

GEM STATE EYECARE

Written by Anna Thiele



Here is an insight into Deliberate Direction's Business and Executive Coaching featuring Jennifer Drean, Owner of Gem State Eyecare.

How does the saying go? Quality over quantity, more than just a number, finding the right fit, etc. However you decide to phrase it, the idea is that the experience of every customer and employee is the most valuable asset to your business. It was this idea that drove business owner, Jennifer Drean to create her mission statement: "To enhance the lives of the patients we serve by optimizing their eye care". In her specialized area of care, optometry, it is typical to have rushed service and average care. For Jennifer, she knew she wanted to provide more, so she created it.

Gem State Eyecare is a practice that focuses on quality care. Not only does Jennifer prioritize finding the right doctors certified in optometry to work in her offices but also on the patients that she serves. This means that Gem State Eyecare has a slower and more intentional focus when booking appointments for their patients while making sure both the patient and doctor are aware of the extremely high standards of care. With such high standards, execution is key. This is how Deliberate Directions fits nicely with Gem State Eyecare.

It wasn't always so clear that such a successful partnership with Deliberate Directions was needed. It has always been obvious to Jennifer that high quality and standards were missing within most optometry offices and even more clear that she would be the one to create the missing piece. Originally Jennifer went the route of hiring a consultant to get her feet moving. Unfortunately, that consultant focused on business owners having the right tools but did little to provide guidance on how to use them. The consultant got Jennifer to a point of running a successful business but feeling a loss of confidence on how to grow the said business. She knew that if she hired a partner, her vision for the practice would be at risk, and she was unwilling to sacrifice that. However, at this time Jennifer felt overwhelmed with decisions about running a business paired with little confidence to make the needed changes. Meeting Allison through a business networking group, the two met to talk about ways to execute Jennifer's goals. A year after that initial one-on-one with Allison, Jennifer reached back out.

"We had a one-to-one meeting initially, but I didn't reach out for coaching until a year or so later. Sometimes it's about planting seeds" said Jennifer Drean.

The success of the partnership speaks for itself by looking at the growth of Gem State Eyecare. Industry-standard for annual revenue growth of an optometrist office is 6-10%. Since hiring Deliberate Directions, the annual revenue growth of Gem State Eyecare specifically is 25-30%. Hiring Deliberate Directions has also proved to be beneficial in growing and developing the staff and doctors that makeup Gem State Eyecare. Deliberate Directions was so valuable to Jennifer by building her inner confidence, that in 2019 she accepted a position as a Success Strategist coach at Deliberate Directions!

CLIENT INTRODUCTION

Jennifer Drea is the private medical practice owner of Gem State Eyecare, founded in 2011. She holds a Bachelor of Arts in Psychology and a Doctorate in Optometry. Jennifer values exceptional service and holds high standards for herself and the people that work for her. These values and expectations are found throughout her growing optometrist offices.

It is not an easy task to hire and ensure these values are shared amongst every doctor and employee found in these offices, but it is the mission Jennifer has set her eyes on. Being a business owner and parent, Jennifer needed to find help that wasn't dependent on sharing her profit. After years of working with a consultant, she switched routes by looking for a coach, and a year after meeting with Allison, Jennifer hired Deliberate Directions.



COACHING

Since that hire, more than five years ago, Jennifer has seen some big results for her team. Deliberate Directions has fueled a passion inside Jennifer to build a highly functional and cohesive team.

TEAM BUILDING. Realizing the value in communication, Jennifer has all her employees take the DISC assessment. This is done quickly after an employee is chosen to be hired at Gem State Eyecare. The DISC assessment helps team leaders understand how their employees communicate, what motivates them, and how they will behave when they are stressed. Jennifer specifically has learned to use this when approaching a conversation based on how the employee would hear it best. This isn't always the easiest to do but is needed if Jennifer wants results that speak clear communication and teamwork. Jennifer shared that the DISC assessment makes a powerful impact on building her team.

COMMUNICATION. Knowing the bigger impact is customer satisfaction, Jennifer starts with her team. She knows that she needs to trust and delegate tasks to the different levels of her team, while also realizing that she needs to keep them highly engaged at a personal level. A way that she has achieved both involves the prior mentioned DISC assessment. Deliberate Directions developed a communications training specifically for Gem State Eyecare using the staff's individual assessments. This training focused on vulnerability, indirect, and direct communication- mimicking Jennifer's desires for the team and her practice. The results from this training are shown through a monthly employee engagement survey that Jennifer sends throughout her practices. One question in particular sticks out to help address employee engagement and that is, "would you recommend us for other people to work for?". Since the training finished with Allison, the results indicating a positive response from that question have gone up by 20%!

Getting the team on the same page has been a huge improvement for Jennifer's practice and she owes a lot to the help of Deliberate Directions. Though impactful, there is still more work for Jennifer.





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“LIFE AND BUSINESS GET BUSY AND IT IS EASY TO LOSE TRACK AND MOMENTUM. 90-DAY PLANNING SESSIONS ALLOW ME TO GET IN AND REFOCUS. HOW DO SOME WAIT A WHOLE YEAR? AFTER TWO MONTHS, I TEND TO LOSE FOCUS”

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OUTSTANDING IMPACT

Jennifer, being hired on as a success strategist, is a natural leader herself. And through the years of having a consultant, also has the tools. Meaning, the biggest gift Allison gave Jennifer was confidence in herself. Sometimes success is less about the tools and more about the counsel that comes with having a coach. This single change was the pivotal moment for Jennifer to grow and expand her business. Allison has taken the time to ask Jennifer questions, be intentional, assess her needs, and do what is necessary. Jennifer describes a coaching session as either being a ‘breakdown or a breakthrough’ and crying was something she did not expect to encounter with being coached. However, it is through these aha moments that Jennifer realized what needed to happen next. She describes a good coach to be someone who believes the clients have the answers inside them and it is the role of the coach to guide them to those answers.

CONFIDENCE. Through the mix of breakthroughs, breakdowns, and less than linear ups and downs, Jennifer plans to continue growing her business with the help of Deliberate Directions. Using an entire weekend together to kickstart the planning, Jennifer and Allison worked backward to devise a 5-year plan that tackled the practical and insane dreams, goals, and aspirations that Jennifer has for Gem State Eyecare. With her newfound confidence, Jennifer shoots high to create the largest private women-owned practice in the Northwest. Using 90-day planning is a sure way to stay on track with these goals.

WHY ALLISON DUNN?

Jennifer describes Allison as poised and confident and as someone that naturally relaxes the atmosphere. She uses the word, connector, to characterize Allison. Meaning she can bring together the tools, the person, and the business to help any business flourish and grow. When you hire Deliberate Directions as your business coach, you not only get the wisdom Allison shares but also from her clients, staff, and inner network from events like the 90-day planning, no homework book club and more.

You, the reader, may still be on the fence about committing to hiring a business coach. You may have a year left in your budget before you’ve planned to reach out for assistance. Let this be the seed planted, we would love to see you in a year. If you’ve had enough suffering from not knowing where to go next, take the simple step. Reach out for a free strategy session today. All of us here at Deliberate Directions welcome you.

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