

BUILDING CAPACITY FOR YOUR OPTOMETRIC PRACTICE



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What got your business this far will certainly not get it to the next level. The attitude of *"We have always done it this way"* will not work.

You urgently need to unlearn old ways of doing things and then relearn new ways of doing things.

Information is fast and easily accessible, however it also changes very quickly. So if you don't stay up to date with the latest of what is going on, you will get left behind.

For years now we have seen Optometric practices make the fatal mistake of thinking or approaching their business as follows:

- Customers don't use the internet to get what they need.
- Social media is not necessary for your business.
- Websites can simply be basic and not ecommerce based.
- Not getting trained together with your team on marketing and media as a whole.
- Being consumer centric is overrated and so decide to keep doing what you have always done.
- You don't need to reposition and redefine your value proposition whilst at the same time adapting your business model.

To navigate through these trying challenges we have all experienced throughout 2020 and build capacity for our businesses to keep growing and thriving, there are three main focus areas to consider.

These focus areas are:

FOCUS AREA ONE	FOCUS AREA TWO	FOCUS AREA THREE
Your Attractive Appeal	Financial Growth	Sustainability

ATTRACTIVE APPEAL

What is it about your business that makes it unique and stand out as compared to other businesses?

The attractive appeal you need to plan and build capacity for is the following:

- **Consumers you serve:**
What does the consumer require that you have?
- **Market your business operates in:**
How is the competition in relation to your offering?
- **Optometry Practice you are building:**
Why you need to upgrade your business solutions.



FINANCIAL GROWTH

Can your business still be able to grow in the midst of poor economic growth, unexpected global crises and constantly changing environments?

Your financial growth plan should be focused on the following:

- **Consumers that need your products:**
How can you drive revenue up with the consumer?
- **Market your business functions in:**
How to be ahead of the competition when everyone is upgrading themselves?
- **Optometry Practice you sacrificing for:**
What major changes do you have to make when it comes to cost structures?

SUSTAINABILITY

Are you building a business that is geared to still exist and thrive in the next 20 – 40 years and that is evolving at a fast pace as technology keeps on evolving?

You have to plan and build capacity for sustainability in the following manner:

- **Consumers that you connect with:**
How to engage and communicate with them.
- **Market you want to lead:**
How to remain relevant and disruptive at all times.
- **Optometry Practice you taking to the next level:**
How to adapt and remain flexible when changes take place faster than the industry.



CONCLUSION

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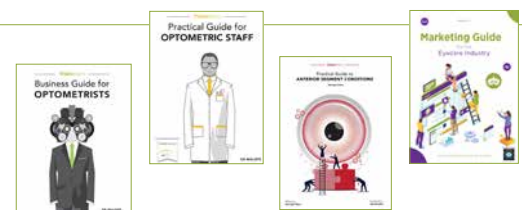
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