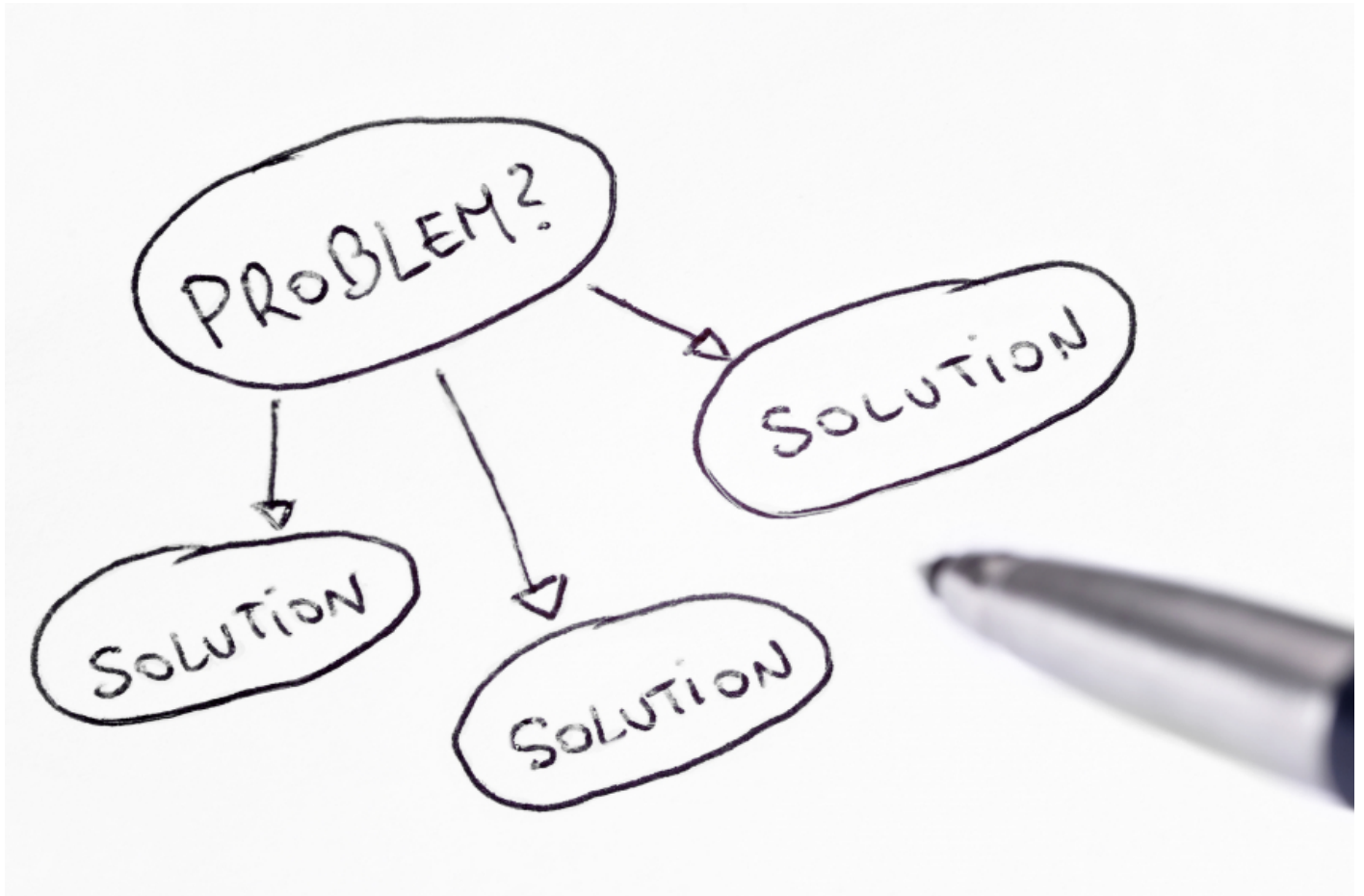


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Goal Getting: Solution-Based Pathways

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As the owner or manager of a medical spa, you face many challenges. How you overcome these challenges can determine whether your practice flourishes or struggles and whether your bottom line is in the red or the black. Using solution-based pathways to handle challenges tips the balance in your favor.

SOLUTION-BASED PATHWAYS

Solution-based pathways are future-focused, goal-directed steps taken to address challenges that highlight the importance of searching for solutions rather than focusing on problems. Being solution-driven means that problems have already been identified, and the focus is solely on solving them. By focusing on finding solutions and following a logical sequence of steps to address an issue, you avoid becoming stuck and spinning your wheels. This is important because focusing too much on a problem makes you feel powerless; focusing on solutions makes you feel empowered. As an empowered leader,

you maximize effectiveness for yourself and your team. Being a solution-oriented leader is a great way to manage challenges better and more swiftly in your business – and to encourage your team to do the same.

SETTING GOALS

Goal setting is crucial to your problem-solving success and the viability of your practice. A goal is defined as a predetermined target that a business or individual plans to achieve in a set time period. Think of a goal as a step to solve the challenge your practice is facing. Short-term goals are a series of small steps toward the longer-term goal of problem solution. The motivational speaker, Tony Robbins, said, “setting goals is the first step in turning the invisible into the visible. Goal setting is the secret to a compelling future.”

REASONS TO MAKE GOALS

Goal setting is crucial to your practice for the following eight reasons. First, a goal helps you focus your energy on a set direction. It helps you avoid busy work because a clearly defined goal keeps you working on the important tasks.

Second, goals keep you on track. Without solid goals, it is very easy to get distracted by the latest shiny object that comes by. If we are not committed to our goals, we tend to chase those passing shiny objects and never finish the tasks that get us to our desired end result – solving a challenging problem. By keeping our goals firmly in sight, we are less likely to be distracted and more likely to be successful.

Third, by setting short-term goals, you have a series of small steps that are measurable and have shorter periods for accomplishment. Therefore, it's easy to measure your progress. Without well-defined goals, we can get off-track, wandering from task to task and making little overall progress down the solution-based pathway toward success.

Fourth, goals keep us moving forward. With the prize clearly defined, we are more motivated to move forward rather than spend our time on mundane tasks. We see the pot of gold at the end of the rainbow and are less distracted by the shiny objects along the way.

Fifth, setting goals encourages continuous improvement in your practice. Having a goal subconsciously encourages us to try harder, apply ourselves more, and go the extra mile. Goals help us become better by encouraging us to focus on the solution rather than the problem.

Sixth, goals keep us accountable to our team members and ourselves. When we set a goal, we commit ourselves to achieving it and by doing so, we hold ourselves accountable for its achievement.

Seventh, goals give us a sense of accomplishment. When we complete a task that moves us one step closer to achieving our overall solution, we feel a sense of triumph or pride. Everyone needs to feel like they are accomplishing things to be happy in life, so setting goals can help us feel happier.

Finally, goals help us live a more meaningful life. By setting goals and pursuing them, we have purpose in our lives, which leads to a feeling of fulfillment and greater happiness in life. Without goals, we tend to wander through life and may never find our true purpose or passion.

Using goal planning success can greatly improve the health and viability of your practice and your bottom line. It can also help improve staff morale and the overall work environment as the team is united toward a common focus.

1. S. Lewis, the author of "The Chronicles of Narnia" said, "You are never too old to set another goal or dream a new dream." Start goal setting today and follow the solution-based pathway to success.



Internationally recognized aesthetic business development expert Cheryl Whitman is the founder and CEO of Beautiful Forever Consulting. She is a sought-after speaker and industry marketing specialist. With her seasoned team of professionals at Beautiful Forever, Whitman assists physicians and medical spas in creating new profit centers, developing profitable private label product lines, ghost writing articles and eBooks, and identifying and executing new business strategies aimed at improving their bottom line. A celebrated author, Whitman's "Aesthetic Medical Success System," a turnkey educational system, has assisted clients in opening or jumpstarting their current businesses. Her second book, "Beautifully Profitable, Forever Profitable," provides solid, practical information on how to create, launch, and grow successful aesthetic medical practices and related businesses.