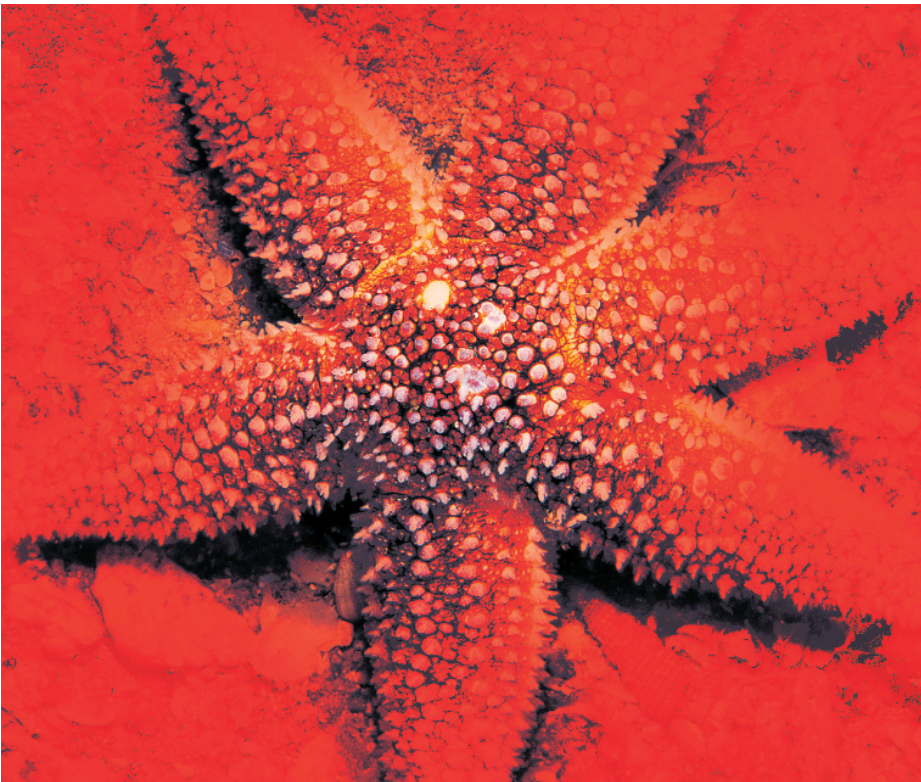


PERSONAL DEVELOPMENT



How to become a star performer

Are you making the most of your capabilities and fulfilling your potential? Perhaps you could raise your game using a three-year plan? **Karl Hartey** guides the way



Have you heard the story about the man who was walking along the seashore when he saw thousands of starfish stranded on the beach?

In the distance he could see someone picking up the creatures one by one and throwing them back into the sea. When he got close enough, he asked why they were bothering: "There are way too many starfish for you to make a difference," he said.

But the young woman held up a starfish and replied: "I'm making a difference to this one, aren't I?"

Over the next few months I will explore my eight-point plan that could help shape your future by allowing you to attain your true potential. The areas we'll cover are:

- Constructing a powerful three-year vision
- Planning the time to plan
- Getting control of finances and setting prices
- Leading a championship support team
- Creating world-class customer service by delivering a 'wow' practice
- Refining your ethical selling skills
- Developing a steady flow of new clients using low-cost marketing techniques
- Maintaining balance between work, rest and play.

There are certain clearly-defined goals and objectives that add up to the first part of the programme (the construction of a powerful three year vision):

Three year plan

This is the ultimate destination, measured by reference to the roles that you have chosen for yourself. Think in terms of a school essay that describes the life you would like to be living, professionally and personally, in three years' time. Remember to write in pencil – you are allowed to make changes!

One year plan

What has to have happened in one year's time for you to be on track for the three-year plan? Draw up a SMART list of points – Specific, Measurable, Action-oriented, Realistic and Time-activated.

90-Day action

What are the goals you need to achieve in the next three months if you are going to get on the right track? Make sure you share these objectives with your partner, family, team, friends and coach. Put them where you will often see them.

Monthly management

This is your personal and professional 'board meeting' where you review finance, sales, marketing, resources and personnel. It is your opportunity to take a positional reading and make course corrections.

Weekly reflection

Organise an occasion each week where you have the space, peace and time to reflect on the whole process. Ask yourself two questions: What were your key achievements in the past week? And what are your key objectives for the coming week?

Daily tasks

This is the time management element. Make a list of all the things you have to do today, in order of priority, and do the most important things first.

The next elements of the eight-point plan will be covered next month: how to find the time to plan and how to take control of your finances.

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