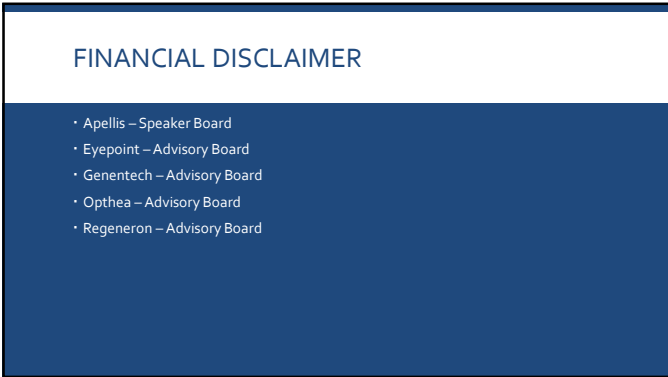


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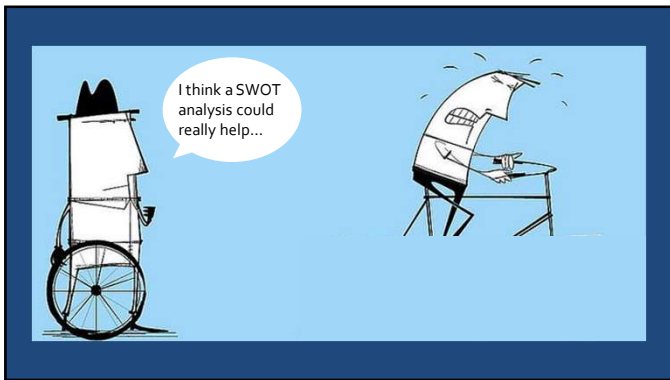
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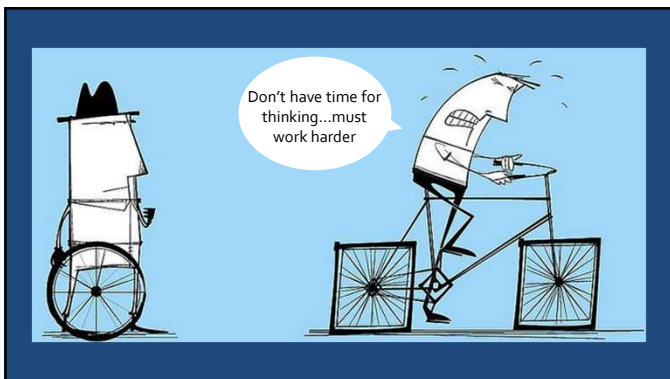
3



4



5



6

THINK	
QUICK CASE STUDY	

7

THINK	 Think different.
QUICK CASE STUDY	


8

THINK	 Think different.
THE RESULT?	

9

"We cannot solve our problems with the same kind of thinking we used when we created them"


Albert Einstein



10


Think Different

S.W.O.T ANALYSIS



11

Internal	S trengths
Internal	W eaknesses
External	O pportunities
External	T hreats



12


<p>Strengths</p> <p>What do you do well? What unique resources can you draw on? What do others see as your strengths?</p>	<p>Weaknesses</p> <p>What could you improve? Where do you have fewer resources than others? What are others likely to see as weaknesses?</p>
<p>Opportunities</p> <p>What opportunities are open to you? What trends could you take advantage of? How can you turn your strengths into opportunities?</p>	<p>Threats</p> <p>What could harm you? What is your competition doing? What threats do your weaknesses expose you to?</p>



13

S.W.O.T ANALYSIS



Time to practice



14

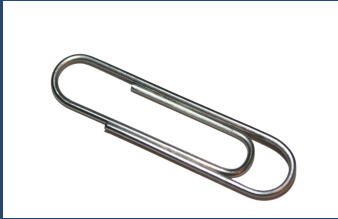
BRAINSTORMING GROUND RULES

- Participate
- Put away distractions
- Brainstorming... not problem solving





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PAPERCLIP CHALLENGE



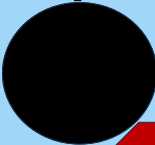
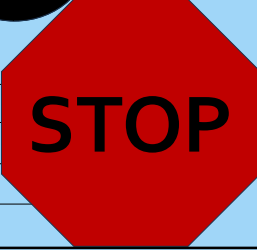
1. Come up with the most ideas for how to use a paperclip?
2. Come up with the most unique way to use a paperclip?



16

Paperclip Challenge

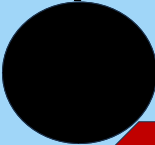

1. The most creative idea?
2. The most number of ideas?

17

Strengths


What do you do well?
 What unique resources can you draw on?
 What do others see as your strengths?

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STRENGTHS

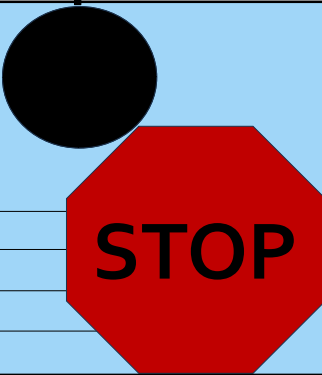
- Staff retention
- Doctor's attitude
- Culture
- Employee training
- Billing support
- Hiring
- Technology



19

Weaknesses


What could you improve?
Where do you have fewer resources than others?
What are others likely to see as weaknesses?



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WEAKNESSES

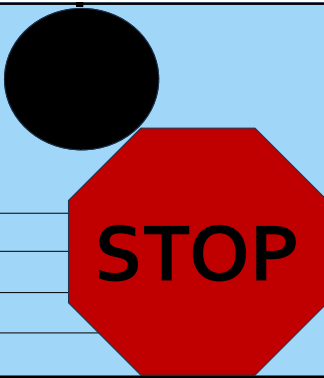
- Staff retention
- Doctor's attitude
- Culture
- Employee training
- Billing support
- Hiring
- Technology



21

Opportunities

What opportunities are open to you?
What trends could you take advantage of?
How can you turn your strengths into opportunities?



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OPPORTUNITIES

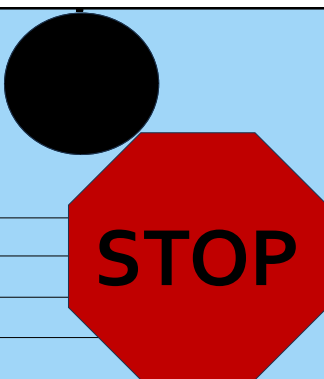
1. Open a new location
2. Start participating in research
3. Negotiate better reimbursement rates
4. Competitor retiring



23

Threats

What could harm you?
What is your competition doing?
What threats do your weaknesses expose you to?



24

THREATS


1. Declining reimbursements
2. Increasing cost of new hires
3. Foundations not getting funded
4. Medication Shortages
5. Competition



25

TIPS AND TRICKS


1. Get the right people in the room
2. Help get buy in
3. Stay on target...don't solve the problem yet
4. Dig deeper...'tell me more about that'
5. Don't boil the ocean...narrow it down to 2-3 action items



26

Think Different

What 2-3 action items can you focus on over the next 6-12 months?



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Illinois Beta Strategic Retreat
S.W.O.T. analysis - Rapid Fire Worksheet

We spend so much time working in our business, who's a moment to step off our business and create a few topics or questions to focus on going forward for the next 6-12 months. For remote sessions for each topic, 10 minutes is ideal.

Practice Round: What are some different ways you deliver a product?

Strengths What do you do well? What unique resources do you draw on? What do you do better than your competitors?	Weaknesses What could you improve? What are your biggest vulnerabilities? What are your biggest areas of concern?
Opportunities What opportunities are open to you? How can you turn your strengths into opportunities?	Threats What could harm you? What are your biggest competitors? What should you be doing?

Action Items/Topics to dig into over the next 6-12 months:
