

STATEMENT OF PURPOSE CONSTRUCTION

PRACTICE STATEMENT OF PURPOSE

A Statement of Purpose is a concise statement, worded in the present, which represents the values of what you stand for as an office. It encompasses all aspects of your activities as a practice and is structured so as to inspire its readers.

Having your team know their collective purpose is critical to optimal function. Every action that is performed in your practice must be filtered through your practice's purpose statement. This gives congruency to every action and procedure.

Your Statement of Purpose guides the look and feel of your business and dictates your branding and aesthetics.

You construct your Statement of Purpose by convening an extended staff meeting (several hours, preferably in a retreat-like environment) and ask yourselves who you ideally want to be in each of the following 4 questions:

1. What do you want to do and how do you want to do it?
2. Who do you want to do it with (People on the Team)?
3. Who do you want to do it to (Patients, Practice members)?
4. Why do you want to do it and what results do you expect?

This is a brainstorming session and you must go REALLY BIG – no contribution is too silly or off track. Record all contributions as you never know how the team bouncing off an off-the-wall idea will lead to some insightful and valuable contributions.

After this meeting you will have a draft form of the statement so then give it to all team members and let them individually romance the statements for a week or so. You then get together again for a shorter staff meeting and create your final draft.

We suggest that you send your Statement of Purpose to us at Quest for feedback.

Once you are happy with your Statement of Purpose, you may wish to open or/and close your staff meetings by saying/singing/acting it out.

Your Statement of Purpose will require reviewing and updating if needed every 6 months or when you have a new person added to the team.

Here is an example of a Statement of Purpose from our practice. It is meant as a guide and not for copying. It is important that you encode your practice's values into your practice, not someone else's.

EG. COAST CHIROPRACTIC KAWANA STATEMENT OF PURPOSE

“We are a prosperous, synergetic, expanding wellness chiropractic centre facilitating extraordinary results.

We are a joyful, focussed supportive team who elegantly communicate our commitment in an inspiring and caring way.

We serve huge numbers of vital, enthusiastic, chiropractically educated individuals and families who pay and actively refer others for our excellent care.

We magically create universal health and harmony in a fun filled way”.

MISSION STATEMENT

A Mission Statement is a version of your Statement of Purpose that is for the public to see. This is a 'sanitised' version of your Statement of Purpose as your SOP can be quite random and not P.C. for the outside observer.

We suggest that you go through your Statement of Purpose and take out the parts that are relevant to the practice from the patients' point of view and print it and frame it for the reception area plus publish it on your intake forms, website and the like.

EG. COAST CHIROPRACTIC KAWANA MISSION STATEMENT:

“We are a family centred chiropractic office dedicated to the detection, correction and prevention of nerve interference.

We provide outstanding education for our people and the community about the role of chiropractic in health care.

We support our people to participate in all phases of their life's journey thereby contributing to the enrichment of their lives and producing more harmony in our world”.

POSITIONING STATEMENT

A Positioning Statement is several words or one line that most describes what you represent. e.g. Toyota - “Oh, What a feeling”, BMW - “The driver's machine”, VW – “Das Auto”.

Positioning Statements can be used along with your logo on your stationery and advertising.

For example, the Coast Chiropractic Kawana Positioning Statement is “Discover Your Potential”.

STATEMENT OF PURPOSE ACTION STEPS

Creating & Updating your Statement of Purpose:

1. List 5 factors / questions to be addressed
2. Schedule & conduct your 4-hour staff meeting
3. Romance your draft statement of purpose
4. Write draft on whiteboard in staff room – have an area for “suggestions” prior to next meeting
5. Create your draft statement of purpose and send to your coach.
6. Create your mission statement from your statement of purpose
7. Create your positioning statement from your mission statement