

FUTURE OPTOMETRIST

Planner



WILLIAMS GROUP

Career Preferences

When you think about your long-term future as an optometrist, what comes to mind for the following categories? Fill them out in detail.

Location

Business Goals

Specialty

Salary & Benefits

My Vision Board

Let's manifest! Write down what you want, either short-term or long-term, for each category to visually affirm your goals.

PERSONAL	HEALTH
FAMILY	RELATIONSHIPS
CAREER	LIFESTYLE

"Dreams are extremely important. You can't do it unless you imagine it." - George Lucas

Cold Start

Dreaming of starting your own practice? There are considerations to think about first.

BUSINESS PLAN

PROS | CONS

LOCATIONS

1

2

3

4

FINANCIALS

BUDGET	LOAN INSTITUTIONS
RATES	

“ All our dreams can come true, if we have the courage to pursue them.

WALT DISNEY



MY WHY

VISION OF MY OWN PRACTICE

Character Strengths

What are your character strengths? Utilize these power words when you are describing yourself during the interview process. Circle the strengths that you feel apply. Do you have any additional strengths?

Accuracy	Honest	Open Minded	Sociable
Creative	Trustworthy	Critical Thinker	Well-Organized
Determined	Optimistic	Focused	Problem Solver
Disciplined	Innovative	Respectful	Negotiator
Dedicated	Attentive	Results Driven	Reliable
Enthusiastic	Empathetic	Adaptable	Objective
Flexible	Dependable	Persistent	Progressive
Patient	Detail Oriented	Proactive	Controlled

Write down your top ten strengths.

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

Are there skills you need to develop?

"Our greatest weakness lies in giving up. The most certain way to succeed is always to try just one more time." — Thomas A. Edison

Character Weaknesses

What are your character weaknesses? Be prepared with your weaknesses. How can you spin them into a positive trait? Write down your top three weaknesses and then write your answer on how it can be positive.

Write down your weakness.

How can this be perceived positively?

Write down your weakness.

How can this be perceived positively?

Write down your weakness.

How can this be perceived positively?

My Skillset

When it comes to these skills, where do you land? Circle where you are now and put a star on where you would like to be. Make notes on how you can improve.

VERBAL COMMUNICATION SKILLS



WRITTEN COMMUNICATION SKILLS



CHAIR-SIDE MANNERS



TIME MANAGEMENT SKILLS



Notes:

Limiting Beliefs

When it comes to believing in yourself, what is holding you back? Why do you have these thoughts? By writing them down, you'll be able to overcome them and improve yourself.

What is holding me back?

Where did this belief come from?

How can I make this a better/more productive belief?

SWOT Analysis

Your personal SWOT Analysis. Discover recommendations and strategies to overcome weaknesses and threats.

Strength	Weakness
Opportunity	Threat

My Mindset

“If it scares you, it might be a good thing to try.”
SETH GODIN

Beginning a successful career, starts with a positive mindset. Write down ways to take action and work on a solution.

How do I usually react to stressful situations and how can I improve?

How do I usually react to criticism and how can I improve?

Am I taking ownership for my actions? Am I moving forward?

Achievements

“Opportunities
don't happen, you
create them.”
CHRIS GROSSER

Having a positive mindset is easier when you focus on your achievements.

List three achievements that you are most proud of:

Why do these make you proud?

If you could only achieve one more thing, what would it be?

SMARTgoal

Set SMART goals for your career. Follow the SMART structure. S - Objective is clearly stated. M - How it will be measured. A - goal is realistic. R - goal makes sense for you. T - a specific timeline for completion.

S	S P E C I F I C
M	M E A S U R E A B L E
A	A T T A I N A B L E
R	R E L E V A N T
T	T I M E - B A S E D

To Do List

It's important not to jump straight into applying to positions until you feel confident. Take the time to write your goals for your long-term career, prepare your resume and social platforms. Research locations you want to live in and begin applying to open positions. Prepare for your interviews by asking yourself personal questions and preparing a follow up note.

PREP

☐ Determine ideal position

☐ Create resume and profile

☐ Professional headshot

☐☐☐☐☐☐☐☐

SEARCH & APPLY

☐ Indeed

☐ LinkedIn

☐☐☐

INTERVIEW

☐ Research practice

☐ Dress professionally

☐ Send personalized follow-up

☐☐

Profile Template

Use this information to build your
resume and LinkedIn profile

NAME AND CREDENTIALS

.....

HEADLINE

.....

.....

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SUMMARY

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EDUCATION

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EXPERIENCE

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ACHIEVEMENTS

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Brainstorm Your Bio

SAMPLE:

Dr. Optometrist is from Nebraska and grew up enjoying the outdoors. They received their doctorate from the University of California Berkeley School of Optometry and went on to complete their fellowship in Cornea Contact Lens at UCLA Jules Stein Eye Institute.

Dr. Optometrist has a special interest in specialty contact lenses and the treatment of ocular diseases. they are a fellow in the American Academy of Optometry and a member of the American Optometric Association.

When not with patients, Dr. Optometrist can be found enjoying local restaurants and spending as much time outdoors as possible.

My References

“Do not let what
you cannot do
interfere with what
you can do.”
JOHN WOODEN

Name:

Title:

Company:

Phone Number:

Email:

Name:

Title:

Company:

Phone Number:

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Name:

Title:

Company:

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Name:

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Company:

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Interview Questions

“Luck is what happens when preparation meets opportunity.” – Seneca

Do you work better with a team or individually?

What is your ideal work environment?

Describe your best customer service experience.

What would you do if a patient was upset with your exam?

Explain your go-to contact lens fit.

What resources do you need to be successful?

Are you interested in partnership? If so, how soon?

Application Tracker

After you've identified potential roles, list the date you've applied to each position. Add the company name, specific notes, and if you've interviewed. After the interview follow up with the company, check done if it's not a good fit.

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Practice Comparison

PRACTICE 1

Name:

Address:

Phone:

Email:

Website:

Notes:

Health Insurance?

☐

Paid Time Off?

☐

Retirement?

☐

Parental Leave?

☐

License?

☐

Salary?

Bonus?

Hours?

Continuing Ed?

Partnership?

Buy-In?

PRACTICE 2

Name:

Address:

Phone:

Email:

Website:

Notes:

Health Insurance?

☐

Paid Time Off?

☐

Retirement?

☐

Parental Leave?

☐

License?

☐

Salary?

Bonus?

Hours?

Continuing Ed?

Partnership?

Buy-In?

Practice Comparison

PRACTICE 3

Name:

Address:

Phone:

Email:

Website:

Notes:

Health Insurance?

☐

Paid Time Off?

☐

Retirement?

☐

Parental Leave?

☐

License?

☐

Salary?

Bonus?

Hours?

Continuing Ed?

Partnership?

Buy-In?

PRACTICE 4

Name:

Address:

Phone:

Email:

Website:

Notes:

Health Insurance?

☐

Paid Time Off?

☐

Retirement?

☐

Parental Leave?

☐

License?

☐

Salary?

Bonus?

Hours?

Continuing Ed?

Partnership?

Buy-In?

PROS & CONS

List the pros and cons of the opportunity you've been offered. This helps determine if this is the right decision for you!

pro

con

1

2

3

4

5

Monthly Reflection

Month

Monthly Focus

Highlight

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Challenges

Improvement

To Do Next Month

Monthly Reflection

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Monthly Focus

Highlight

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This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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Contact List



Keep track of all of the important contacts that you've met that you may need throughout your optometry career.

Name	Bill Nolan	Company	Williams Group
Email	bnolan@thewilliamsway.com	Phone	402.488.2020
Address	8535 Executive Woods Dr Suite 600 Lincoln, NE 68512		
Notes	Practice transitions, optometric consulting, practice financials		

Name		Company	
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Address			
Notes			

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