

How Key Performance Indicators can help your practice



In his coaching series for CAM practitioners dedicated to “the difference that makes the difference”, NLP coach **Mark Shields**, director of the Life Practice Group, begins to explain how to find out if you’re doing what you need to be doing for success.

It is important in any business to have a way of benchmarking your successes against your business ethos, goals, values and targets.

The most common way to do this is to check results against targets – in business this is normally turnover against costs

In the years I have been working and coaching different practitioners I have formulated a way of benchmarking the most important results associated with a private well-being CAM practice. I’ve always worked on the premise that sales and service go hand in hand, however you need to offer what I call “the difference that makes the difference” to achieve truly exceptional results

This works and means exactly what it says on the tin. If you go that extra mile for your client and include within your proposition a service that can’t be matched on any level then this itself defines that there is no competition.

What are Key Performance Indicators?

KPIs, as they are known, are a set of measures in which a business defines and measures its success against its goals

Your key performance indicators are those measurable areas deemed critical to the success of your practice

As a CAM practitioner one of the ways you probably measure your success is based on seeing a certain number of clients; so here a KPI would be the measurement of how many clients were being seen each month, thus determining our progress in achievement of our goal.

Fewer clients than we anticipated would be critical to our business and would indicate our success or failure against that KPI.

Let’s look at some more examples. A college may focus its Key Performance Indicators on graduating students. Ford may focus its KPIs on numbers of cars manufactured during a given period. A restaurant may have a KPI that focuses on numbers of returning diners. An A and E department of a hospital may have a KPI based on waiting times for patients

And so on.....

Whatever KPIs you select they must reflect the ethos and goals of your business and be quantifiable, measurable, and key to the success of the business

Key Performance Indicators are normally long-term considerations, although the way they are measured often changes as a business gets nearer to achieving its goals

By the same token, if the business is moving further away from achieving its goals, KPIs and their measurement may get tougher and become even more focused

Measuring KPIs

If a KPI is going to be of any value there must be a way to accurately define and measure it. It is important each KPI carries a target and is measured regularly.

I’ve named the Key Performance Indicators for Wellbeing Practitioners as Practitioner Proficiencies

If you read my various columns this term won’t be new to you, however for the first time you will now fully understand what you have been reading all these years!

Practitioner Proficiencies are the Key Performance Indicators for the CAM industry

They are a set of measurable quantifiers deemed business-critical to the running of a sustainable, successful private CAM practice

When formulating this model about seven

years ago I spent a long time deliberating as to what I should include in my practitioner proficiencies.

I came up with a model called the three Ps: Purpose, Process and Payoff

KPI – Purpose

When defining what KPIs to include in the world of CAM practitioners I first had to consider to what purpose these KPIs serve. To do this I had to examine what were the business-critical requirements were and also how they would be measured.

KPI – Process

Once I had established my set of KPIs for practitioners I then had to find a way of quantifying and measuring the results of these KPIs on a regular basis against the goals I had set for my business

KPI – Payoff

The Payoff was obvious. Assuming I got the KPIs right and I could measure my business performance against my goals and I succeeded, my business would not only succeed on every level but would do so measured against its key goals, ethos and the values which meant everything to me.

Learn more about KPIs next month, when I show you what they are, how they work and how you very simply include them in your working week.



About the author

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