

The background of the page features a silhouette of five business professionals standing on a rocky cliff edge. They are positioned against a bright, warm sunset sky that transitions from a pale yellow at the horizon to a clear blue at the top. The individuals are dressed in business attire. From left to right, the first person is leaning forward, reaching out to help another person who is also leaning forward. The remaining three people are standing upright, with their arms raised in a gesture of triumph or celebration. The overall mood is one of teamwork, achievement, and overcoming challenges.

MAVE

SPRINGBOARD

CURRICULUM OVERVIEW

MENTORSHIP & COACHING
DR JASON MARR BSCH COC ND
EVOKELIFE.CO

OVERVIEW

I want to work with people who are ready to make a significant impact for their patients, their communities, and for the world.

The SPRINGBOARD program is ideal for new graduates; doctors and healthcare practitioners up to 3 years post-graduation, and those ready to transform/evolve their business.

In this 3-month intensive program, I'll teach you the tools, and give you the roadmap that got me to over 300 new patients and over \$150k revenue per year in my first two years of practice, and helped me build a brand with over 9000 clients across 2 locations, and multiple revenue sources that synergize with each other.

When you've graduated this program, you'll have:

- Clarity on how to deliver what you are most great at, and most passionate about, to the people most receptive to you;
- A scalable plan for business with a defined marketing and brand strategy;
- An understanding of how to leverage your strengths to seek out, create, and take advantage of new business opportunities and collaborations in your community;
- A roadmap to success that starts with respecting your personal needs, goals and values to ensure you avoid burnout and continually nurture your personal resilience;
- The ability to integrate a coaching approach with healthcare and medicine, to maximize patient (client) compliance, retention, and success;
- The framework, tools and resources to create online courses, write books or deliver programs to your target market;
- Confidence in your ability to verbalize and present your ideas, programs, thoughts and offerings to the public, and to other healthcare practitioners.

DETAILS & DELIVERABLES

MIXED-ASYNCHRONOUS DELIVERY

Curriculum content and exercises are dripped directly to your email, so you can consume the content when it works best for your schedule, and keep working while you evolve your career and take it to the next level.

2x MONTHLY 1-TO-1 COACHING CALL

You'll spend time laser-focusing into your professional development with Dr. Marr in two 55-minute coaching calls each month. These accountability sessions will ensure you're on track with curriculum material, keep you motivated and moving forward, and challenge you to get the most out of your experience. 1-to-1 coaching calls are scheduled at a mutually convenient, but consistent, time.

3x PERSONALITY INVENTORIES

CURATED RECOMMENDED READING LIST

CURRICULUM

MONTH 1

WHAT IS YOUR WHY?

People don't care what, or how, you do your job, so much as why you do it. Clarifying your core purpose to yourself enables you to authentically position your brand and values so that you are attracting the right people to your business.

FUTURECASTING YOUR SUCCESS

What are you driving towards? Clarifying your current North Star is the essential first step to visualizing your career path. How you define success has a direct impact on your perceived sense of control, motivation level and your sense of resilience as you navigate your career path.

WHAT MAKES YOU SPECIAL?

Get clarity, and be able to verbalize the problems you are great at solving for people establishes your domain, or platform, from which you'll speak to people. Identifying your unique selling point (USP)

FINDING YOUR UNICORN TRIBE

Identifying your quintessential, unicorn client is the most important step in establishing your brand strategy and creating a successful and sustainable business plan. At the end of this unit, you'll be positioned to deliver the best of yourself to the people most receptive to you.

ADVANTAGE ANALYSIS

Taking a strength-based approach, we'll dig into your unique personality and discover how to leverage your greatest strengths toward creating massive opportunities in your career, while creating strategies to manage your areas of weakness and threats to your success. Multiple personality inventories will be explored.

OVERCOMING YOUR WORST ENEMY

Determining your core values as a person and as a doctor requires introspection. In this unit we'll explore and define your personal priorities, and establish non-negotiable boundaries to ensure you're building your business in a truly authentic way that will facilitate a sustainable practice.

YOUR PERSONAL ADVISORY BOARD

This framework for problem solving and decision making helps you maintain agility in your business, so you can change gears on the fly and make the tough calls while staying true to your values.

MONTH 2

YOUR BRAND IDENTITY MATRIX

People don't care what, or how, you do your job, so much as why you do it. Clarifying your core purpose to yourself enables you to authentically position your brand and values so that you are attracting the right people to your business.

YOUR WISDOM PROPERTY PLATFORM

In this unit you will develop and evolve your platform in a way that allows you to deliver the best, most passionate and valuable parts of yourself to the people who are the most receptive to what you have to say. You'll never struggle to find new ideas for presentations, or what to talk about on social media after you've started your Wisdom Property list.

HOW TO STORY BRAND

Storytelling is the most powerful and time-tested way to have a memorable impact on people in a way that drives behavioral change. Using Donald Miller's Building a Story Brand framework, and the Elon Musk Framework for Engagement, you'll learn how to create engaging presentations, blog and social media posts and videos that will maximize audience engagement.

MONTH 3

NEXT-LEVEL ELEVATOR PITCHING

The Elevator Pitch isn't about selling yourself or your services. It's about creating a tribe of champions that understand your business and know exactly who and when to recommend people to you. When you've nailed your pitch, you'll have an adaptable, agile tool that you'll use everywhere in your business to grow your reputation and awareness of your brand.

LEVERAGED NETWORKING

The number one source of new patients in healthcare is from other healthcare professionals. In this unit, I'll arm you with the tools, processes and frameworks you need to be successful in leveraging public engagements toward building your tribe - even if you're an introvert.

COACHING IN MEDICINE

The word "doctor" comes from the Latin "docere" - to coach. And yet, the biggest missing piece in medical education that they never taught you is empowerment. Using the COHESION Communications Matrix and COHESION Check-In Model, you'll learn the skillset necessary to truly connect with, empower and motivate your clients, while keeping them accountable and moving forward in a positive direction.

FUTUREPROOF YOUR PRACTICE

When you've graduated our 3-month program, you'll be armed with the tools, resources, skills and experience to take your career and practice to your ultimate dream goals.

But more importantly, you'll have put into practice and established frameworks and processes that will continue to allow you to adapt, maintain confidence and resilience in the face of inevitable challenges, and stay agile with the changing context of our industry, your clients, and the world's events.

LIMITED MEMBERSHIP

In order to ensure quality of coaching for those engaged in SPRINGBOARD, membership is capped at 20 practitioners at any one time.

**Are you ready to futureproof your practice?
It's time to step on the SPRINGBOARD.**

We're currently onboarding the next limited-membership cohort. Reserve your spot by booking your Breakthrough Call with Dr.Marr now!

evokelife.co/mave