

**Optometric Business Management Club**  
January 24, 2019  
Meeting 3

**Speaker: Mick Kling, O.D.**

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Currently: Single Location w/ 4 associates 1-2 days/week; business coach privately and for Vision Source's doctors

Graduated and worked in an ophthalmology practice at a time when LASIK was emerging  
Built a laser practice, partnered w/ Tom Tuma (Invision)

3 Keys to Owning Your Future

1. Clarify your Vision
2. Lead Effectively
3. Pay Yourself First\*

**CLARIFY YOUR VISION**

Take some time to envision life beyond optometry school.

- Don't let your vision stop AT school.
- What do you want your physical practice to look like/do/be?
- Go visit some practices.

**Dream Big**

Dream, then dream bigger

**Write It Down**

Things become important once you take the time to write it down

**Share It**

Ex. shared written vision with 25 employees

**Create A Plan**

Create SMART goals: Specific, Measurable, Achievable, Relevant, Time Specific

**LEAD EFFECTIVELY**

- every leader is MADE, not born
- Uber example: the leadership of one man almost brought down a huge company
- Soccer example: hands on their head behavior
  - o Mirror neurons (20% of brain): when someone else does something, the same neurons that fire in their brain fire in your brain
  - o Responsible for empathy
  - o **Our actions are contagious**, often the most contagious behavior are the leaders
- Obesity example
- Happiness example

Body Language: Things you can do

- Duchenne (real) smile – with your eyes!
- Hands (human touch) – but not in a creepy way!!
- Eye contact – “look at me when you're talking to me” 7-8 sec
- Open arms
- 4 positions you when we first encounter someone: Fear, Openness, Sexual, I don't know

- we want to set our own tone of openness, not let another person make something up about you
  - smile: 3 seconds up, 3 seconds down
  - raise eyebrows (shows recognition)
  - open arms
- Teaching effectiveness example: score was the same for 2s, 5s, 15s, and whole semester

### **PAY YOURSELF FIRST\***

\* after you get out of debt

Mick Kling is a Certified Dave Ramsey Financial Coach

- Live like a poor poor student for 2-3 years after graduation and it will change the trajectory of your career
- Focus with intensity on paying back your loans
- 78% lives paycheck to paycheck – what happens if the government shuts down for 20 days
- 20% in financial crisis fall below poverty line (this is not just a poor person's problem)
- 2/3 carry credit card debt
- “The thing about optometry is, you're always only one month away from bankruptcy.” – Neal Clem
  - many people have <1 months worth in their business bank accounts
  - 60% failure of small businesses in 6 yrs

GAAP: Generally Accepted Accounting Principles

- **Profit First Accounting**: instead of Sales – Expenses = Profit → Sales – Profit = Expenses
  - Learn to take out your **profit** first and work with what's left
- Invest!

Who's in Control

- Internal Locus of Control: I control my destiny, when there's an obstacle I figure a way around/out of it
- External Locus of Control: your life is controlled by external circumstances

“What you think, you become.” – Napoleon Hill

“Whether you think you can, or think you can't – you're right.” – Henry Ford

### **VISION SOURCE**

Largest eye care entity in the world.

Resources:

Vision Source Mentor OD ← for students!  
 Vision Source Associate OD  
 Cold Start-Warm Start  
 Vision Source Marketplace  
 Vision Source Marketplace