Drop the Struggle & Enjoy an Amazing Practice
How to have more & do less
A fresh view on what it takes to have a great practice
What we call “reality” is nothing more than OUR VIEW of the world.
• What’s your dream?
• What’s in the way?
• What to do?…
• Optional discussion
I wanted answers!
You are today where your thoughts have brought you. You will be tomorrow where your thoughts take you.
Your thoughts shape your world
Change your thoughts and you change your world

Dr. Norman Vincent Peale
(1898-1993)
What’s your dream practice?
Raise your hand if...
...or is this your reality?
What’s the problem?
“I can’t seem to find solutions that work”
You are searching for the magic key that will unlock the door to the source of power; and yet you have the key in your own hands, and you may use it the moment you learn to control your thoughts.
Most obstacles are a result of how we view things.
The world reflects our beliefs as “Truth”
How we form our views (beliefs)

Something happens

Our interpretation

Decide how to be (fixed view, belief)
Example: Beliefs about fees

**Something happens**
Client complains, or leaves, or we lose a proposal because of fee

**Our interpretation**
Clients want low fees.
They have other options.

**Decide how to be**
Better keep our fees low if we want to survive.
Different beliefs about fees

Something happens
Client complains, or leaves, or we lose a proposal because of fee

Our interpretation
The client didn’t feel the value they were getting (or perceiving) to justify our fee.

Decide how to be
We’ll deliver and communicate our value in ways that matter to clients, and get paid well for it.
Which belief is right?
Case Study

1,200+ meetings
Which belief is right?
What result will each of these beliefs create?
Ex: Beliefs about getting new clients

Something happens
We market, we talk to prospects, we ask for referrals. Results are weak.

Our interpretation
It’s hard to find good new clients. Competition, fee pressure, economy...

Decide how to be
Better keep what we have, even if they’re not good clients.
Different Beliefs about getting clients

Something happens
We market, we talk to prospects, we ask for referrals. Results are weak.

Our interpretation
We need to be better at differentiating our firm and communicating our value.

Decide how to be
If people understand how we can impact their world, we’ll attract some great clients.
Case Study
Reinventing Client Relationships
Look at current “reality”

- Team
- Partners
- Growth
- Income
- Life/work balance
- Where else are you stuck?
What view helps create that result?

What other views are possible?
You have powers you never dreamed of.
You can do things you never thought you could do.
There are no limitations in what you can do except the limitations of your own mind.

Darwin P. Kingsley
(1857-1932)
Right Thinking Leads to Right Actions, & to Intended results
Go to : www.ThrivingFirm.com

Everyone complete FREE Thriving Firm assessment
Read FREE e-book.

Rick.Solomon@ThrivingFirm.com
Info@ThrivingFirm.com
Go to: ThrivingFirm.com

Discuss differences.
Examine beliefs and ask what else is possible.

Rick.Solomon@ThrivingFirm.com
Info@ThrivingFirm.com
What’s possible?
As we let go of self-limiting views our ability to manifest new possibilities in our practices and lives naturally emerges, and our lives are transformed.

Rick Solomon
Thank you
Come to THRIVING FIRM Conference
Rick.Solomon@ThrivingFirm.com
Info@ThrivingFirm.com
Thriving Firm Conference
Sarasota, Florida
October 24 & 25, 2012
Post Conference workshops October 26
www.ThrivingFirmConference.com
Quantum Results
to create your success

Two unique disciplines in one program to remove obstacles and clear the path to empowerment. "As we clear away the wants, the sense of strive and struggle, the power of intention is stronger." -- Dan Whitaker | President, Whittaker & Co., California

read more

Rick.solomon@thrivingfirm.com