

Find the last straw.

The Last Straw Exercise for concierge & DPC practices

Three conversations with your newest members. Their words, not yours. Then read your practice against them.

01 Ask three.

Ask your three newest members one thing: what made them start looking.

Member 1, their words: _____

Member 2: _____

Member 3: _____

Write down what they said, not what you heard. The sentence they use is the one they tell their friends.

02 Find the pile.

The last visit didn't cause the leaving. It gave them permission.

Before that, for 1: _____

For 2: _____

For 3: _____

03 Read yourself against it.

Every surrogate you show them gets read against the story they bring.

Straw 1, where it could happen here: _____

Straw 2: _____

Straw 3: _____

To them, a phone that rings six times is proof that you're the same.

04 Say it back.

In the meet-and-greet, say the straw before they do.

To 1, what we'd say: _____

To 2: _____

To 3: _____

05 Set the standard.

Every new member is asked what made them start looking, and their words are kept.

The three straws you hear most are posted where the desk can see them.

Each straw has a place in the practice where it can't happen, and a name who owns that.

You didn't create the last straw. You're being measured against it anyway.

The straw we hear most: _____

Who owns the fix: _____ Next three members, one quarter out: _____