

CASE STUDY

DR. SHAWN MURRAY

GREELEY/JOHNSTOWN, CO



DUSTIN BURLESON SEMINARS

“When I first started following Dr. Burleson I had systems that were just chaotic and some systems I didn’t even have, they just didn’t exist. We didn’t have a hiring process, we didn’t even know how to hire people properly. We didn’t know how to have people answer the phones correctly, or even just how to just train staff. And then, especially when it came to marketing, there was no guidance or direction in any way. I literally was just throwing money at the wind and hoping that it would come back and pay off. And so now, having an idea of how to market a little better and do things that way has helped a lot.” — **Dr. Shawn Murray**



IMPLEMENTING SYSTEMS STEP BY STEP

1 EVALUATE THE PLAN

The initial stage of the implementation process consists of stepping back and making sure that you know what the actual plan is. Once you have done that, review it carefully, and highlight any fundamentals of the plan that may be particularly challenging. Then, identify portions of the plan that may be impractical or extremely costly, by way of either time or money. Keep these highlights in mind as you start implementing the plan. And, be sure to have back-up ideas in case the original plan fails.

2 CREATE A VISION FOR IMPLEMENTING THE PLAN

Your vision will be a sequence of goals that you are striving to reach, written step by step, and/or a summary of things that will need to be accomplished. In your plan, you must ensure that everyone involved recognizes what the end result will be and why it is important. In other words, you will create a clear image of what the plan is projected to achieve.

“I think having been a private client of Dr. Burleson has helped me to be able to learn how to focus a little better in terms of what is it that I really want out of life. And that has transcended into both personal and business life. Knowing why I’m going to work, what is it that I’m trying to accomplish, what is it that I’m trying to do, how can I be a better practitioner, how can I be a better business owner. And then taking that to my own personal life, how can I be a better father, how can I be a better husband. Even though that’s not the principals that Dr. Burleson is teaching is your personal life, those things do transcend into your personal life if you allow them to. Setting goals for yourself, knowing what it is that I want to accomplish in life, knowing what I want to do, what type of legacy would I want to leave for my children or for my patients or for anyone else. So, I think that the biggest aspect that I’ve gained out of all of this is learning how to remain focused especially when life is difficult, challenging. We all have things that we’re going to experience in life, things that are going to be trying and challenging that we don’t want to go through. But learning how to remain focused in those situations and not fearing them is what I think is one of the most key things that I’ve taken away.” – Dr. Shawn Murray

3 CHOOSE TEAM MEMBERS TO HELP YOU IMPLEMENT THE PLAN

Be sure to appoint a good team, one that you know has your best interests at heart and comprehends the purpose of implementing the plan and the steps involved. And, establish a team leader, if not yourself, who will inspire and address questions and complications as they arise.

4 SCHEDULE MEETINGS TO DISCUSS PROGRAMS

Schedule regular meetings, present your list of goals and objectives, and advise the team as to what has been accomplished thus far. Even if the implementation is not exactly on schedule, this is a good time to assess and talk about changes that need to be made. And, it's always a good idea to create a rewards system which recognizes the success of team members through the process.

Poorly planned and implemented systems are generally disastrous, causing you to lose time and money and client inconvenience. Therefore, a well-planned method is crucial. That's not to say that it has to be complex, but it does need to be organized correctly.

Well-planned and implemented systems will always reveal substantial savings in time and cost.

Here are some tips to guide you in guaranteeing success:

- Ensure that the right person is assigned responsibility for system implementation management.
- Ensure that all team members are involved in the project.
- That the appropriate technical support is used as needed.
- That a comprehensive description of requirements is documented and studied by all parties involved.
- That interrelated practices and procedures are reread to maximize opportunities for improvement.
- That a specific plan is established covering equipment, testing, training and implementation.
- That a testing environment is created, when possible, with wide-ranging testing of main aspects conducted.
- That in the first few days training and initial support is provided.
- That user-friendly documents are ready and available.
- That the project is reviewed in intervals and lessons learned are documented.

The bottom line is this - a planned step-by-step implementation of systems is well worth the effort.



“I would highly recommend Dustin. The biggest thing about anything else that I’ve said today is that you have to learn how to get it right with things, you have to learn how to focus and how to develop a skill set, how to grow a practice and learn to know what is involved with that. I’ve learned so many things and it’s so hard for me just even to think and process it all in my head and even just try to wrap my head around it and explain this entire journey that I’ve had over the last few years. But I will say this – it’s a step-by-step process. You have to learn how to teach, how to market, how to talk, how to speak, how to give. And so, it’s something that has been a journey, it’s taken some time for me to develop and to learn, but if you’re open-minded and you’re willing to give it a shot, then I guarantee that it will be beneficial.” – Dr. Shawn Murray

**“TWO TYPES OF LEADERS:
THERE ARE THINKERS AND THERE ARE DOERS. SOME ARE IDEA
GENERATORS AND OTHERS ARE THE IMPLEMENTERS.**

– GARY ROHRMAYER



“Dr. Shawn Murray is one of my seminar clients who has seen tremendous growth in his practice by learning how to implement systems step by step. A well-designed implementation strategy is key to success. Nowadays, tougher competition is creating the need to better enhance resources, improve productivity and keep patients and parents satisfied. Implementing systems is an indispensable part of the planning process, and practices that develop plans must include a process for applying those plans. Some basic steps are available to assist in the process and guarantee that implementation is successful and the plan is effective.”

Dustin Burleson

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