

# Into action with Key Performance Indicators

In his coaching series for CAM practitioners dedicated to “the difference that makes the difference”, NLP CAM Coach **Mark Shields**, director of the Life Practice Group, explains the next stage in the effective use of KPIs.

**W**e looked last month at what KPIs are and the importance of their role in measuring the various business critical areas of your business.

In my view practitioner proficiencies are the Key Performance Indicators for CAM practitioners: a measurable quantifier defining and measuring your business goals and plans.

Let's look at a set of typical business goals I have gathered from a number of student

practitioners I have coached in the last twelve months.

## Business Goals

- To offer unequalled client service.
- To attract and retain high value clients and to obtain referrals.
- To keep up to date with my own skills and knowledge.
- To turnover £35K growing by 20% every year.



■ To adhere and embrace the emerging development of regulation within the CAM business.

- To offer a range of therapeutic disciplines to my clients enabling me to work with a different and varied client base, securing my business with a solid foundation of different types of client.
- To achieve a minimum of level of client activity and appointments which equals my income goals for my practice.

We are ideally looking for a minimum of five measurable KPIs.

With the above business goals in mind – which seem consistent with most private practices – five typical KPIs would be:

- 1) **Number of complaints from clients**
- 2) **Ongoing CPD**
- 3) **Achieving a specific level of weekly activity in the following client areas:**
  - New clients each week
  - Total clients appointments each week
  - Client enquires each week
  - Referrals each week
- 4) **Achieving the correct business mix of conditions treated each week**
- 5) **Compliance and Supervision**

So, in a nutshell, I have my five KPIs that are quantifiable, could be measured and follow my business ethos and Goals. This is how I see them working and fitting into my business model, each one of them serving a purpose and mirroring the goals of my business. Let's look at each one in turn (see table).

In the next issue we will look at how to monitor and manage your KPIs on a monthly basis.

© Copyright Mark Shields 2012

## The Big 5 KPIs for CAM practitioners:

### 1. Key Performance Indicator = **Client complaints**

**Business Goal** = To offer unequalled client Service

**Quantifiable and Measurable** – Yes

**How** = Target for zero client complaints each year

### 2. Key Performance Indicator = **CPD**

**Business Goal** = To ensure my own skills and knowledge the those of my associates are kept current and up to date

**Quantifiable and Measurable** – Yes

**How** = Target for CPD hours per annum

### 3. Key Performance Indicator = **Sales Activity Levels**

**Business Goal** = To attract and retain the right number of high value clients and referrals by achieving a certain number of client appointments and new enquiries each week

**Quantifiable and Measurable** - Yes

**How** = Agree actions and manage targets for the activity levels in the areas of focus – ie Appointments, New Clients, Referrals, Enquires

### 4. Key Performance Indicator = **Business Mix**

**Business Goal** = To offer a range of therapeutic disciplines to my clients, enabling me to work with a different and varied client base securing my business with a solid foundation of different types of client

**Quantifiable and Measurable** – Yes

**How** = Market into a client arena that matches your skills, interests and qualifications

### 5. Key Performance Indicator = **Compliance and Supervision**

**Business Goal** = To adhere to and embrace the emerging development of regulation within the CAM business

**Quantifiable and Measurable** – Yes

**How** = To embrace voluntary self-regulation and appoint a supervisor, agreeing a programme of monitoring and supervision formally reviewed monthly



## About the author

**Mark Shields**, CAM practitioner coach, life coach, author, media expert and motivational speaker, is managing director of Life Practice UK, specialists in Personal and Business Coaching. Contact: 01462 451473, info@lifepractice.co.uk, www.lifepractice.co.uk