

# MONOGRAPH SERIES

## DESCRIPTION

### 1: Optometry Growth Plan Worksheet

There are many excellent ideas that could contribute to the growth and success of your business, but they all require some level of effort from the optometrist and the practice staff. One of the best ways to achieve “growth” is to first make a plan; and then follow it through as a team.

This detailed *Growth Plan Worksheet* is just such a plan. It’s a practical worksheet that can be completed to suit the needs of an individual optometry practice.

#### A GUIDE TO ACTIONS:

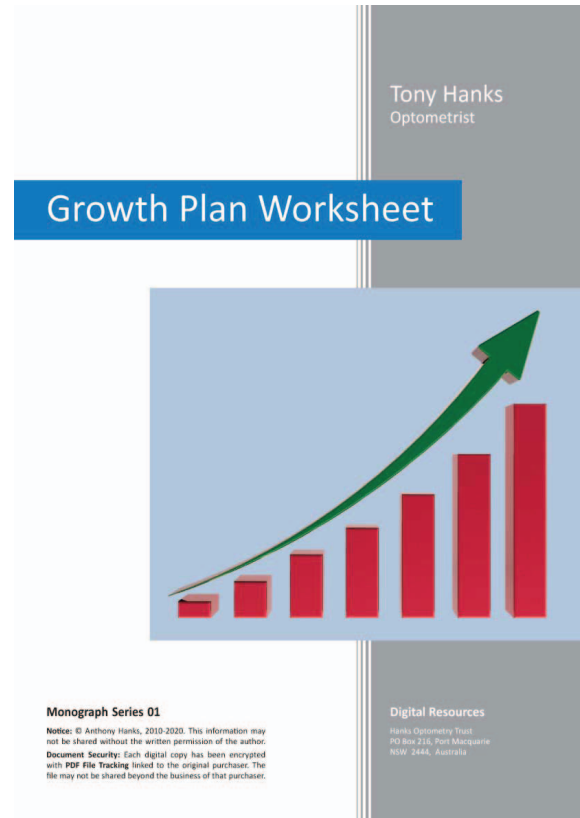
The check-box format of the Growth Plan guides the user step-by-step through the reviewing of the current practice performance and the areas that require further attention.

It then leads the further actions, processes or activities that will be required to overcome any shortcomings.

This is a valuable tool that delivers practical results - provided the practice owner has the commitment to implement the plan completely.

#### AREAS INCLUDED:

1. **Situation Analysis** that looks at things including the local laws and regulations; economic conditions; availability of technology; availability of media; trends in consumer demand; support offered by suppliers; marketing activities of competitors; the experience available in the practice; etc.
2. **Setting of Objectives** that are specific, measurable, achievable, realistic and have a time frame.
3. **Strategies** for the addressing target market based upon the “Strategic Gap Analysis”.
4. **Marketing Tactics** that are selected to convert the strategy into effective marketing.
5. **Marketing Controls** are essential in any plan - without controls there is no planning. These include monthly budgets,



income figures, sales proportions, market share and benchmarking of performance.

#### A COMPLETE EXAMPLE:

Importantly, this monograph includes a complete example to show how the *Growth Plan Worksheet* is used in practice.

This *Growth Plan Worksheet* is ready for immediate use, to benefit any individual practice.

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Author: [Anthony Hanks, OD](#)