



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

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