

WELLNESS INCORPORATED

The Health Entrepreneur's
WORKBOOK



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“Do not go where the path may lead;
go instead where there is no path
and leave a trail.”

Ralph Waldo Emerson

The Health Entrepreneur's Workbook

This workbook gives you an opportunity to examine, question, ponder, feel challenged by, and celebrate the 9 principles presented in the Health Entrepreneur's Handbook and the steps every health entrepreneur should consider as they develop their business.

Each question is meant to give the health entrepreneur a time to pause, imagine and determine the best course of action for their business and the steps that will get them there.

My hope is that each chapter, each step, provides a new perspective on your work as a health entrepreneur, and helps you remain passionate about your business, even through the inevitable difficult times. This workbook is not a business plan it is a companion to the Health Entrepreneur's Handbook to help you find the magic formula for your unique company. The Health Entrepreneur's Handbook will help you make the necessary decisions along the way, ensuring you make the difference you dream of making.

Who Is a Health Entrepreneur?

A health entrepreneur is the owner, and many times the operator, of a private health service business. The health entrepreneur's services are within the spectrum of health, wellness, and wellness education. The health entrepreneur serves the public's needs and interests, helping clients reach their desired health and wellness goals through their core service as healthcare professionals including therapists, wellness coaches, counsellors, naturopaths, community home care providers, as well as other specialists in areas of preventative health and recovery.

Health entrepreneurs, through their services and business practices, are uniquely positioned to break through many barriers and bring necessary social change and care to individual citizens and communities. Health entrepreneurs take a "people first" approach when making decisions, based not on financial transactions but on relationships and desired outcomes.

Looking back, I see it as a privilege to be part of a much larger change within many systems—healthcare, education, and business. Across the board, we are turning toward different ways of living, caring, and doing good work. I see the success of the health entrepreneur's business as essential for a healthy society. It is therefore critical that more resources and supports be put in place to help these businesses connect with their clients and patients in a way that inspires the client, helping them to be the best they can be for many years to come.

STEP ONE:

Drive Your Dream



Activities to Support your Good Work:

- Craft your mission statement.

Sample: The Elephant Sanctuary is a natural-habitat refuge where sick, old, and needy elephants can once again walk the earth in peace and dignity.

- Clarify your core value.

- How would others (ie. your team, family members, friends, accountant) describe your culture code?

- What supports do you need to fully live your dream?

► **STEP ONE: Drive Your Dream**



The Health Entrepreneur's Rx:

1. What is ONE THING that has been on your to do list for some time that getting it done, regardless of how painful, would feel so good?
2. What resource or resources (a computer, an app, a new workout bag) would ignite your INNER MOTIVATOR?
3. Create or revisit your business plan. How has it been serving you?

► STEP ONE: Drive Your Dream



Questions to Take You to the Next Step:

1. How would you define your dream?
2. Where could you share your dream more often?
3. What bigger dream, beyond you, do you feel you are a part of?



“If you don’t dare to try and chase your dreams, you’ll rob yourself the joy of doing it.”

Serena Williams

STEP TWO:

Strengthen Your Expertise



Activities to Support your Good Work:

- What would you say are your greatest strengths as a business owner?

- What areas do you feel you need to strengthen?

- What steps can you take this week, this month and this year to strengthen these areas?

- What creative outlet have you not explored lately that you know helps you with new idea formation?

- How confidently can you say, “yes, I can help you.”

► **STEP TWO: Strengthen Your Expertise**



The Health Entrepreneur's Rx:

1. What evidence do you require that you are no longer in your scope of practice and need to refer to someone else?

2. What are the most common unsolicited comments people make about you and your company?

3. When you think of a person being warm, what characteristics and behaviours tend to go along with that?

► **STEP TWO: Strengthen Your Expertise**



Questions to Take You to the Next Step:

1. How would you rate your confidence as an industry leader, on a scale of 1–10?
2. Do people ask you for unsolicited advice pertaining to your unique skills and talents?
3. What three next steps can you do to expand your expertise?



“Being good is making it look easy, but getting good is never easy.”

Jeffrey Fry

STEP THREE:

Maximize Your Message



Activities to Support your Good Work:

- Complete your S.W.O.T analysis below. If you decide to take it to the next level:
 - When reviewing each area put together a strategy plan (the small steps and deadlines) to strengthen your strengths, to shift your weaknesses to strengths, and to bring your opportunities to fruition.
 - Because you do not have control over threats you can leave these for now but it is always good recognize what they are.

Strengths	Weaknesses
Opportunities	Threats

► **STEP THREE: Maximize Your Message**



The Health Entrepreneur's Rx:

1. How do you know if you have achieved marketing momentum?

► **STEP THREE: Maximize Your Message**



Questions to Take You to the Next Step:

1. Does your SWOT Analysis reveal an accurate story of your business and show the gaps you need to work on to develop a stronger message?
2. What have you identified as your signature story?
3. Are you confident that your current clients and staff know your primary message and are sharing it in a way that is creating momentum?



“For any movement to gain momentum, it must start with a small action. This action becomes multiplied by the masses, and is made tangible when leadership changes course due to the weight of the movement’s voice.”

Adam Braun

STEP FOUR:

Scale for Impact



Activities to Support your Good Work:

- Why do you want to scale.

- Imagine where you want to grow. When you finish scaling how will your company look and feel?

- What steps will be required to get there (scaling strategy).

- Identify what your key performance indicators are (KPI's).

► **STEP FOUR: Scale for Impact**



The Health Entrepreneur's Rx:

1. What are your greatest strengths?
2. How can you strengthen them further?
3. How do you feel about your financial health?

► **STEP FOUR: Scale for Impact**



Questions to Take You to the Next Step:

1. Does your current business plan help you decide your next step for growth?
2. What problems or bottlenecks are you repeatedly railing against that are inhibiting your growth?
3. What data do you need to collect to identify your growth or needed areas for growth?



“Everyone wants to live on top of the mountain, but all the happiness and growth occurs while you’re climbing it.”

Andy Rooney

STEP FIVE:

Build in the Spirit of Equity



Activities to Support your Good Work:

- Describe your clients and what they need to be successful.

► **STEP FIVE: Build in the Spirit of Equity**



The Health Entrepreneur's Rx:

1. Consider a one-win-everything organization. One that is good for you, your team, your client and your community.

2. Now describe a recent decision you needed to make.

3. Put it to the test.

4. Did your decision meet all considerations?

5. Do you feel different about your decision?

► **STEP FIVE: Build in the Spirit of Equity**



Questions to Take You to the Next Step:

1. Have you noticed any equity gaps in your business life?
2. What can you do to ensure that your clients are treated equitably?
3. Is there an equity gap with your staff and what plan can you put in place to begin building an equity bridge right away?



“Fairness does not mean everyone gets the same. Fairness means everyone gets what they need.”

**Rick Riordan
The Red Pyramid**

STEP SIX:

Clear the Path



Activities to Support your Good Work:

○ In 60 seconds, check every word that describes who you are at work.

- | | | | |
|---------------------------------------|---------------------------------------|--|--|
| <input type="checkbox"/> Critical | <input type="checkbox"/> Industrious | <input type="checkbox"/> Pushy | <input type="checkbox"/> Strong Willed |
| <input type="checkbox"/> Indecisive | <input type="checkbox"/> Persistent | <input type="checkbox"/> Severe | <input type="checkbox"/> Independent |
| <input type="checkbox"/> Stuffy | <input type="checkbox"/> Serious | <input type="checkbox"/> Tough | <input type="checkbox"/> Practical |
| <input type="checkbox"/> Picky | <input type="checkbox"/> Expecting | <input type="checkbox"/> Dominating | <input type="checkbox"/> Decisive |
| <input type="checkbox"/> Moralistic | <input type="checkbox"/> Orderly | <input type="checkbox"/> Harsh | <input type="checkbox"/> Efficient |
| <input type="checkbox"/> Aloof | <input type="checkbox"/> Thoughtful | <input type="checkbox"/> Cold | <input type="checkbox"/> Goal-Oriented |
| <input type="checkbox"/> Conforming | <input type="checkbox"/> Supportive | <input type="checkbox"/> Manipulating | <input type="checkbox"/> Ambitious |
| <input type="checkbox"/> Unsure | <input type="checkbox"/> Respectful | <input type="checkbox"/> Excitable | <input type="checkbox"/> Stimulating |
| <input type="checkbox"/> Ingratiating | <input type="checkbox"/> Willing | <input type="checkbox"/> Undisciplined | <input type="checkbox"/> Enthusiastic |
| <input type="checkbox"/> Dependent | <input type="checkbox"/> Dependable | <input type="checkbox"/> Reacting | <input type="checkbox"/> Dramatic |
| <input type="checkbox"/> Awkward | <input type="checkbox"/> Agreeable | <input type="checkbox"/> Egotistical | <input type="checkbox"/> Friendly |
| <input type="checkbox"/> Wishy-Washy | <input type="checkbox"/> Approachable | <input type="checkbox"/> Flaky | <input type="checkbox"/> Creative |

(Please go to jenniferbuchanan.ca/personality for more information)

► **STEP SIX: Clear the Path**



The Health Entrepreneur's Rx:

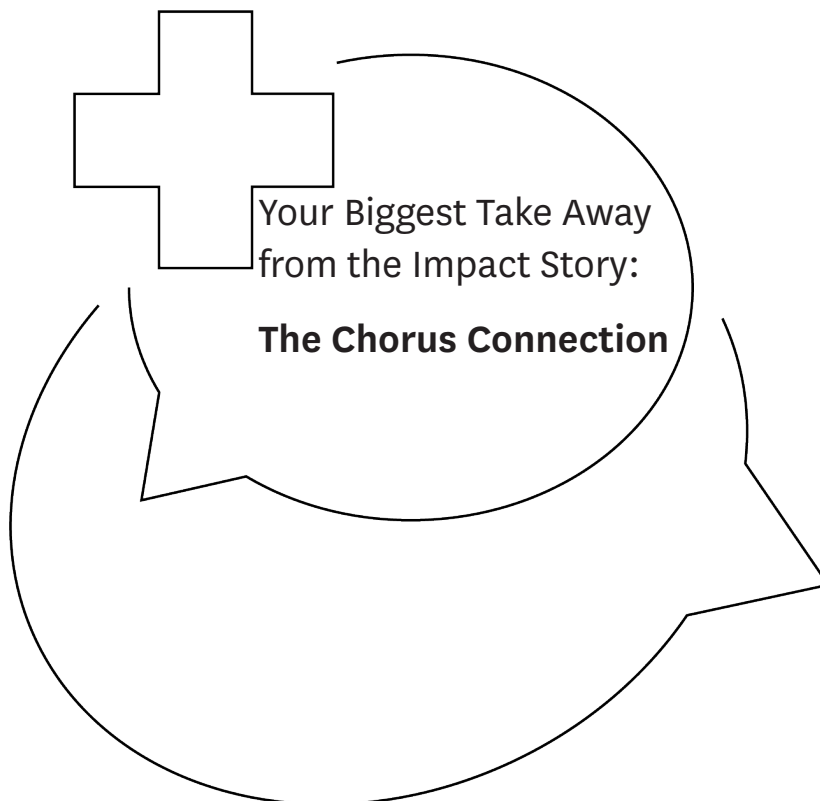
1. What strategies can you put in place to shift your concept of “hard work” to “good work”?

► **STEP SIX: Clear the Path**



Questions to Take You to the Next Step:

1. How are you feeling in your business right now?
2. How do you want to be feeling?
3. Looking at the space in-between these two feelings, what mindset do you feel will help you get closer to where you want to be?



“The real goal of what we’re doing is to have a positive impact on the world.”

Ed Catmull
President of Pixar

STEP SEVEN:

Secure Your Health



Activities to Support your Good Work:

- If you have not created a vision board now is the time. The focus should be on you and your well-being at work, at home and in life.

► **STEP SEVEN: Secure Your Health**



The Health Entrepreneur's Rx:

1. Consider your life. Document the main categories.

2. If you were to identify the amount of margin for each category. Is the margin sufficient?

► **STEP SEVEN: Secure Your Health**



Questions to Take You to the Next Step:

1. What is a health issue you feel you have been battling with for most of your life or for a significant amount of time?
2. Could a change in perspective or a focus on a different outcome possibly be beneficial for your health?
3. What mindset shift do you need to make a significant improvement to your well-being?



“People more than things have to be restored, renewed and revived.”

Audrey Hepburn

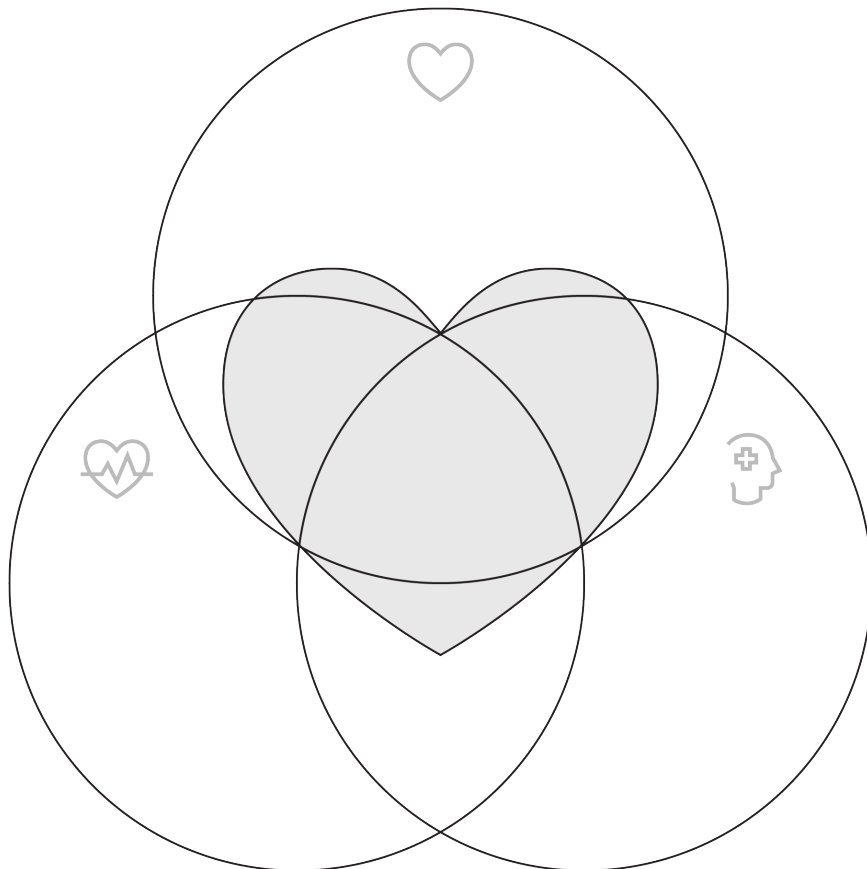
STEP EIGHT:

Find Your Blisspoint



Activities to Support your Good Work:

- Define your blisspoint.



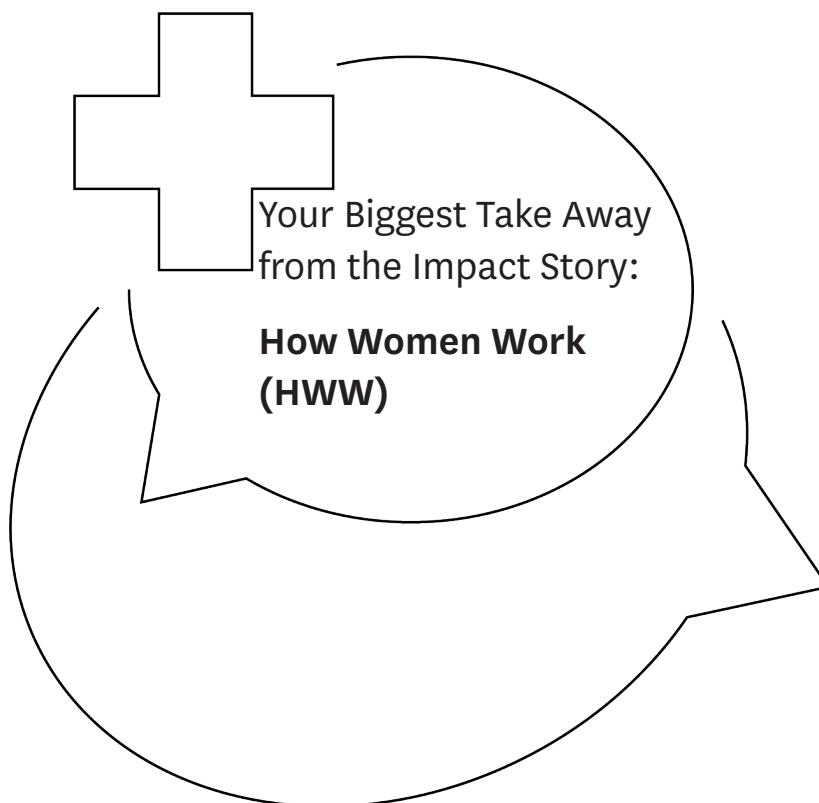
- Do you feel this is your best values blend? What changes (language or values) do you need to make to achieve a better outcome?

► **STEP EIGHT: Find Your Blisspoint**



Questions to Take You to the Next Step:

1. What would you identify as your three core values?
2. When you meditate on these three values and put them in a Venn diagram, can you see your blisspoint shining through?
3. How does knowing your blisspoint help you and your business?



“Follow your bliss and the universe will open doors where there were only walls.”

Joseph Campbell

STEP NINE:

Leave a Legacy Ahead



Activities to Support your Good Work:

- Write your letter of wishes.

► **STEP NINE: Leave a Legacy Ahead**



The Health Entrepreneur's Rx:

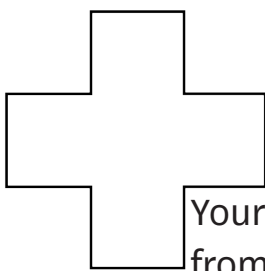
1. Come up with more than one exit strategy for your business.

► **STEP NINE: Leave a Legacy Ahead**



Questions to Take You to the Next Step:

1. When you consider leaving your company, how do you feel?
2. What are the most significant steps you must accomplish in order to transition successfully, with as little disruption to your business as possible?
3. What three feelings do you wish to leave ahead?



Your Biggest Take Away
from the Impact Story:

**Pavarotti Music Centre
in Mostar**



“The two most important days of your life are the day you are born and the day you find out why.”

Mark Twain

NEXT STEPS:

Acknowledgments and Connections



Activities to Support your Good Work:

End by writing your acknowledgments and those you will keep in contact with.

- Family - people who are always there

- Friends - people who know us best and love us anyway

- Mentors - people who we seek advice from

- Mavens - people you believe in

- Apostles - people who believe in you and tell others about you

- Staff and Clients - people we serve and who reward us in return

NEXT STEPS:

The Power of 3



Activities to Support your Good Work:

Well you just finished the 9 webinars. You are on to the next steps - whatever that is for you. As discussed, goals will help you get there - but breaking it up into smaller chunks make it more attainable, and gives you more opportunities to feel successful.

What are your primary goals that you are going to do in the:

- Next 3 hours

- Next 3 days

- Next 30 days

- Next 3 months

- Next 3 years



“Never look down to test the ground before taking your next step; only he who keeps his eye fixed on the far horizon will find the right road.”

Dag Hammarskjöld

