



DOUK & Co.

PURSUING ENDEAVORS THAT MATTER

THE 10 PRINCIPLES CURRICULUM

Presented by: Dr. Rob Douk



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The 10 Principles Curriculum

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FAITH IN A FUTURE

I will not be preaching to you but instead, I'll be sharing the faith that is central in my life. I am not out to convert others but to come alongside people so that they can get to know me. In this way, you'll see for yourselves the foundations and principles that have helped me lead a balanced life and find entrepreneurial success. These foundations and principles transcend any religion or creed which I would like to refer to them as: Universal Truths. My hope and prayer is that this workshop will help business leaders and entrepreneurs see beyond the pursuit of simply profit. We all need something deeper, bigger, and more impactful that will bring meaning into our lives and allow us the opportunity to reach out to the world and make our lives worthwhile.



FAMILY FOREMOST

It takes a village!

Family can be biological or people in your inner support circle. Family is paramount as it is what you need for a balanced life and gives you purpose in everything that you do.

EXERCISE

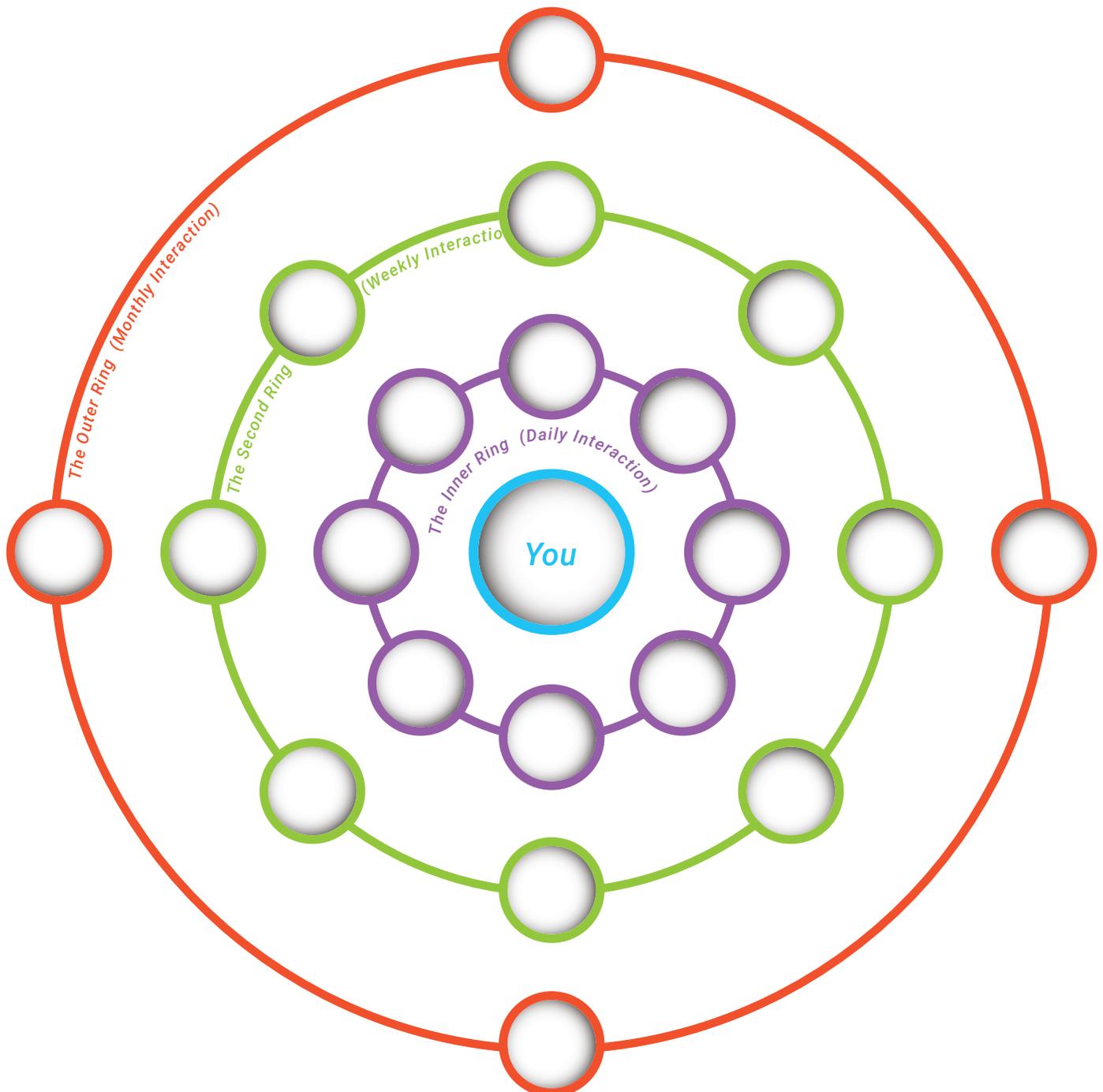
Your Village

Draw the people within your family network. People (family, friends, mentors) who invest into you and your success - Who are these individuals in your "village" and how much time is required to properly nurture each of these relationships?

The Inner Ring (Daily Interaction)
List Family Members:
Time Required per Week: ~30 hours

The Second Ring (Weekly Interaction)
List Closest Friends:
Time Required per Week: ~4 hours

The Outer Ring (Monthly Interaction)
List Mentors & Old Friends:
Time Required per Month: ~4 hours



FIRM COMMITMENT

Commitment, The third pillar to a balanced life

You need to give the proper perspective to whatever it is that you are building – your practice, your business, your firm, your sports team, etc. The time and money you put into your firm must be balanced with your dedication to your family and your faith – as we will see in the upcoming workshops, your firm will also need to be balanced with **Fitness** and **Fellowship**.

Do you consistently spend more than 40 hours per week at work? If so, how can you bring down your time to an average of 40 hours per week?

What are the top focus areas that your role requires of you? (e.g. management, strategy, forecasting, etc.)

EXERCISE

Track how you spend your time at work for one week and graph the results. Determine if you are spending your time wisely for the role that you are required to perform. Evaluate if you are effectively delegating or are you performing tasks that should be completed by someone else (e.g. passed over to someone on your team or to another colleague).

List out your professional and personal week, then graph the percentage of your time spent on those activities in a pie chart results here:

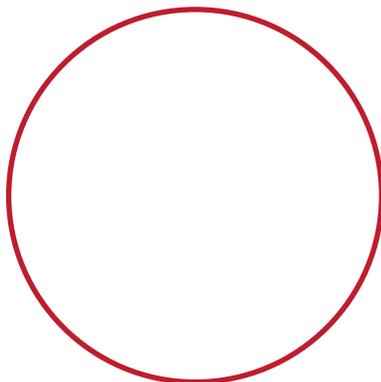
Professional Life

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY

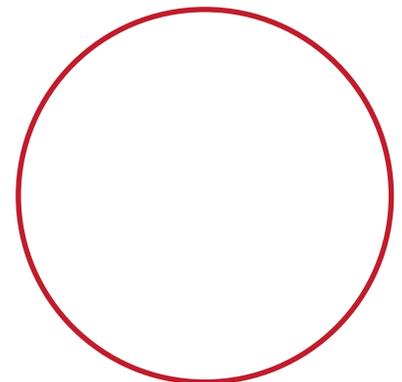
Personal Life

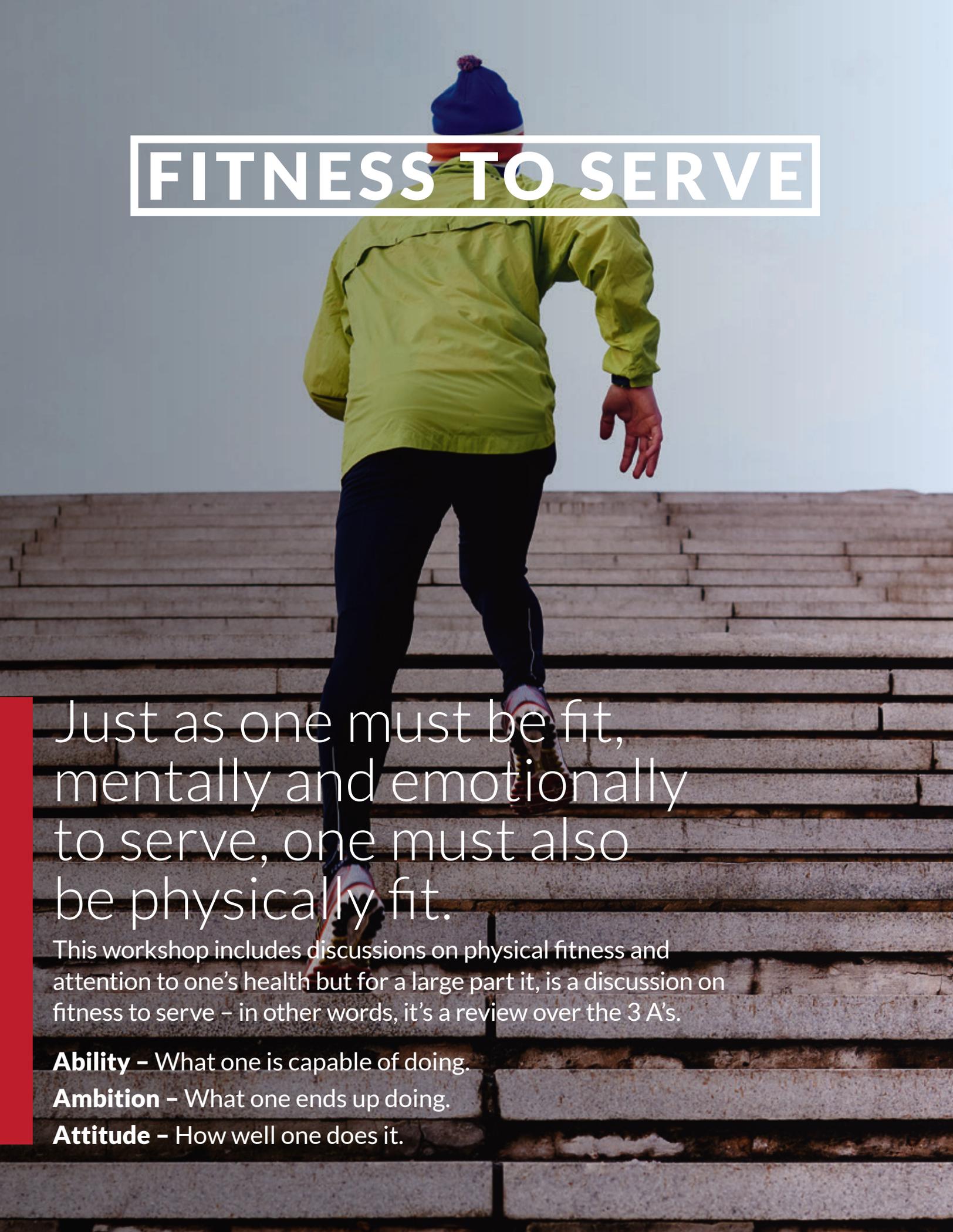
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY

Professional Life



Personal Life





FITNESS TO SERVE

Just as one must be fit, mentally and emotionally to serve, one must also be physically fit.

This workshop includes discussions on physical fitness and attention to one's health but for a large part it, is a discussion on fitness to serve – in other words, it's a review over the 3 A's.

Ability – What one is capable of doing.

Ambition – What one ends up doing.

Attitude – How well one does it.

EXERCISE

Rate yourself on the three As below and explain

Ability – What am I capable of doing? _____

1 2 3 4 5 6 7 8 9 10

Low Average Excel

Explain: _____

Ambition – What I end up doing? _____

1 2 3 4 5 6 7 8 9 10

Low Average Excel

Explain: _____

Attitude – How well am I doing it? _____

1 2 3 4 5 6 7 8 9 10

Low Average Excel

Explain: _____

Develop a plan to improve your three As.

90 day goals

Ability -

Ambition -

Attitude -

12 month goals

Ability -

Ambition -

Attitude -

FELLOWSHIP & SHARING



We will develop the fifth foundation for a balanced life – Fellowship

Fellowship and sharing focuses on the importance of reaching out into the world, developing contacts and friendships, and pursuing a meaningful life. This workshop discusses the topic of leaving a legacy and the importance of considering how one wants to be remembered after they're gone. Our relationships in this world matter. We need to commune with others, share experiences, and together pursue what truly matters.

PASSION WITHIN

The 10 Principles Curriculum EXERCISE

In this exercise, we will explore all of the pivotal milestones in your life journey that influenced your current passion(s).

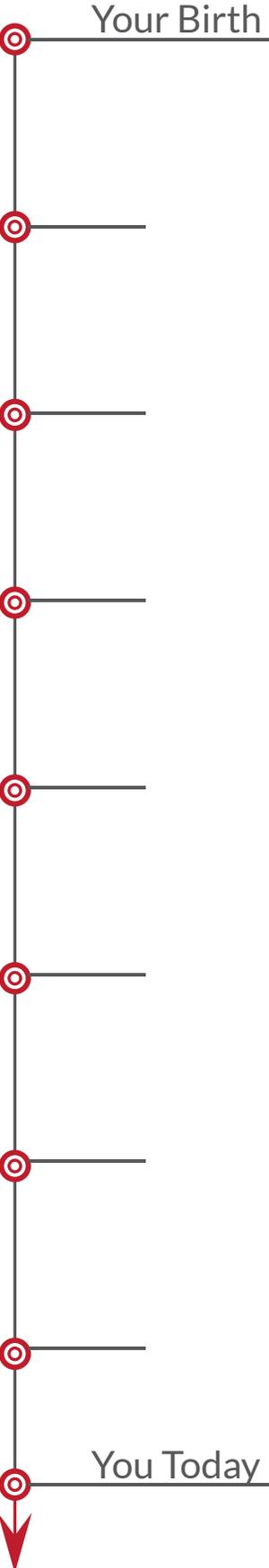


Step 1: Create a Timeline of Your Life

Starting from your birth all the way through your major life events that has led to where you are now. What was your favorite subject in elementary school? What were your favorite hobbies? What have you observed about yourself that comes naturally to you?



Your Timeline





Step 2: Interviews

Sit down with three people who know you well and has known you for over 10 or more years. Interview them using the guided questions below:

What am I passionate about?

What are three things I do well that comes natural to me?

What experiences may have shaped or influenced my passion(s)?

If I don't have to work for money, what would I be doing?

Step 4:

What Have You Learned ?

Complete the following statement with your newfound knowledge:

“I am passionate about _____ (list one word or phrase) since _____ (year).”



PURPOSE TO PURSUE

Don't Dip a Toe In. Take a Leap!

Why dip a toe into the water or slowly walk into the water when you can simply jump in cannon ball style! Let's live a cannon ball style type of life that leaves ripples for generations far beyond your first splash! A study interviewed 95 year olds on what they would do differently if they were to redo life all over again and they collectively responded with the 3 Rs to planning for a purposeful life.



EXERCISE

The 3 Rs to Planning for a Purposeful Life

Identify your goals, calendar them to monitor progress and then identify an accountability partner to check in and help support you on the 3 Rs to your purposeful journey.

**Adapted from a message heard from a pastor*



Step 3: Risk More

Let's be more adventurous and try new things. Let your fears disappear as you try new things. Continuously challenge yourself intellectually, physically, emotionally and culturally.

Examples:

I will challenge myself intellectually by: reading at least 1 new book per quarter and obtaining my pilot's license within the year.

I will challenge myself physically by: eating healthy 5 out 7 days a week and working out 3 times a week.

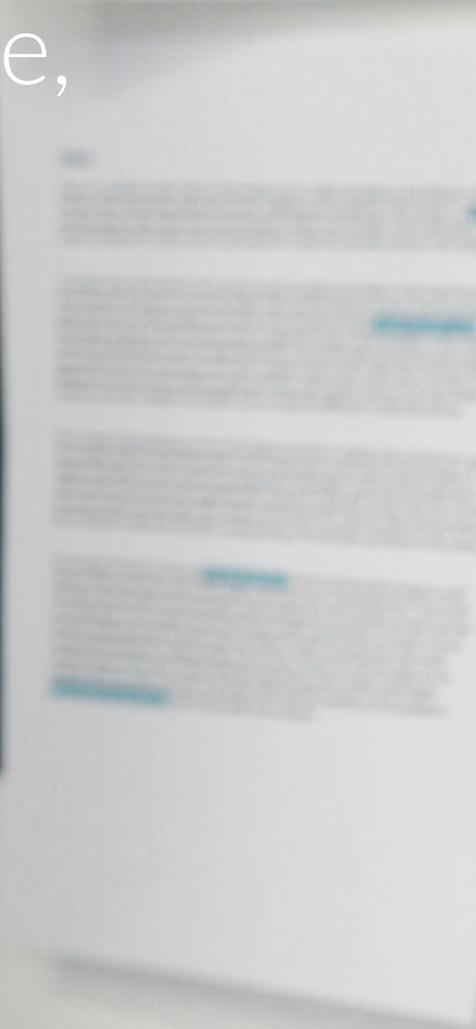
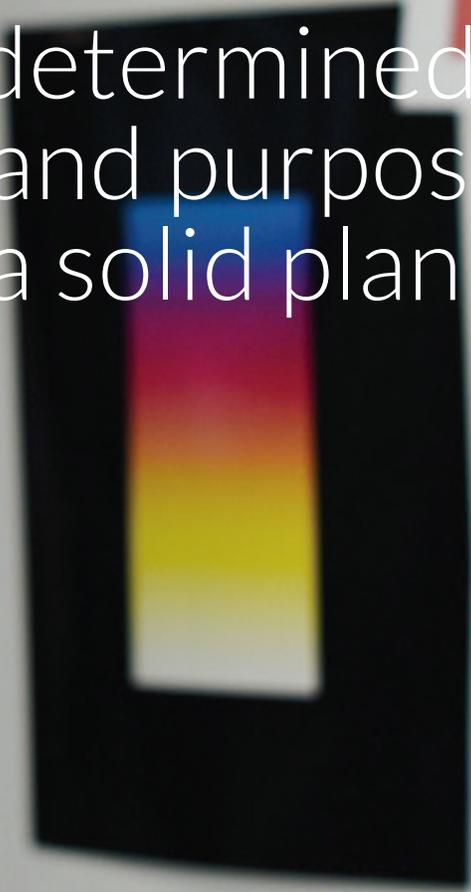
I will challenge myself culturally by: traveling to a new place, yes even the city next door, a minimum of 1 time per year for vacation or a missions trip.



PLAN OF ACTION

Once you've determined your passion and purpose, put together a solid plan for success.

DON'T
LOOK
BACK



EXCERCISE

The 3 Ps to Planning for Success

Whatever it is that you are planning for, here will be your three primary ingredients: **People**, **Process**, and **Product**. In this exercise, whether you are heading back to school, going back to work after being a full-time mom or heading into any other significant life change, you'll need to determine who will be the **People** that you surround yourself with, the **Processes** that will take you there, and the end **Product** that is achieved, not only the credentials obtained but perhaps a mastery over the type of work for which you wish to engage in.

Similarly, if you are an entrepreneur, you need to determine what **People** or staff members you need and the **Processes** in which to govern your business operations. This will ultimately determine the **Product's** quality that you will be marketing.

I'd like you to work backwards by filling in your end product first. What is that goal, that service, that product that you want to make a difference in? From there, move on to answering who you will need (People) then how you will get there (Process).

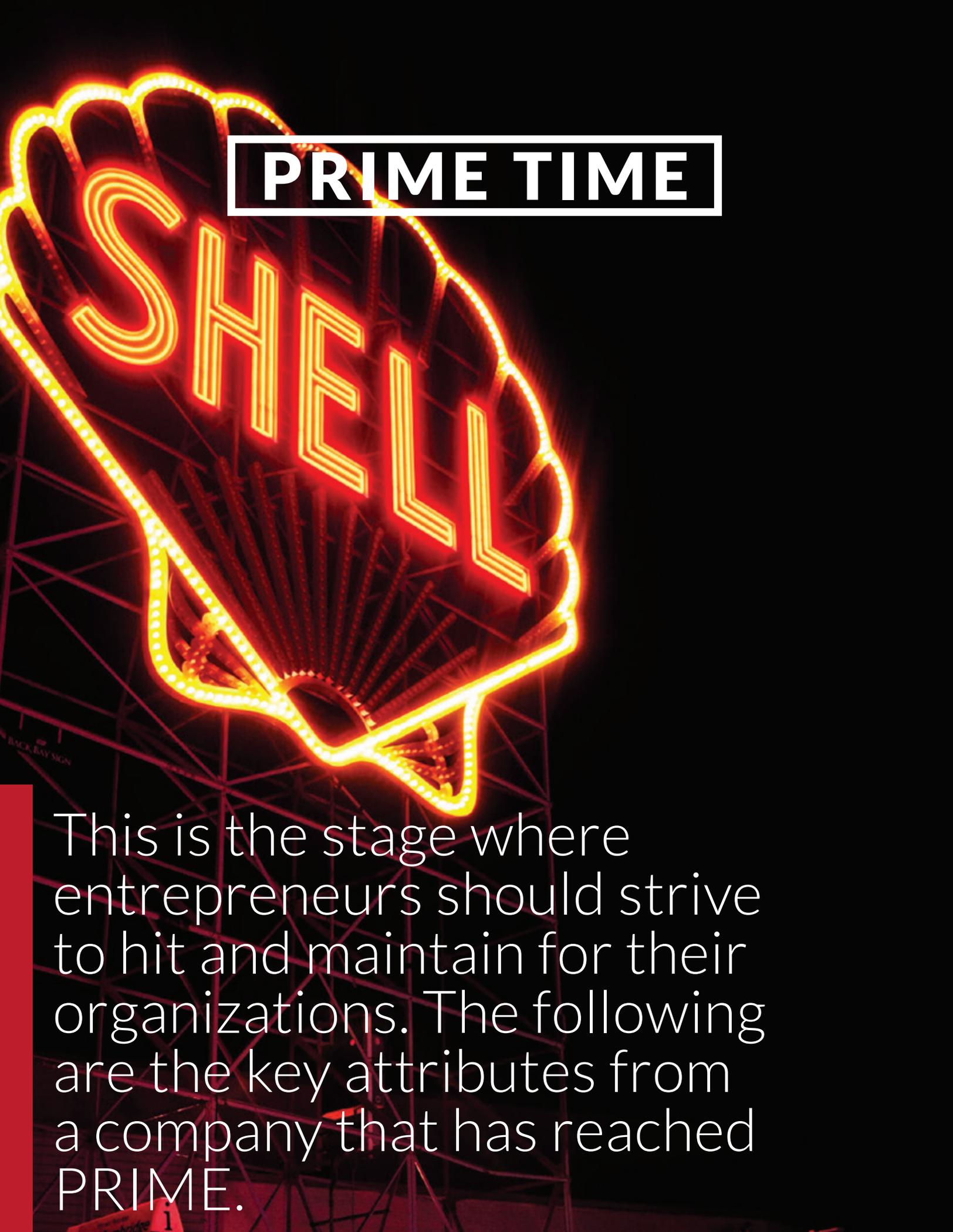
Please approach this exercise from a high level as we're not looking for a detailed plan at this point.

Product: Describe what it is that you hope to produce?

People: Who will you need in your corner to achieve this end product?

Process: What are the high level steps required to accomplish the end result?

Now, take this exercise to the next level by utilizing the three Ps that you've just outlined to complete your formal business plan.



PRIME TIME

This is the stage where entrepreneurs should strive to hit and maintain for their organizations. The following are the key attributes from a company that has reached PRIME.



P

Predictable profits

Respected & Reputable

Infrastructure that is Strong

Management that is Mature

Energetic Environment

**Adapted from BHW Advisor, Greg Arbues*

EXERCISE

Now chart out where you are in respect to each attribute and what improvements are needed to get you to PRIME status.

Predictable Profits



Rating

Action Plan

3 months:

12 months:

3 years:

R

Respected & Reputable

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

Rating

Action Plan

3 months:

12 months:

3 years:

I

Infrastructure That is Strong

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

Rating

Action Plan

3 months:

12 months:

3 years:

M

Management That is Mature

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

Rating

Action Plan

3 months:

12 months:

3 years:

E

Energetic Environment

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

Rating

Action Plan

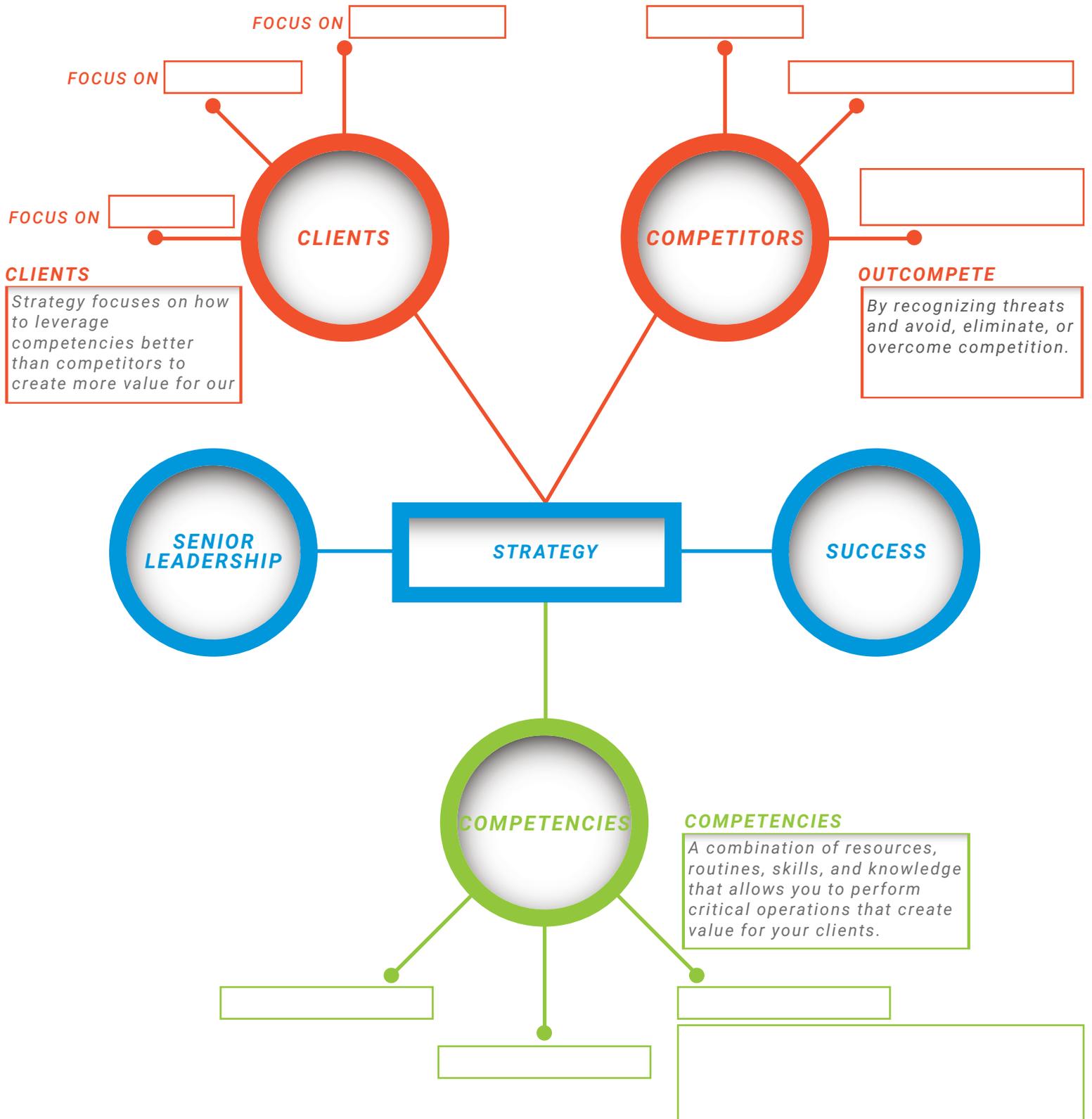
3 months:

12 months:

3 years:

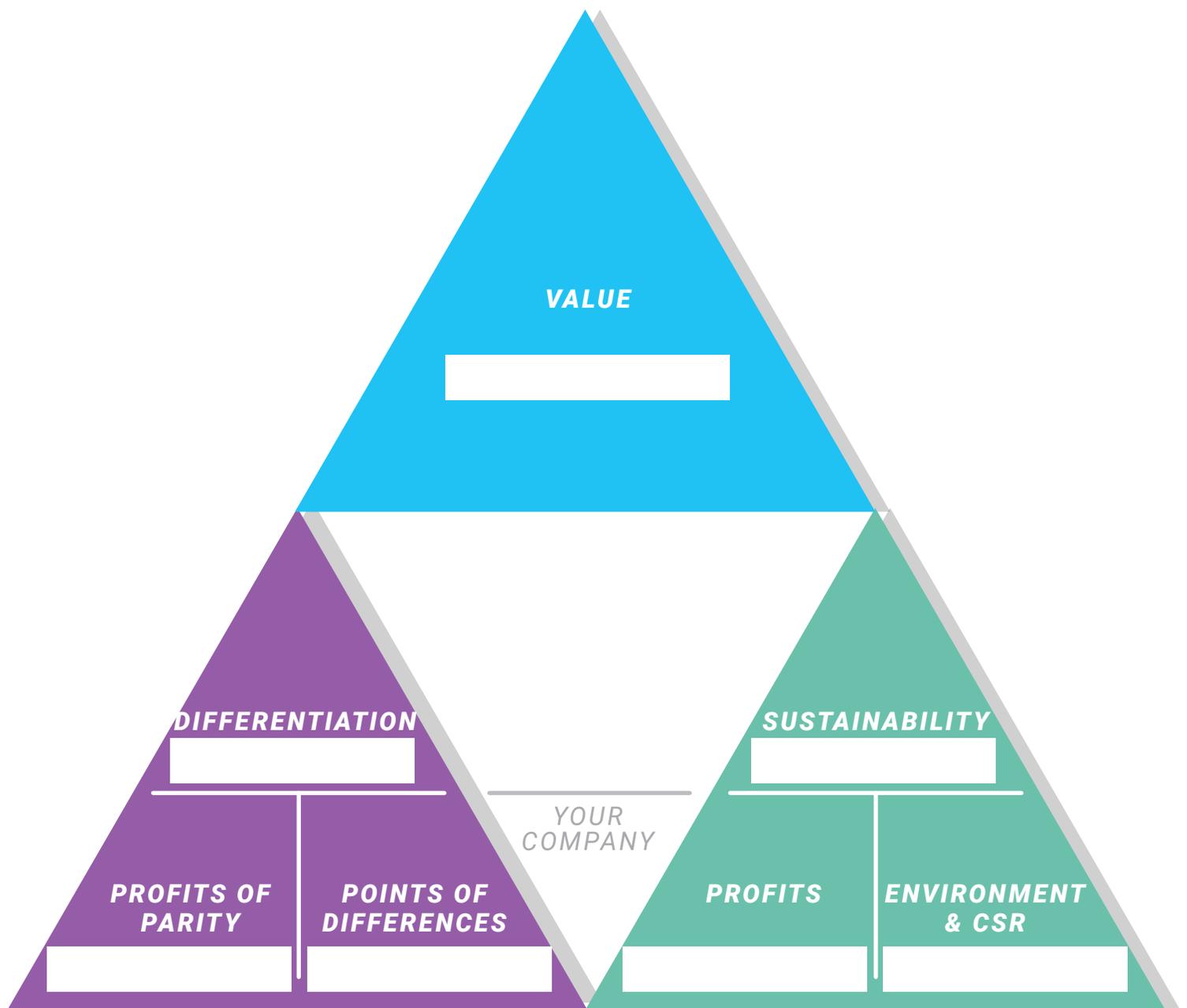
BHW's Strategy Model

3 C's & 3 S's



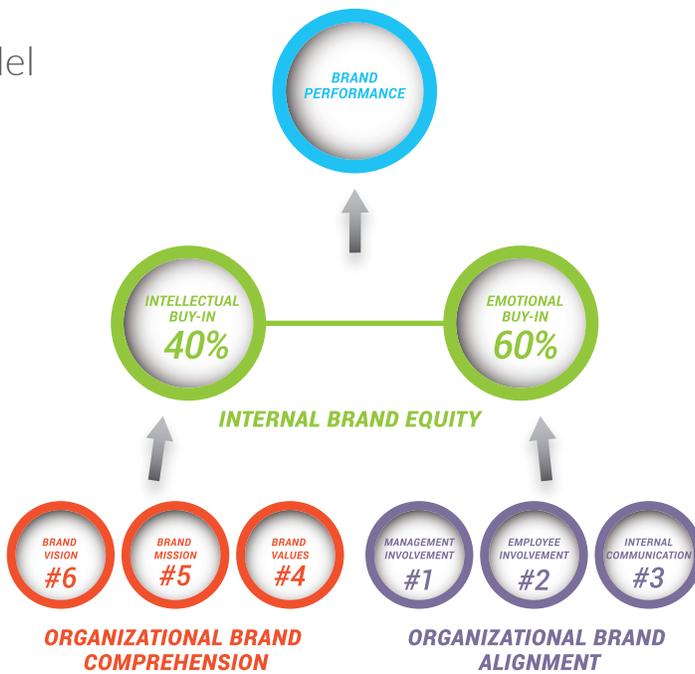
Value Proposition

How to Create Value

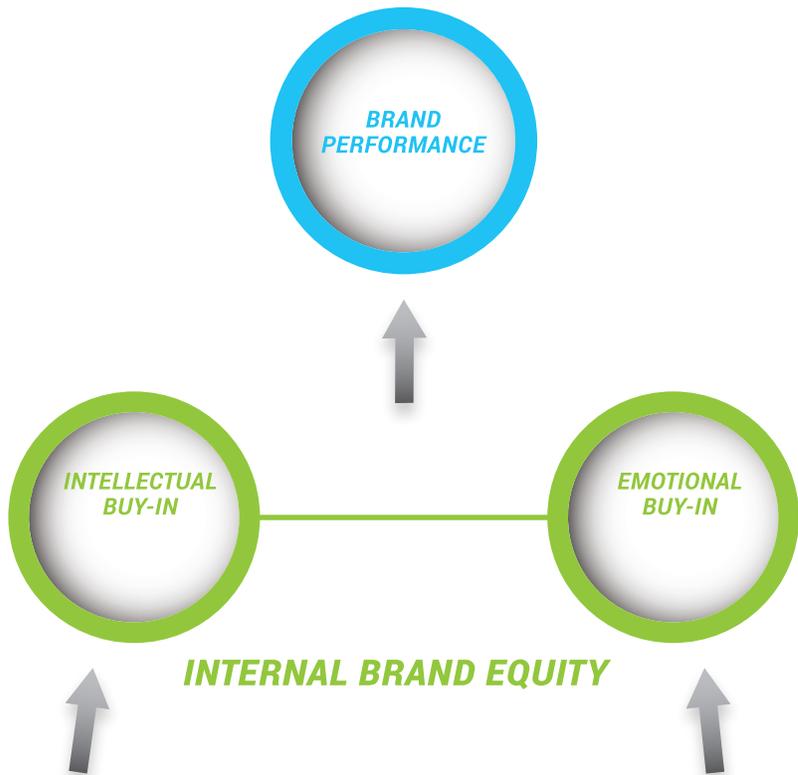


Value Proposition

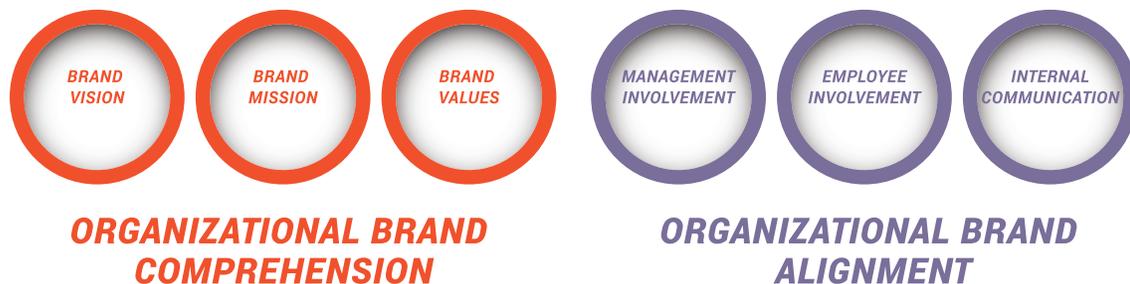
Model



Indicate the percentage of your involvement in your company



Rank your company from 1-6 (with 1 being the top priority)



Total Quality Management (TQM)

Total Quality Management (TQM) is a philosophy and set of guiding principles that BHW adopts to focus on continuously improving our organization, our procedures, and the services that we provide our clients. TQM focuses on the needs of the client, improving the quality of work and providing a finished product. TQM promotes continuous monitoring and improvement of company procedures to reduce inefficient or wasteful practices. TQM involves the entire organization in the improvement of quality and also empowers employees at all levels.

List department or person responsible for the following

1. Problem Prevention Cycle

Part of BHW's key to designing and implementing award-winning programs is our formal process toward monitoring treatment implementation, utilization, and quality. We use a **PROBLEM PREVENTION** cycle which includes four steps: **PLAN**, **IMPLEMENT**, **CHECK**, and **ENHANCE**.

Department/Person

2. TQM's Five Premises



CLIENT FOCUS

The goal is meeting the needs of clients.



TOTAL INVOLVEMENT

Total involvement means that all members of the team are aware of what each member is doing as well as the overall goal of the team.



MEASUREMENT

Measurement requires the use of quantitative methods to measure progress.



SYSTEMATIC SUPPORT

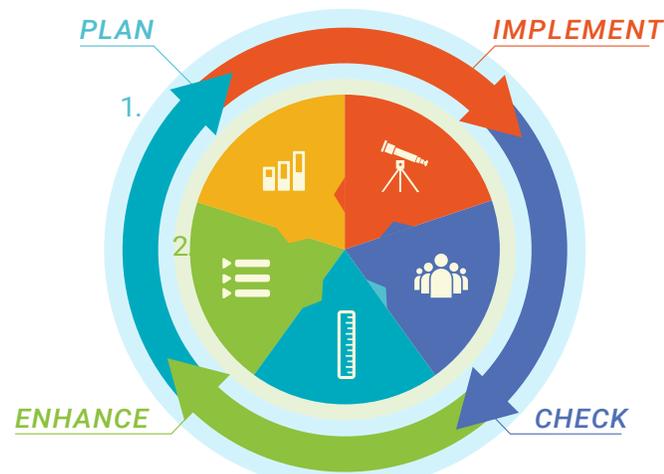
Systematic support involves using innovative problem solving.



CONTINUOUS IMPROVEMENT

Continuous improvement is based on the belief that there are always better ways for getting the job done.

Department/Person



3. Treatment Monitoring Bases

QUALITY ASSURANCE (QA)

Quality assurance involves monitoring and evaluating BHW's services in terms of availability or accessibility, adequacy, and appropriateness. QA also assesses our program's strategies to promote continuous improvement. QA interventions include monitoring patterns and outcomes of care, conducting client satisfaction surveys, reviewing targeted diagnosis and treatments, and comparing current with past performance.

RISK MANAGEMENT (RM)

Risk management (RM) involves taking steps to reduce inappropriate practices and thereby limit the potential for liability or malpractice. It includes planned programs for loss prevention and liability management. RM programs are directed towards identifying and evaluating potential risks, and taking actions against factors that could harm clients and staff.

UTILIZATION REVIEW (UR)

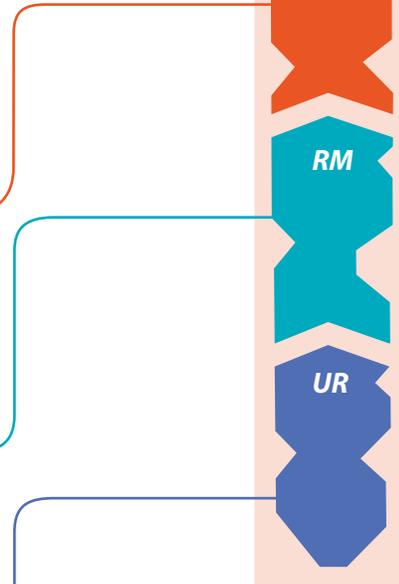
Utilization review focuses primarily on saving costs and resources. UR strategies include reviews (prospective, concurrent, and retrospective), second opinions and case management. The goal is to evaluate the medical necessity, appropriateness, cost-effectiveness, and quality of proposed and delivered services.

Department/Person

3. QA

RM

UR



PAY IT FORWARD



Learn the art of giving by understanding the difference between paying it forward and paying someone back.

EXERCISE

1. What are the needs within the communities where you spend most of your time? (Your list may include food and shelter for the homeless, after-school programs for youth at risk, etc.)

2. What resources does your company have that will meet one or all of the needs from the previous question? (Examples: financial donations, staff volunteer, specialized skills, etc.)

3. Now, identify the synergies that overlap with needs from the community with resources your company has:

4. What community need(s) can be addressed by your company?

5. Who from your company will be key players on the committee?

6. How will you meet this need and how often will you need to work on this on a weekly basis?

7. Who will provide the approval and support for this endeavor? From launching the campaign to completing and closing it?



DOUK & Co.

PURSuing ENDEAVORS THAT MATTER

For a personally tailored plan, please visit **Douk.co**

Let's Connect

