



2018 Cornerstone Call Agenda

Month	Promotions & Marketing	Patient Care	Team Driven Practice	Balance & Prosperity
Week	Weeks 1 & 2	Weeks 1 & 2	Week 3	Week 4
January	Expansion Cycles	The Adjustment	Super Natural Listening, When to Get the Doctor and Time Outs	Financial Freedom
February	PAD	OPQRST & Traumas	30 Second Rule- TIC	Boundaries- Power of the Pause
March	Specialty Workshops	Talking & Teaching X-Rays and Exams	Expansion Cycle- Energy Building Activities	Lifetime Longevity - Patient and Team Members
April	Social Media	Spouses at Reports and Getting Checked	Cross Training	Hiring a CA
May	Magic 28	Financial and CA Breakout	T.R.A.F.	Leading Ourselves and Others
June	Marketing Calendars	Day 3 - 1 st In Flow, TIC and Honeymoon Period	Tech CA – Flow Captain	Reverse Audit
July	Relationship Marketing	Documentation	Spinal Workshops	Visionary – Leadership, Foresight, Insight & Eyesight
August	Advertising	Re-Exam with and without X-Rays	Social Media	Vacation, Date Nights & Joy
September	Community Days	Re-Report with and without X-Rays	1 on 1 Accountability Meetings and Checklists	Confrontation With Love
October	Setting Up Outside Events	Anniversary Reports	CA Zone Boundaries	Statement of Desire/ Magic of 1
November	Growth During the Holidays	Patients Quitting Care	Spontaneous Trainings	TIME
December	Asking for Referrals	Day 2 NPR – 13 Steps	Celebrations – Team Employment, Birthdays, Goals and Seminar Attendance	Goal Setting

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