



NEW BEGINNINGS

Chiropractic and Life Coaching



April 2021 Seminar

Presented by Dr. Jon Baker

**Going Above &
Beyond In All Areas
of Your Life**

Welcome to your New Beginning April 2021

“Freedom requires responsibility to choose who we are above and beyond our immediate impulses, needs, and social pressures, so that we can genuinely express the type of person we want to be, live the life we truly want to live, leave the legacy we desire.”

Going Above & Beyond In All Areas of Your Life

- To WOW, you must differentiate yourself, which means do something a little unconventional and innovative. You must do something that's above and beyond what's expected. And whatever you do must have an emotional impact on the receiver.
 - They may forget what you said but they'll never forget how you made them feel.
 - Tell me and I'll probably forget. Teach me and I might remember. Involve me and I'll learn and become.
- There's always the motivation of wanting to win. Everybody has that. But a champion needs, in their attitude, a motivation above and beyond winning.
- Every human interaction is a marketing opportunity. If you go above and beyond in all you do, people are much more likely to recommend you.
- Getting people to go above and beyond the call of duty can be achieved but only if you, the leader, are willing to go above and beyond any and all calls of duty yourself.
 - Lead by example so they can follow by choice.

Going Above & Beyond in All Areas of Your Life

- When I think of vision, I have in mind the ability to see above and beyond the majority.
- Above and beyond looking after your physical needs, it can be very helpful to think about what activities and hobbies make you smile. Make room for those things in your life, so you can look after your mental wellbeing and stay energized and for life's challenges.
- Paul Revere earned his living as a silversmith. But what do we remember him for? His volunteer work. All activism is volunteering in that it's done above and beyond earning a living and deals with what people really care passionately about. Remember, no one gets paid to rebel. All revolutions start with volunteers.
- Parents have the glorious opportunity of being the most powerful influence, above and beyond any other, on the new lives that bless their homes.
- The Lord requires sacrifice, meaning something above and beyond the minimum. The Master spoke of the "second mile" and told us to go there. Why? Because he wants to bless us, and he put all the blessings in the second mile.

Going Above & Beyond in Office Fees

- The average NBCC Gold office fees are currently as follows:
 - Visit fee \$106.00
 - Corrective care time is 6.4 months full spine, 8.9 months upper cervical and \$5,140.00 discounted
 - Individual maintenance fee per year \$2,460.00
 - Family maintenance fee per year \$3,420.00
- Please consider, full spine offices, not making more than 2-3 adjustments per visit. The stats show us that this creates a message that leads to people not getting the corrective or maintenance care they need.
- Please consider, upper cervical offices, not charging different fees if patients are holding their adjustments. The stats show us that this creates a message that leads to people not getting the corrective or maintenance care they need.
- Please consider calling maintenance care maintenance care versus wellness care. The stats show us that this creates a message that leads to people not getting the maintenance care they need.

***Let's go above and beyond and
build something new in ourselves,
our offices and in our homes
today!!!***

**Finished?
I don't think so,
we've only just begun!**

**Are you ready to go above and
beyond?**

Differentiation

- If you are a goal-oriented person and would like to rise quickly in your career ladder, your relationships, your parenting, your finances or whatever is important to you you'll need to be different from your colleagues. You must show your distinctiveness. Find and follow someone who has done it better than you ever imagined.
- Our Creator made us to stand out, not merely to fit in.
- Exceeding the job description is an opportunity to get out of the pile and differentiate yourself from others. It is a humble way to highlight your growing abilities, skills, knowledge, learning adaptability, and people management.

Going Above & Beyond in the Office

1) HELP YOUR OFFICE TO HELP YOURSELF

The first thing you should fix in your mind is that the primary reason for going above and beyond the job description is for the benefit of the patients and the office and not for yourself. It should be ingrained deeply in your mind.

You are doing it for the benefit of all the patients, fellow staff and the business.

Your extra efforts should bring value to the company-It could be more money or reputation or satisfying experience for a patient or additional patients or cost-saving measures or something useful to the company that could result in increased profits.

PROBLEM OR OPPORTUNITY- See every problem as an opportunity.

MOTIVATE- Motivate your team. Communicate clearly and make them realize their earlier achievements and efforts. Give them confidence.

ALTERNATIVES- Proactively shape your job output so that not only do you deliver value to the company but also, make sure they are personally meaningful, rewarding, and consistent with your strengths.

2) THINK FROM THE SHOES OF YOUR PATIENT'S OR THE CLINIC OWNER

- One of the ways to go above and beyond the job description is to approach your work as if you were all the patient's that you're serving or the owner of your clinic. This thinking will show ways to make one's work more effective and beneficial to the patient's, other staff and the office.
 - Anticipate Their Needs
 - Anticipate the patient's needs, especially if they knew what we know about correction versus relief care.
 - Anticipate the offices needs.
 - Use that perspective to judge your ideas, thoughts and actions. Think higher than the questions posed to us. It's often not simply neck or back pain.

3) LEARNING TO ANTICIPATE PROBLEMS/SITUATIONS

- One of the ways to go above and beyond the job description is to anticipate potential problems in your job and take preventive measures. It is one of the most useful approaches to solve problems.
- Anticipating problems and acting on them will develop a proactive mindset. It benefits not only you but your colleagues, the company and the patient's.
- Being proactive strengthens your differentiation inside your organization and reputation at work. People will find you reliable. Trust builds. It brings loyalty. The greatest leaders are trustworthy.
- What If -One of the ways to anticipate problems is to think about What If positive scenarios - ask What If positive questions -Consider various situations that might occur and how would you would positively manage them if it happens. Integrate positive scenario planning into your job description. Creating solutions before there ever is a problem is an amazing way to live.

4) ELIMINATE EXCUSES

- Going above and beyond your job description also means that you should follow the 'No Excuses' strategy as much as possible. It's quite natural that people are going to face different types of obstacles in their jobs. If you want to grow fast in your career and reach a leadership position, then you need to find a way to overcome those impediments. 'No Excuses' is one of the ways.
- Imagine that whatever excuse you say, your patient/boss is not going to accept. Now, what would be your options?. It would force you to think and find solutions whenever you come across an obstacle in your job.
- Stretch yourself by beginning to ponder different ways to achieve the goal. If you don't see any solution to the new problem, then it could also mean that you need to stretch your borders, reach an unfamiliar territory, and gather additional information that could help in finishing the tasks.
- You don't know what you are capable of when you follow the 'No Excuses' strategy.
- Never criticize, condemn or complain helps here.

5) GROWTH MINDSET

- To go above and beyond the job description, you should have one critical trait -Growth Mindset.
- A good CA or DC is not born but made. You must believe that one's skills, abilities are not fixed and can be changed or developed through dedication, determination, consistent commitment, hard work, and deliberate practice — which is nothing but The Growth Mindset.

- Whenever we try to go above and beyond the job description, we will be entering unfamiliar territory. We might not have the required skills, knowledge, abilities to manage those alien scenarios. So, it was essential to have a 'Growth Mindset' — We must believe that we could develop all those required abilities.
- Growth Mindset forces a person's mind to see every problem, not as a challenge but as an opportunity. It will also save him/her from falling into a negativity trap.

CONCLUSION

- When you go above & beyond your job description, you develop new skills, gain broader experience, gather more extensive knowledge, gain reputation, and make a positive difference not only for your own life but also for others. Putting a little extra effort daily into whatever you do in your workplace is going to make a massive difference in a lot of people's life's.

Going Above & Beyond at Home

1) HELP YOUR SIGNIFICANT OTHER AND FAMILY TO HELP YOURSELF

The first thing you should fix in your mind is that the primary reason for going above and beyond your perceived role at home is for the benefit of your family and not for yourself. It should be ingrained deeply in your mind.

You are doing it for the benefit of your family/home.

Your extra efforts should bring value to the home-It could be more discipline, more affection, more focused attention, more love and all of those will result in a more amazing homelife.

PROBLEM OR OPPORTUNITY- See every problem as an opportunity.

MOTIVATE- Motivate your family. Communicate clearly and make them realize their earlier achievements and efforts. Give them confidence.

ALTERNATIVES Proactively shape your homelife so that not only do you deliver value to the home but also, make sure that what you're doing is personally meaningful, rewarding, and consistent with your strengths.

2) THINK FROM THE SHOES OF YOUR FAMILY AND NEIGHBORS

- One of the ways to go above and beyond at home is to approach your tasks as if you were your significant other, your children or neighbors. This thinking will show ways to make your direction more effective and beneficial to all affected by your decisions.
 - Anticipate their needs
 - Anticipate your families needs, especially if they knew what we know.
 - Anticipate the homes needs.
 - Use that perspective to judge your ideas, thoughts and actions. Think higher than the questions posed to us. It's often not simply someone needing a fix. More often it is someone needing to talk.

3) LEARNING TO ANTICIPATE PROBLEMS/SITUATIONS

- One of the ways to go above and beyond as a parent, significant other or neighbor is to anticipate potential problems in your direction and home and take preventive measures. It is one of the most useful approaches to solve the problem.
- Anticipating problems and positively acting on them will develop a proactive mindset. It benefits not only you but your family and neighbors. Creating solutions before there is a problem adds a lot of value to your words.
- Being proactive strengthens your differentiation inside your home and neighborhood. Family and neighbors will find you reliable. Trust builds. It brings loyalty. The greatest parents, families and neighbors are trustworthy.
- What If -One of the ways to anticipate problems is to think about What If positive scenarios -ask What If positive questions -Consider various situations that might occur and how would you would positively manage them if it happens. Integrate positive scenario planning at home.

4) ELIMINATE EXCUSES

- Going above and beyond at home also means that you should follow the 'No Excuses' strategy as much as possible. It's quite natural that people are going to face different types of obstacles in a household. If you want to grow fast in your leadership position at home, then you need to find a way to overcome those impediments. 'No Excuses' is one of the ways.
- Imagine that whatever excuse you say, your significant other, children or neighbor is not going to accept. Now, what would be your options?. It would force you to think and find solutions whenever you come across an obstacle in your life.
- Stretch yourself by beginning to ponder different ways to achieve the goal. If you don't see any solution to the new problem, then it could also mean that you need to stretch your borders, reach an unfamiliar territory, and gather additional information that could help in finishing the tasks.
- You don't know what you are capable of when you follow the 'No Excuses' strategy.
- Never criticize, condemn or complain helps here.

5) GROWTH MINDSET

- To go above and beyond as a spouse, parent or neighbor, you should have one critical trait -Growth Mindset.
- A good parent, spouse or neighbor is not born but made. You must believe that one's skills, abilities are not fixed and can be changed or developed through dedication, determination, consistent commitment, hard work, and deliberate practice — which is nothing but The Growth Mindset.

- Whenever we try to go above and beyond as a parent, as a spouse or as a neighbor, we will be entering unfamiliar territory. We might not have the required skills, knowledge, abilities to manage those alien scenarios. So, it is essential to have a 'Growth Mindset' — We must believe that we could develop all those required abilities.
- Find a mentor. Do what they do that impresses you.
- Growth Mindset forces a person's mind to see every problem, not as a challenge but as an opportunity. It will also save him/her from falling into a negativity trap.

CONCLUSION

- When you go above & beyond your job description as a parent, as a spouse or as a neighbor, you develop new skills, gain broader experience, gather more extensive knowledge, gain reputation, and make a positive difference not only for your own life but also for others. Putting a little extra effort daily into whatever you do in your life is going to make a massive difference in many other lives.

Going Above & Beyond in Your Community

1) HELP YOUR COMMUNITY SUFFER LESS TO HELP YOURSELF

The first thing you should fix in your mind is that the primary reason for going above and beyond your perceived role in your community is for the benefit of the community and not for yourself. It should be ingrained deeply in your mind.

You are doing it for the benefit of your community.

Your extra efforts should bring value to the community-It could be more community service work (screenings and or business talks and both of those will result in a more amazing community.

PROBLEM OR OPPORTUNITY- See every problem as an opportunity. COVID. How about masks that read: Don't MASK the PAIN!!!

MOTIVATE- Motivate your community to get checked. Communicate clearly and make them realize that the earlier they get checked the better or the longer they wait to fix a problem the longer it will take to fix that problem. Give them confidence.

ALTERNATIVES- Proactively shape your message and talks so that not only do you deliver value to their hearts but also, avoid filling them with too much data. Then make sure that what you're doing is personally meaningful, rewarding, and consistent with your strengths.

2) THINK FROM THE SHOES OF YOUR COMMUNITY

- One of the ways to go above and beyond in your community is to approach your tasks as if you were you're the people in your town. This thinking will show ways to make your direction more effective and beneficial to all affected by your decisions.
 - Anticipate their needs
 - Anticipate your communities needs, especially if they knew what we know.
 - Use that perspective to judge your ideas, thoughts and actions. Think higher than the questions posed to us. Usually neck pain, back pain and headaches. It's often not simply someone needing a fix. More often it is someone needing to KNOW what is going to happen if they don't get the problem fixed.

3) LEARNING TO ANTICIPATE PROBLEMS/SITUATIONS

- One of the ways to go above and beyond as a CA or DC is to anticipate potential problems in the overall lack of health of your community and take preventive measures. It is one of the most useful approaches to solve the problem.
- Anticipating problems and positively acting on them will develop a proactive mindset. It benefits not only you but your community.
- Being proactive strengthens your differentiation in your community. People will find your message reliable. Trust builds. It brings loyalty. The greatest people are trustworthy.
- What If -One of the ways to anticipate problems is to think about What If positive scenarios - ask What If positive questions -Consider various situations that might occur and how would you would positively manage them if it happens. Integrate positive scenario planning at home.

4) ELIMINATE EXCUSES

- Going above and beyond in your community also means that you should follow the 'No Excuses' strategy as much as possible. It's quite natural that people are going to face different types of obstacles in all communities. If you want to grow fast in your leadership position in your community, then you need to find a way to overcome those impediments. 'No Excuses' is one of the ways.
- Imagine that whatever excuse you say, your towns people are not going to accept. Now, what would be your options?. It would force you to think and find solutions whenever you come across an obstacle in your life.
- Stretch yourself by beginning to ponder different ways to achieve the goal. If you don't see any solution to the new problem, then it could also mean that you need to stretch your borders, reach an unfamiliar territory, and gather additional information that could help in finishing the tasks.
- You don't know what you are capable of when you follow the 'No Excuses' strategy.
- Never criticize, condemn or complain helps here.

5) GROWTH MINDSET

- To go above and beyond as a CA or DC leader in your community, you should have one critical trait - Growth Mindset.
- A good CA or DC is not born but made. You must believe that your teams' skills, abilities are not fixed and can be changed or developed through dedication, determination, consistent commitment, hard work, and deliberate practice — which is nothing but The Growth Mindset.

- Whenever we try to go above and beyond as a CA or DC, we will be entering unfamiliar territory. We might not have the required skills, knowledge, abilities to manage those alien scenarios. So, it is essential to have a 'Growth Mindset' — We must believe that we could develop all those required abilities.
- CALL YOUR COACH. Do what they do to get the results they get that impresses you the most.
- Growth Mindset forces a person's mind to see every problem, not as a challenge but as an opportunity. It will also save him/her from falling into a negativity trap.

CONCLUSION

- When you go above & beyond your job description as CA or DC, you develop new skills, gain broader experience, gather more extensive knowledge, gain reputation, and make a positive difference not only for your own life but also for others. Putting a little extra effort daily into whatever you do in your life is going to make a massive difference in many other lives.



***NO FINISH LINES.
NO LIMITS.***

—

You can improve your office,
your home & family,
your community &
eventually the world!

Going Above and Beyond Is a Choice

- For many years, I've gone on record saying that the reason you and I, as customers, consistently receive predictably poor customer service is because exceptional customer service is voluntary; employees don't have to deliver it, and most don't.
- It's true. While there are things that employees do have to do, providing exceptional customer service isn't one of them. Instead, their focus is typically on protocol, processes, policies and procedures – the same types of things that managers tend to inspect. At shift's end, whether or not a cashier's drawer balances is the subject of tremendous scrutiny by her manager. But whether or not she delighted customers throughout the day by choosing to smile, make eye contact, use names, and add enthusiasm to her voice, may or may not come up.
- For a cashier, balancing at shift's end is a non-negotiable requirement. Choosing to express genuine interest in customers by smiling and making eye contact, however, is voluntary.

Six Motivations To Go Above and Beyond

- **1. Pro-social; for the benefit of others:** In the context of patient service, this means choosing to be helpful and delighting in the opportunity to serve others. This is always a voluntary decision made by the service provider.
- **2. Belonging; for the relationships:** Employees look to build and strengthen relationships with others. This includes both coworkers and customers.
- **3. Self-enhancement; for the self-esteem boost:** Employees, after developing and displaying their ability to deliver exceptional customer service, bask in the glow of compliments from peers, superiors, and customers – all of which reinforce desired behavior.

- **4. Self-protective; for the distraction:** When employees lean into their roles as service providers, choosing to consistently delight coworkers and patients by refusing to deliver transactional customer service, treating each customer like the one before, they view work as a positive outlet. This may serve to distract attention away from other aspects of their life that aren't as positive or fulfilling.
- **5. Developmental; for the knowledge and skills:** Employees look to acquire job knowledge and develop job skills that will increase their competency and, by extension, their marketability.
- **6. Career; for the job prospects:** Employees who choose to expend the discretionary effort required to make lasting positive impressions on coworkers and customers anticipate that their initiative will be rewarded with opportunities for career advancement.

Designing Jobs to Promote Above and Beyond Behavior

- **1. Task characteristics:** The duties, tasks, and methods used to deliver products and/or services to patients that have a substantial, lasting impact on them. Without purpose, job roles lack meaning. Employees have something to work on, but nothing to work toward.
- **2. Social characteristics:** The structural features of a job that influence employees' interpersonal interactions and relationships, allowing them to develop friendships and exchange support. When these social characteristics are enriched, jobs fulfill the desire for connection with others, which is a core motive in life and at work.
- **3. Knowledge characteristics:** The aspects of a job that affect the development and utilization of information and skills, providing employees the opportunity to learn, solve problems, and acquire skills. A central desire of employees is to obtain and project competence at work.

Sustaining Above and Beyond Behavior

- According to the role identity perspective, the strongest predictor of long-term engagement in delivering exceptional patient service is the internalization of the employee's role (relative to job purpose) into their self-concept. The repeated act of delivering exceptional customer service leads employees to internalize the particular role as a critical part of their identities.
- Research shows that individuals are most likely to internalize a particular identity when company leadership values this behavior. Recognition, for instance, only motivates people when their efforts are important to the group providing the recognition. Recognition in conjunction with managerial support is likely to sustain employees' experiences of volitional, autonomous behavior, promoting internalization.

- Beyond emphasizing the importance of desired behavior and recognizing it daily, leadership must model, not mandate, the behavior they expect from employees. In the absence of pressure, employees are more likely to feel personally responsible for their decision to provide exceptional patient service, which will increase the likelihood of internalizing their identity as an exceptional patient service provider. Besides, you can't force an employee to care any more than you can force a customer to be loyal.
- **Ready, set, go above and beyond!**

Office Collection Goals

Yearly

- Example \$1,000,000.00 -is \$250,000.00 each quarter -\$83,400.00 per month---\$20,000.00 per week
- \$4,000.00 per day---\$2,000.00 per shift and Saturday is a bonus.

Monthly

- Accountability check on 5th 10th 15th 20th
- Overall collections 15/month starting per DC -corrective care
- Maintenance collections 10-15/ month converting per DC
 - \$15,000---\$25,000---\$40,000---\$55,000---\$80,000---\$100,000

* DC role play a 3–4-minute Monday meeting stat update.

Weekly

- Monday meeting is concerned, connected & directed towards the goal
- Tell me and I'll forget. Teach me and I might remember. Involve me and I'll learn and become.
- They may forget what you said but they well never forget how what you said made them feel.

100% Referrals, 100% Starts & 100% Specificity

- Refuse to be average
- Don't settle for anything but the best in life. And remember that "good" and "better" are often the greatest enemies of "best." Successful people pursue excellence and refuse mediocrity. They stand out from the crowd because they refuse to be average and to simply go with the flow. They do more than expected. It's as simple as that.
- Someone once wrote that there are four kinds of bones in the world:
 - Wish bones who spend their time wishing someone else would do the work;
 - Jaw bones who do all the talking, but very little else;
 - Knuckle bones who knock everything that anyone else is trying to do, and
 - Back bones who shoulder the load and get the job done!
- In your office, home and community, aim to be the back bone. Strive to be that person who stands out from the crowd and goes above and beyond the call of duty. Don't give in to mediocrity!

Caring More, Loving More & Trusting More

- Every thought, word and action you take must always be about the person in front of you.
- Their big thing must be your big thing.
- Your body, mind and soul must see, taste, touch and mostly feel what they are feeling.
- 1----2----4----MORE!!!
- One leaving opens the door for two more.
- Caring more
 - A candle loses nothing by lighting another candle. Be the light.
- Loving more
 - The best and most beautiful things in this world cannot be seen or even heard but must be felt with the heart.
- Trusting more
 - Those who do not trust enough will not be trusted.
- By being passionate about the work you do, you will deliver more in quality service than you expect to receive in payment as compensation. This, in effect, is a way to keep money or value chasing you, rather than you chasing money. By always going above and beyond and doing more than expected, you'll always be underpaid!

** This would be a great time for each of you to share a sincere compliment to two or three people training with you right now.



One day a change occurs,
and everything is different after that.
Are you going to make going
ABOVE & BEYOND your way so that
today becomes that day?



Let's Be In Love Today

- In love with ourselves!!!
- In love with our jobs at our offices!!!
- In love with our lives at home!!!
- In love with serving our communities!!!
- In love with doing our part to make our world a better place!!!
- In love with 100% referrals, 100% starts & 100% specificity!!!

Let your smile, mission & goals
change the world.
Never let the world change your
smile, mission or goals!!!

“Be the change you wish to see in the world.”

-Mahatma Gandhi

My portion of today's adventure
ends after this slide. Your portion
just begins.
Continue being AWESOME!!!

Tell each other a short story of:

“One time you went above and beyond.”