escorting to Exam Room</b> (are patients 'dumped' in meeting room or are they made to feel comfortable? Do they know what will happen next?)	
<b>Service Delivery &amp; Rapport</b> (are you making each individual feel valued / as if they are your 'ONLY client' today?)	
<b>Set Next Appointment / Next Steps</b> (clear value/reason; easy/quick; reminder set up; any helpful info or forms they need to take with them?)	
<b>'Exiting' the office</b> (are patients warmly sent on their way with a smile – so that they look forward to coming back? Are NEW patients given a welcome gift and/or introduced to some appropriate team members they may come into contact with in future – put a face to a name?)	
<b>Follow-up Communication</b> (promptly executed; value-add; simple check-in; clear/on brand)	

