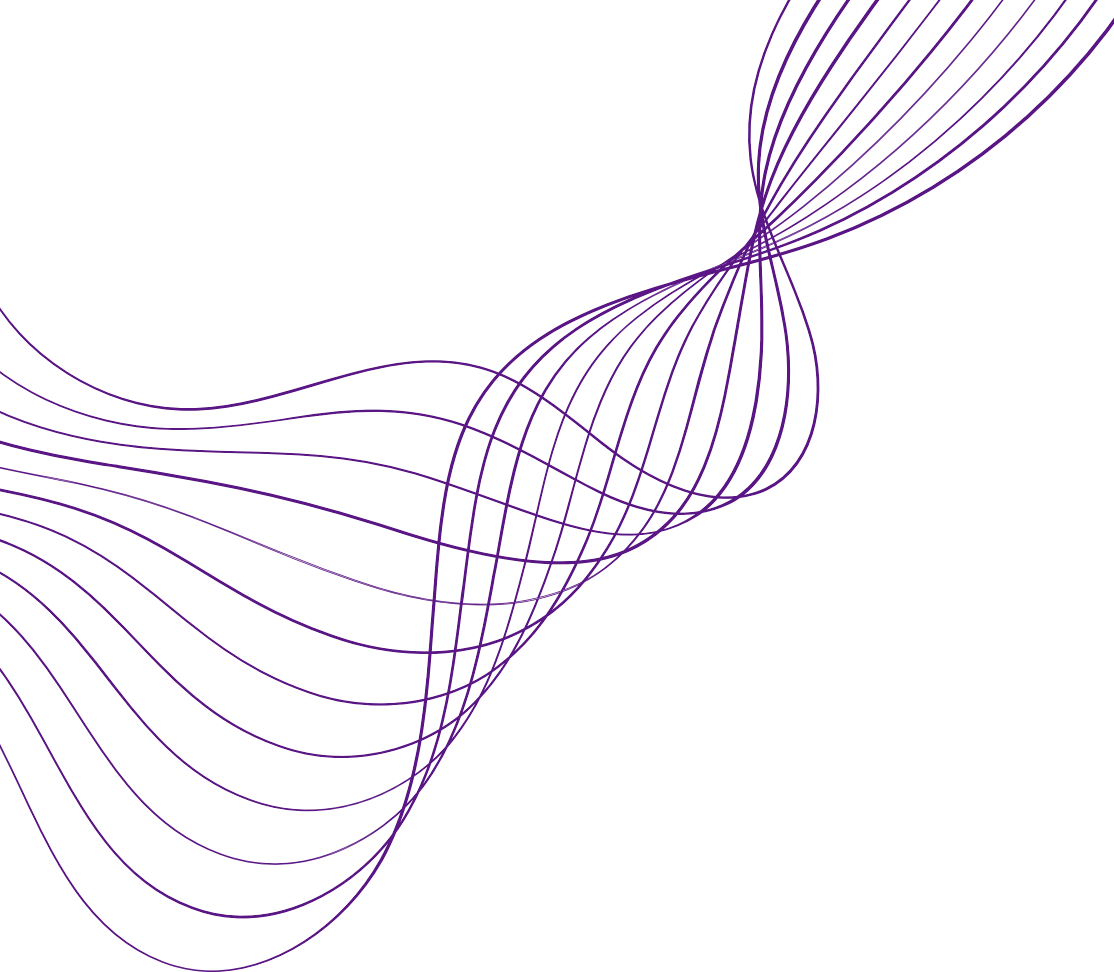
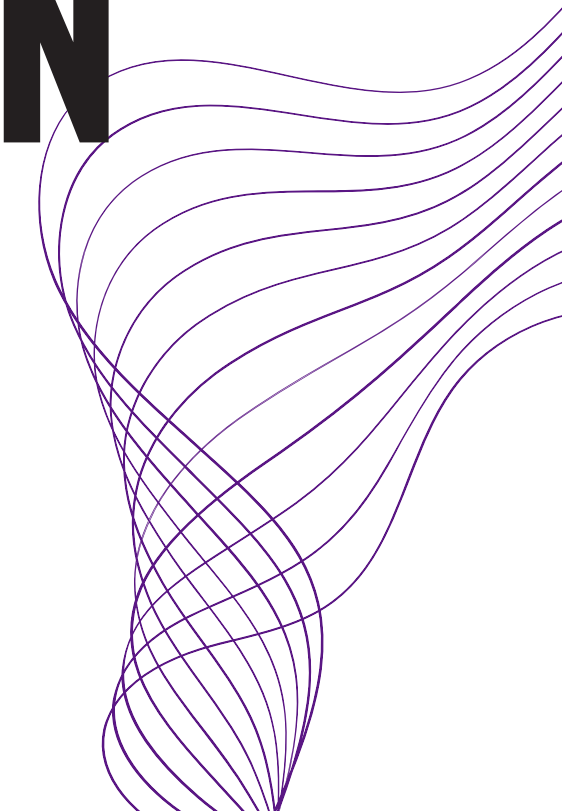




BUSINESS ORGANIZATION APPLICATION

DR. JULIE WINGEN, PT, DPT



JULIE WINGEN, PT, DPT



Pain & Movement Solutions, Owner
Wife to Wes
Mom to Bridger (10), Riley (8), Sienna (5)
Peer2Peer Member, 2020
SD APTA Federal Affairs Liason &
Reimbursement Committee



julie@painandmoventsolutions.com



History



2012 - Opened in Belle Fouche, SD

2019 - SD Physical Therapist of the Year

2020 - Joined Peer 2 Peer

2021 - Implemented Traction: EOS

2022 - Opened in Sturgis, SD

2023 - Sturgis New Small Business of the Year

2023 - Opened in Rapid City, SD

2024 - South Dakota Woman Owned Small Business of the Year

2024 - Nominated for the Rapid City Elevate Emerging Business of the Year Award

2025: West Rapid & Custer openings!



MY

WHY









EOS

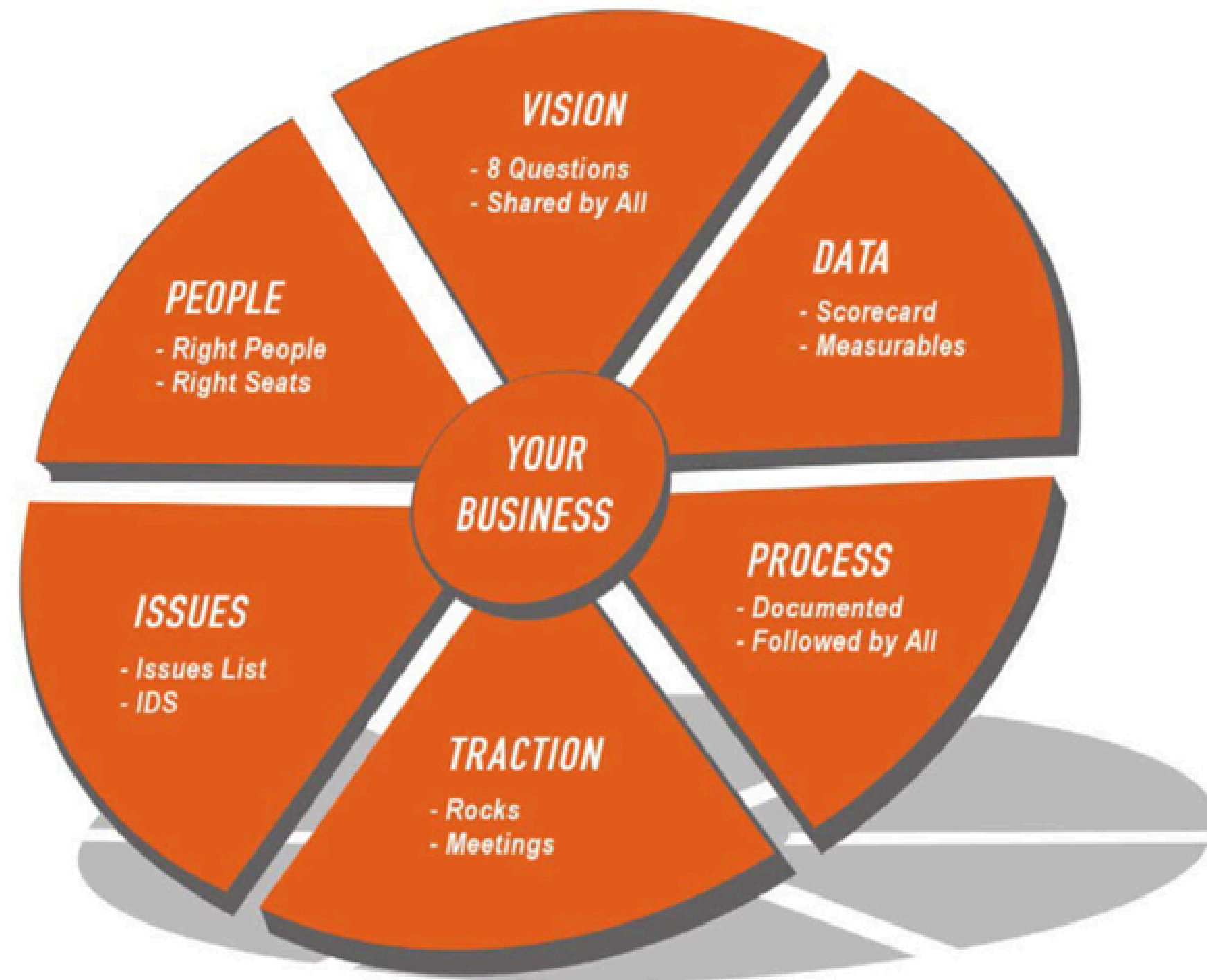
A PROVEN SYSTEM

- Set of timeless business principles and real-world tools that help Entrepreneurs get what they want from their businesses
- Simplifies operations
- Optimizes your people, processes, and execution
- Your business becomes a transparent, self-sustaining organism
- Consistently helps companies achieve more revenue growth & profit
- Delivers a better balance of life to company team members
- Applies to big and small businesses, any industry



EOS MODEL

- Provides a visual illustration of the 6 Key Components of any business that must be managed and strengthened to be a great business.



THEY SEE ME ROWIN'

THEY HATIN'

"If you could get all the people in an organization rowing in the same direction, you could dominate any industry, in any market, against any competition, at any time."

- Patrick Lencioni



-

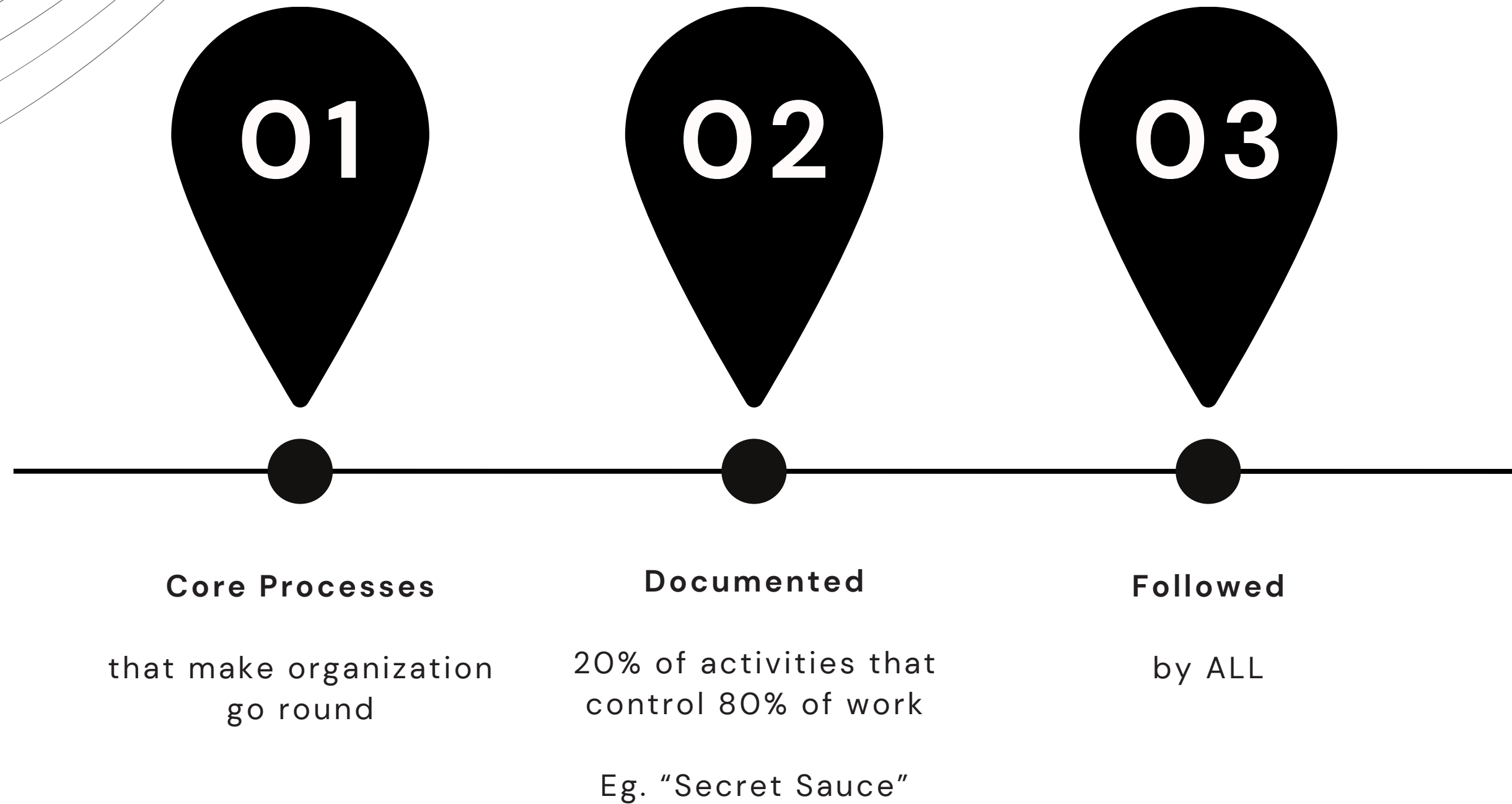


ORGANIZATION NAME:

3-YEAR PICTURE™

CORE VALUES	1. 2. 3. 4. 5.	3-YEAR PICTURE™ Future Date: Revenue: \$ Profit: \$ Measurables: <u>What does it look like?</u>
CORE FOCUS™	Purpose/Cause/Passion: Our Niche:	
10-YEAR TARGET™		
MARKETING STRATEGY	Target Market™ The List": Three Unique: 1. 2. 3. Proven Process: Guarantee:	

PROCESS



PROVEN PROCESS

01

FIRST POINT OF CONTACT

02

ARRIVAL PROTOCOL

03

INTAKE PAPERWORK

04

INITIAL EVALUATION

05

FOLLOW UP TREATMENTS

06

PROGRESS ASSESSMENT

07

SCHEDULE

08

FINANCIAL EXPERIENCE

09

PATIENT ENGAGEMENT

10

CUSTOMER ACQUISITION



RIGHT PEOPLE- RIGHT SEATS

• GWC

PEOPLE ANALYZER™								
NAME	CORE VALUE	CORE VALUE	CORE VALUE	CORE VALUE	CORE VALUE	Gets It	Wants It	Capacity
Sally Jones								
John Smith								
George Wilson								
THE BAR	+	+/-	+	+/-	+/-	Y	Y	Y



ACCOUNTABILITY CHART



- Focuses on the structure of the organization
- Focuses on the function of the role
- More Future focused

Visionary

- 20 Ideas
- Creativity/Problem Solving
- Big Relationships
- Culture
- R&D
- More on Emotion

Integrator

- Lead, Manage, Accountability (LMA)
- Profit & Loss/Business Plan
- Remove Obstacles & Barriers
- Special Projects
- More on Logic

Sales/Mktg

- LMA
- Sales/Revenue Goal
- Selling
- Marketing
- Sales & Marketing Process

Operations

- LMA
- Customer Service
- Process Management
- Making the Product
- Providing the Service

Finance

- LMA
- AR/AP
- Budgeting
- Reporting
- HR/Admin
- IT
- Office Management



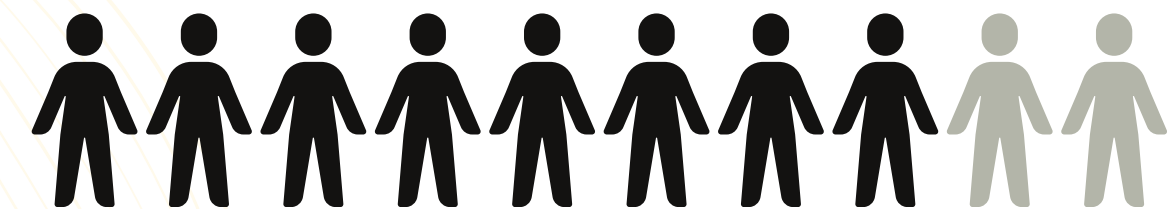
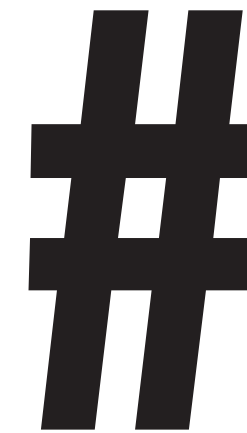
DATA

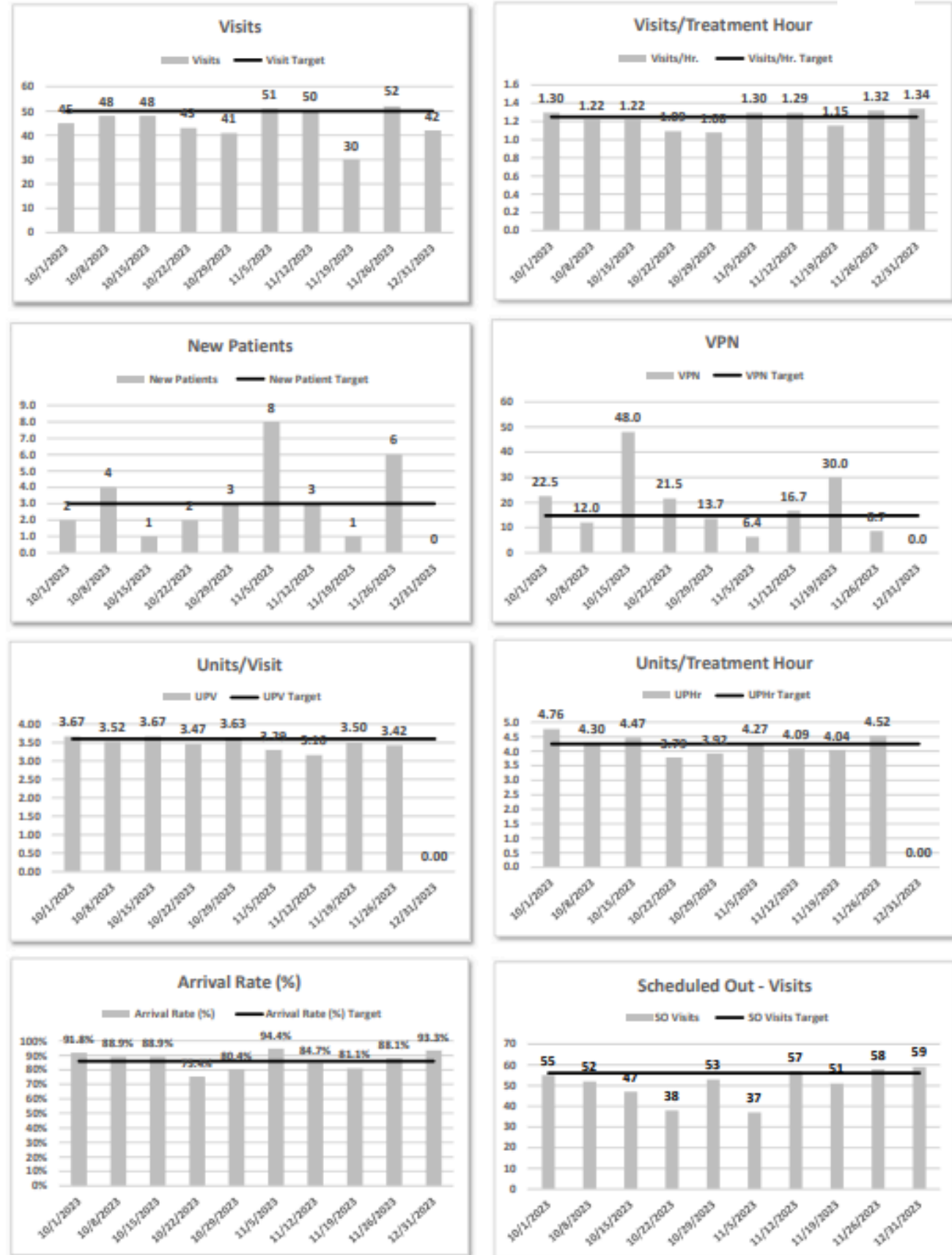
SCORECARD

- Keep a pulse on your business
- Identify 5–15 measurables
- Track consistently on weekly basis
- Helps you predict the future more accurately

MEASURABLES

- Every person in the company has their own Number
- Accountability – very clear what we are looking for them to do





SCOREBOARD

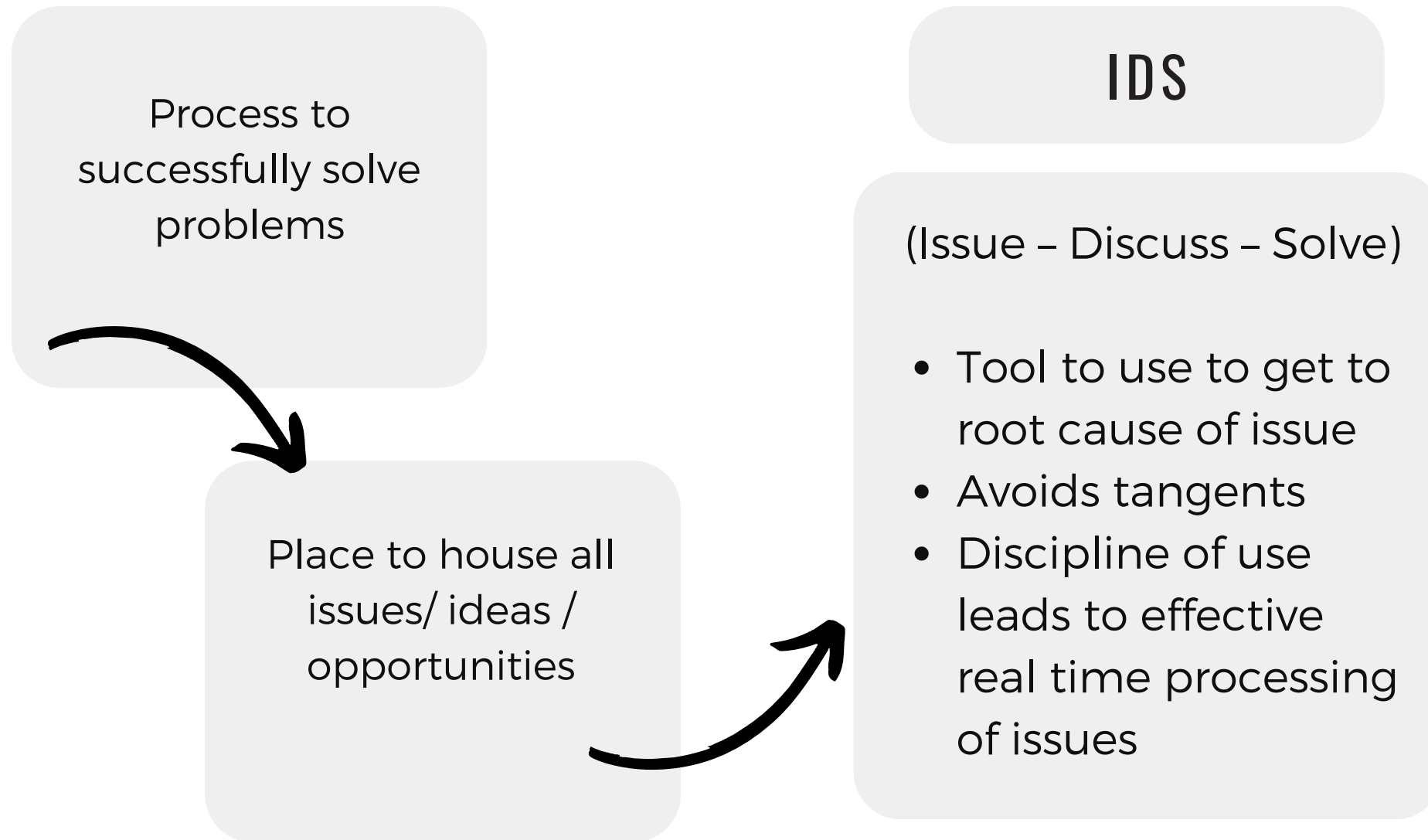
• 8150 Advisors

TRACTION

- Rocks – Top Priorities of the Business
- Meeting Pulse – used to gain control
- Work on Your Business Regularly
- Everyone has a number
- Results Generate Traction



ISSUES



THE LEVEL 10 MEETING™

The Weekly Agenda

Day: _____ Time: _____

Agenda:

Segue	5 Minutes
Scorecard	5 Minutes
Rock Review	5 Minutes
Customer/Employee Headlines	5 Minutes
To-Do List	5 Minutes
<i>Additional activities may be added or removed as needed</i>	
IDS	60 Minutes
<i>Additional activities may be added or removed as needed</i>	
Conclude	5 Minutes
Recap To-Do List	
Cascading messages	
Rating (1-10)	



TRACTION

GET A GRIP ON YOUR
BUSINESS

GINO WICKMAN

Summary by ReadingGraphics

Traction

Book Summary

*"Your business is an entity in and of itself...
to find success, you have to turn it into a
self-sustaining organism."*

- Gino Wickman



READINGGRAPHICS
Ideas Come Alive



OUR TRACTION

- Bettered Operations
- Solidify Processes
- Open communication
- Create Visibility to the business for our whole team
- Everyone knows what the plan is and where the business is headed
- Helped company grow
- Every Team member is doing their part to work towards achieving goals

Special thanks to my Peer2Peer Group and
Steve Stalzer, & Mike Osler at 8150 Advisors

