

# Doug Hanson Client Study 4

The subject of this client study is the premier network of private practice optometrists, consisting of over 2,000 offices.

## **INTRODUCTION**

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In 2009, the Company retained Doug Hanson’s services as keynote speaker at the Company’s national convention, attended by over 1,500 eyecare professionals. Prior to that, Doug delivered online training to 125 key administrators within the network. Following the national convention, all 2,000 private practices were given the opportunity to sign their staff up for online training.

The brief white paper summarizes those results.

## **CHALLENGES**

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Developed as a “network” of private practices, the Company was the ultimate example of decentralization. Operating as a network franchise created many challenges, specifically allowing for autonomy within each practice, and still keeping the connection to the parent network strong.

## **APPROACH**

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Doug Hanson partnered with the Company to deliver a life-transforming keynote message to 125 administrators at their annual meeting, and follow up with his Meta-MORE-Phosis® training program. The results were so positive that the Company decided to roll out the same process to all 2,000 private practices across the country. Thousands of participants joined together in a nation-wide roll-out to help build community as well as improve the mindset of each practice.

## **RESULTS**

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### **Leadership Comments**

Below is just a sample of testimonies we received from practice leaders regarding their participation..  
Read what they have to say:

*I did this program because I thought it would help my staff and I wanted to be supportive of them. It ended up helping me more than I ever expected. I have always been pretty satisfied with my life and felt very lucky with everything I have. This program has changed what I expect of myself and has given me confidence to do more and more!!*

*We have seen a significant shift in the mood and attitudes among our staff and doctors during our Meta-MORE-Phosis journey. The staff have expressed appreciation for what this has already done for them personally. They can see the wonderful value of this program in their lives, as can we, the doctor/owners. We know this is just the beginning of some very positive changes in our personal and professional journeys. It has brought our team together in ways I could not have imagined. We have developed a new and higher level of support for and rapport with one another. This is truly a life changing program, very powerful! Thank you so much for creating such an all-inclusive approach, that reaches people of all emotional and spiritual levels.*

*I feel so blessed to work in an place where my employer cares enough about improving me not only as an employee but as a person. I have learned so much through this journey. It has truly been a life changing experience for me. I get so excited about the thoughts and goals that I have put in my journal, I catch myself telling others about it and talking about Doug Hansen like he was a close friend. A special thanks to you Doug for all the hard work that you put into this program, you have inspired me more than you will ever know. I hope to meet you one day.*

*When we began I was unsure but felt it was at least worth a try. The past few years I have been frustrated because I knew I wanted to take myself to "the next level" to improve my life. I was stuck and having trouble finding direction to that elusive next level. The Meta-MORE-Phosis program helped shine light on concepts and ideas that, while were inside me all along, were trapped by my own negative and limiting beliefs. It has been like a road map - or let's say my own personal GPS to help me see where I am and where I want to be. I have a clearer view of the kind of man I know I can be and know for certain how to become that man.*

*Dear Doug, Thank you for your help in changing and transforming my life. I have made great progress towards my goals through the Meta-MORE-Phosis program; and although I still have a long way to go, I have the confidence and faith that I will reach my goals. Thank you for your help!!! Warmest Regards.*

*This experience showed me the aspects of myself that I needed to work on and the aspects of myself that I needed to further develop. I learned how to relate better with people and how to approach situations with a positive outlook rather than looking at a situation in a negative manner.*

*The Meta-MORE-Phosis program has been the most life-altering event I have ever been part of. It has truly revolutionized me! I know that anyone who participates in this program will be forever changed for the better! Listen and participate with an open heart and you will become transformed as well!*

*I was unsure about the idea of signing in and completing my tasks each day and "letting my feelings out" ... but it was the best thing I could do. I feel more sure of myself and now BELIEVE I can do anything and*

*be who I really want to be. I find I enjoy work again and have been going home laughing and smiling, in turn I am enjoying my family again. THANKS SO VERY MUCH. I wish there were a way to keep signing in and doing more tasks..as I looked forward to doing them every morning and starting my day on a positive note.*

*I have been committed to staff development and leadership development for a long time. I have always encouraged my colleagues to do the same. When this opportunity came up, I almost decided against it because we were already so good at this type of stuff. I thought, "What a great opportunity for all of these other doctors who need to try to have a staff like mine." I let my staff help me decide. They were excited about this special opportunity and were all eager to get started. So, off we went. What a life-changing experience. Every person learns differently and this program appeals to each learning style. It is interactive, asks thought provoking questions, has videos, music, reading, exercises. Can't wait for the sequel!*

*I thoroughly enjoyed this program. I have just re-entered the job market, and the company I work for has provided this program to me. How lucky is that?!! Anyway, I'm a huge believer in almost everything I've learned and relearned in this program and it came to me at a perfect time in my life, just as you said things do in one of your messages. I enjoyed listening to you Mr. Hanson. Your voice is very pleasant, and your funny stories (and serious ones) were ones I'll remember for a long time. Thank you.*

*When I first heard that we were taking an 8 week online course that required daily attention I was not real excited. But then our Meta-MORE-Phosis began. In the office we would talk about our experiences and jokingly moan and groan from exercising. I found myself looking forward to see what each day held in store. Thanks to you and a special thanks to Dr. Julie!!!!*

*I was a little hesitant when our office started this program because I didn't think it could change me. But, after the 8 week course I see positive changes, not only in myself, but in everyone I work with. I would definitely do it again!*

*This program helped me clarify and reinforce several principles in my life that I had been trying to apply. Doug's story about the swimmer certainly helped me to better appreciate how my attitude and expectations strongly influence my results. Since hearing that story, I've come to believe that "focusing on my fatigue or weakness is really in essence giving myself permission to fail". Focusing instead on what I've accomplished or my strengths, I empower myself to succeed. Since taking this course I've become much more appreciative of the power of forgiveness. I have also become dedicated to avoiding all negative comments. I now believe that the words we use are far more powerful than I would have ever guessed. The video clips were all super. I really enjoyed the famous quotations. I believe this program will have a significant and lasting positive impact for the rest of my life.*

*Thank you so much for having this program available to our office. I believe each of the staff has gained great strides in their personal and professional development. I have enjoyed the eight weeks, all the variety of information, exposure to different slide shows, thoughts for the day etc. I can't begin to thank you for all the tools we've been given to "play full out".*

*I must admit, I too was skeptical at first, about how time consuming the MMP journey would be and if it would be worth the time invested. I truly believe this experience helped me see how well established beliefs could be changed for the better. The entire journey was extremely inspiring and I would recommend to anyone!*

*I have seen changes in myself as well as many of my staff who have gone through this program with me. They were perhaps a little skeptical at first but I have definitely witnessed them applying the material and "becoming more" as a result. I've seen improved optimism and commitment. I think if you take it seriously you can't help but grow! It is a great program and well worth the investment!*

*I have truly enjoyed the Meta-MORE-Phosis Program. It makes me feel as though I'm part of a family. We are all in this together and we all struggle but if we strive to become more and focus on POSITIVES, we can achieve more in our personal and professional lives. Thank you for your encouraging messages and know that you have touched many people.. especially ME.*

*I have enjoyed the whole 8 weeks. It has made me act and feel differently about numerous things in my life. I will use this course to refresh myself when I am not doing what I wish to be doing or exceeding at. Best of Luck to all those who have participated and those ready to begin a life changing experience.*

*When I saw the MMP presentation, I thought it would be a beneficial program. At the time, I felt like I was barely treading water at the office and at home. When I found out that our boss signed us up, I made the decision to play full out from day one. I've never been so happy in my work and my relationships. The program helped me communicate more effectively with my family and my co-workers. I felt like I was given permission to be in control of myself and my life. It is up to the individual as to how much you get out of the program but, if you play full out like Doug encourages you, and you follow the instructions with enthusiasm, there is no limit to what you can accomplish. I just wish there were an extension to the program that I can follow for the rest of my life! I see myself reviewing the CD's frequently to keep me on track. Sign up, do it, play full out, it will change your life.*

*I have enjoyed the last eight weeks on the MMP Journey. The things I've learned can only help me to be a better employee, so I feel like a double blessing has been mine. There were times when I thought someone had given some inside information on me because so much of the good advice was just what I needed to hear! Thank you for your insight.*

## **CONCLUSION**

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*Based on Donald Kirkpatrick's classic 1959 training evaluation model*

### **1. Participant Response**

**2. Learning and Knowledge Transfer**

**3. Behavioral Change**

**4. Actual Business Results**