



# THE BUSINESS ACADEMY

WE DON'T JUST TEACH  
YOU HOW TO HAVE A  
SUCCESSFUL PRACTICE,  
WE TEACH YOU HOW TO  
HAVE A *LIFE*





# WHY THE BUSINESS ACADEMY?

## Do you struggle with:

- Closing Care Plans?
- Scaling your Practice?
- Finding New Patients?
- Hiring and Keeping good staff?
- Building your practice while also being able to go home and have the life you want?

Most programs out there teach you how to have a successful practice. We not only teach that, but the tools to **have a LIFE**.

There is a science to practicing the way you want and living the way you want. The Business Academy has courses designed to make you a competent CEO with more time, more income, less stress and better staff retention.

97% of businesses fail in America every 10 years.  
The key causes of this are:

- Poor financial management
- Ineffective Marketing and Sales
- Inability to manage teams or make strategic decisions
- Operational inefficiencies





# WHY THE BUSINESS ACADEMY?

## Be part of the 3%

We've been creating capable CEOs with STAFF-DRIVEN practices that positively impact their communities for 30 years. At The Business Academy we coach, train and drill you on the exact tools so you not only succeed in practice but delegate it to your team and create the life you want.

Join the movement of healthcare professionals who are taking charge of their practice and their life.

**PURPOSE:** Our purpose is to train and empower natural health care professionals so they not only achieve their goals in practice but in LIFE.

"I have 4 practices now that see about 600 PV / week combined. Everyone of those patients is a patient that's life is being blessed by our office. I have time and money freedom. I'm able to coach my kids in sports, leave the office early or take the day off. I take 6 weeks of vacation a year at least, and hopefully more soon. I do less work now than I did when I was seeing 88 visits a week in the office."



**DR. TIM STEFLIK**  
Coastal Integrative Healthcare



# WHAT WE DO FOR YOU

At The Business Academy, we have 3 key program options to get you on the right path to success.

First, we have created a full training line up for you, your Office Manager and Case Manager that will give you the tools you need to achieve your goals. This is called our **POWER PROGRAM**.

For those who want to start on an immediate program without the entire training lineup at once, we have our **TBA LAUNCH PROGRAM**.

Our **COMMUNICATION AND CLOSING PROGRAM** was made to give an immediate boost income to your practice. Here, your team will learn the key tools of communicating, putting in great control with patients, how to handle any objection to treatment or scheduling and the full training on Day 1 and Day 2 Report of Findings for the entire office.



# COMMUNICATION AND CLOSING PROGRAM

## INCLUDES:

### 6 Months Access to:

- Communication and Closing Seminars for all staff
- 1 Master Closer Course
- 1 How to Get Along with Others course on the Emotional Tone Scale
- Tailored Strategic Plan and 2 Accountability Implementation Sessions



DR. JOE DONELLI

**INCREASED**



**HIS PATIENT CLOSING RATE TO 90%**

# TBA LAUNCH PROGRAM

## TBA LAUNCH PROGRAM

**INCLUDES: 12 Month Program of:**

- Tailored Strategic Plan for your practice
- 1 Management Basics Executive Course for Owner
- 1 Report of Findings Course
- 2 Overcoming Stresses of Work and Life Courses
- Access to TBA's elite online training platform [tbatraining.com](http://tbatraining.com) with online courses for Front Desk, Marketing, HR, ROF and more!
- Troubleshooting Consults with Client Manager
- Weekly Implementation Masterminds once done with training
- Access to TBA Growth Workshops

**“EXCELLENT GROUP, TRIPLED MY OFFICE IN A MATTER OF MONTHS! GREAT PEOPLE, VERY ETHICAL AND HIGHLY SKILLED IN CONSULTING. I HIGHLY RECOMMEND THEM!”**



**DR. JARED ROSCOE**  
NEW ERA MEDICAL





# TBA POWER PROGRAM

## **THE TBA POWER PROGRAM IS A FULL EXECUTIVE TRAINING LINE UP FOR OWNER, OFFICE MANAGER AND CASE MANAGER**

Many clients take advantage of the full Power Program with The Business Academy which is a 2 year program with the complete set of training and implementation programs you will need to fully scale your practice. This includes all training in our Initial Launch Program along with all Executive Courses you and your Office Manager will need to have the tools to handle any situation in your practice as well as Case Manager training to consistently have an 80% or higher close rate.

## **TBA POWER PROGRAM INCLUDES: 2 Year Program of:**

- Tailored Strategic Plan for your practice
- Access to TBA's elite online training platform [tbatraining.com](https://tbatraining.com) with online courses for Front Desk, Marketing, HR, ROF and more!
- Troubleshooting Consults with Client Manager
- Weekly Implementation Masterminds once done with training
- Access to TBA Growth Workshops

# TBA POWER PROGRAM

- 2 Overcoming Stresses of Work and Life Courses
- 2 Report of Findings Course
- 2 Management Basics Executive Course for Owner and Office Manager
- HR Specialist Course
- 2 Executive Fundamentals Courses
- 2 Formulas for Business Success Courses
- 2 Management By Statistics Courses
- 2 Basic Organization Courses
- 2 Effective Leadership Courses
- Financial Prosperity Seminar

“TBA is the number one resource for practice growth training! TBA gives us the tools to share the miracle of Chiropractic with the world!”



**DR. KAREL LLOYD**  
Clayton Chiropractic





# TBA POWER PROGRAM

- 2 How to Make Planning Become an Actuality
- 2 Ethics for Business Survival
- 2 How to Increase Efficiency in your Office
- 2 How to Get Along with Others (Tone Scale)
- 2 Improving Business Through Communication
- 2 How to Get Things Done Course
- 2 How to Write Effective Company Policy

## Full Case Manager Training:

- Communication and Closing Seminars (All Staff)
- Report of Findings Course
- Master Closer Course
- How to Get Along With Others course (Tone Scale)
- Improving Business Through Communication Course
- How to Get Things Done Course

“The best decision we made for chiropractic office was to hire TBA as our coaching company!”



**DR. CHERYL LA GRANGE**  
Riversedge Wellness

# SERVICE DESCRIPTIONS

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## **Communication and Closing Seminars:**

These are 3 different 2 day seminars (total of 6 days) focused on how to communicate with and close more patients for the entire team handling everything from how the front desk should treat a new patient coming into the office, to how to handle any objection to high ticket services! Each Seminar A, B or C are held in person in Largo, Florida as well as live streamed and is for your entire team. Practices are seeing a 20 - 40% increase in patients on care and revenue from training their staff on this vital technology.

## **TAILORED STRATEGIC PLAN**

When you onboard with The Business Academy you will be given a tailored Business Expansion Plan to create a specific strategy for your clinic to achieve your ideal scene. It will include implementation steps to take of our program along with key staff to hire and actions to take to achieve your goal.



**“WE PUT OUR ENTIRE STAFF THROUGH THIS TRAINING AND SAW A 30% INCREASE IN PROFITS WHICH WE USED TO OPEN 2 NEW OFFICES!”**



# SERVICE DESCRIPTIONS

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## **Weekly Implementation Masterminds**

Each week you will get access to a mastermind with a top TBA Implementation Specialist and fellow clients to get you through Implementation Programs for each of TBA's Courses.

## **TBATRAINING.COM**

This is TBA's exclusive online training platform with online training for you and your entire team. This includes hundreds of hours of training on: Marketing Course, Front Desk Course, How to Hire a 5 Star Team Course, ROF Basics Course, TBA webinar replays, downloadable forms and more!

## **TBA Growth Workshops**

Once you have completed your key courses, will you get access to our TBA Growth Workshops at TBA Headquarters in Largo, Florida. These workshops will cover subjects such as Corporate Marketing, Sales Bootcamps, How to build SOPs, Financial Planning, Staff Management, Front Desk systems and more!

**"I HAVE BEEN A CLIENT FOR 18 YEARS. IT HAS BEEN THE INTEGRAL PART OF MY SUCCESS. I LIVED THROUGH A TRAGEDY AND WAS ABLE TO USE THE TECHNOLOGY TO REBUILD AN AMAZING AND VERY "TRAINED" TEAM. I CAN'T SAY ENOUGH .... EVERY CHIROPRACTIC OFFICE NEEDS T.B.A TO BE AS SUCCESSFUL AS POSSIBLE IN ANY STATE OF THE WORLD, SOCIETY AND FINANCIAL CONDITION."**

**- CARIE LUKAS**

# COURSE DESCRIPTIONS

## **MANAGEMENT BASICS**

This vital first level CEO and OM Training Course and Implementation Program will help you establish the foundation of Management. Here you'll learn the exact cause of extra and unnecessary work, how to organize personnel, how to precisely manage staff with metrics, how to get your team's daily and weekly activity to align to your company Purpose and much more.

## **Overcoming Stresses of Work and Life Course**

Here you will learn the true cause of a Roller-Coaster practice and how to develop a team of drivers. This training will give you the ultimate security to building the dream team.

## **Report of Findings Course**

TBA's trained Case Managers are enrolling 80% of patients on the doctor's recommended treatment plans. Here you'll learn the art of how an education-based Report of Findings will help a patient become self-determined and demand your treatment plan!

This training is so effective that over 50% of TBA's clients have delegated the ROF to a lay Case Manager after they have done this course.

**"I HIGHLY RECOMMEND TBA TO ALL PRACTITIONERS AND PRACTICE OWNERS. THE TBA TEAM REALLY CARE ABOUT YOUR SUCCESS. THEIR COACHING AND SYSTEM IMPLEMENTATION PROGRAM HAVE HELPED MY PRACTICE TO GET TO 7 FIGURES PER YEAR, THAT CAN HAPPEN FOR YOU TOO!"**



**DORIS CHAN**



# COURSE DESCRIPTIONS

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## **HR SPECIALIST COURSE**

This course teaches you how to create a 5 star team! You will get tools, SOPs and strategies that are not only made to align the perfect team members but also how to attract the right new team members to work in your practice in today's labor market and how to transition key team members into leadership roles to allow you to scale.

## **EXECUTIVE FUNDAMENTALS**

Distilled to the key essentials, this course covers what constitutes a good executive; how to get from running your practice by yourself to training others and getting others to get the work done; the qualities of leadership and other key fundamentals. Just like any other skilled position, being an executive has basic duties and functions—they're all covered here.

## **FORMULAS FOR BUSINESS SUCCESS**

Learn how to pull yourself out of any undesirable business condition and rise to a new level of growth. Whether badly failing or just remaining the same, such operating states can always be improved, if the exact procedures are applied. Take the guesswork out of managing or running a business; use the formulas for business success.

# COURSE DESCRIPTIONS

## **MANAGEMENT BY STATISTICS**

Statistics are often used in business to review what has occurred and what has been produced. However, their true value lies in predicting the future and giving one control of one's own job or business. Learn how to use trends to monitor and predict, and know what actions to take. Be in control, creating future trends and making your success.

## **BASIC ORGANIZATION**

Setting up a business or organization so it produces what you want, without complexity or waste of resources is simple when you understand the components of organization. This training course covers the laws of organization. Here is how to take a product and evolve its production line; here is how to streamline and increase the productivity of any organization.

## **EFFECTIVE LEADERSHIP**

This course covers exactly what leadership qualities are and what it means to be in a position of power, or even a deputy or secretary close to a position of power. This is a must for all executives, and vital information for anyone who would work with a leader. Learn true leadership skills and how to empower others to accomplish goals in alignment with your Executive intention for the group.

**IF YOU ARE LOOKING TO GROW YOUR BUSINESS AND EXPAND LOOK NO FURTHER. THIS COMPANY IS DIALED IN FOR YOUR SUCCESS!**



**DR. SCOTT HATZENBELER**  
SPINE & WELLNESS

# COURSE DESCRIPTIONS

## **FINANCIAL PROSPERITY**

This course will teach you how to truly take control of your finances and obtain financial freedom. You will learn how to isolate and maximize production out of each profit center or income source in your office, how to create a proper budget that includes long term financial stability.

## **ETHICS FOR BUSINESS SURVIVAL**

There are ways to help a person become honest and ethical, to balance out the different areas of one's life. Here is business ethics as a vital subject anyone can apply to themselves in practice and with underperforming employees. Learn how to understand how to apply ethics to others and survive better in the office and in life.

## **HOW TO MAKE PLANNING BECOME AN ACTUALITY**

All organizations have the purpose to make planning an actuality. Production lines, employees, raw materials, all coordinate around a plan. Successful administration of an organization has exact steps; to omit one is to court disaster. This training course shows how to make dreams a reality, how to materialize your business plan. Here are the fundamentals of project management; here are the missing ingredients you've always wondered about.

**“THANK YOU TBA FOR HELPING US GROW! LOVE TRAINING WITH OUR TEAM, THE MASTERMIND AND GROWTH IN ORDER TO SERVE OUR PATIENTS TO THE BEST OF OUR ABILITY!”**



**DR. BRIAN DAHMER**  
CEO FAMILY CHIROPRACTIC



# COURSE DESCRIPTIONS

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## **HOW TO INCREASE EFFICIENCY IN YOUR OFFICE**

What do you do when work piles up faster than you can complete it? When you find yourself doing the work of others? When, despite having a “busy” day, little has been accomplished? The secrets of efficiency and productivity are all here. Study this course and include it in your employee training program.

## **HOW TO GET ALONG WITH OTHERS**

This course educates students in the basics of affinity, reality and communication— and the thorough application of one of the building blocks to succeeding - the emotional Tone Scale.

## **IMPROVING BUSINESS THROUGH COMMUNICATION**

Learn communication skills for social and business affairs. The ability to communicate is the secret of customer service, sales and teamwork. Rid yourself of nervousness and tension, get your message across, initiate conversations and take a proactive role. It all starts with communication skills.

## **HOW TO GET THINGS DONE**

Through a series of 22 drills, this course shows you how to get things done in your company or in your career. It covers how to overcome the procrastination of others, how to get a group to comply with your directions, and more. Here are tools no executive, manager or supervisor should leave home without.

# COURSE DESCRIPTIONS

## HOW TO WRITE EFFECTIVE COMPANY POLICY

What is policy and what can it do for your company? How much policy is needed? When does policy become red tape? How does one write policy which will be effective and will be followed? The answers are in this training course.

## MASTER CLOSER COURSE

This course teaches and drills into you the real essence of sales—and not the cheesy, gimmicky or annoying, high-pressure “sales” that we are often subjected to. No, the type of sales that you enjoy: respectful, enlightening, friendly, and with real care. The type of sales that get you not only patients, but fans.

**“AS A BUSINESS OWNER FOR 34 YEARS, I LOOK BACK OVER MY CAREER AND WONDER WHERE I WOULD BE NOW IF I HAD THE KNOWLEDGE THAT I GLEANED FROM THIS COURSE EARLY ON IN MY CAREER. MY CHIROPRACTIC EDUCATION TAUGHT ME .00001% OF THE PRACTICAL ASPECTS OF RUNNING A PRACTICE THAT COULD BECOME A SUCCESSFUL BUSINESS AND ULTIMATELY A STRONG AND PROFITABLE ENTERPRISE. THIS COURSE IS GROUND ZERO, THE BUSINESS COURSE I NEEDED 35 YEARS AGO. IT IS AN INTRODUCTION TO MANY OF THE CONCEPTS NEEDED TO REALIZE MY GOAL. THERE IS A LOT MORE TO LEARN AND IMPLEMENT. I’M ON THE PATH TO TAKING RESPONSIBILITY FOR MY LIFE AND MY PRACTICE... BEING AT CAUSE.”**



**DR. GARY ARTHUR**

Health in Balance



# HAVE QUESTIONS?

**CONTACT QUENTIN**



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