

# The Number One Rule of Goal Setting

If You Want to Achieve Your Practice  
Goals, You Must...

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Paragon Management is the nation's leading practice management firm with over 25 years of experience working exclusively with dentists.

Ken Runkle is founder and president of Paragon. He consults with hundreds of practices towards meeting their goals and creating financial independence. He speaks all over the country to organizations and study clubs on the science of profitability. Ken is a contributing author to Dental Economics as well as many online publications. He is America's profitability expert.

*Did you achieve your practice goals last year? If not, it's possible that you forgot the number one rule for goal setting.*

As you set goals for the new year, achievement becomes much more likely if you follow the number one rule of goal setting. Follow the rule and watch your practice accelerate toward achievement in 2012. Ignore the rule and your goals may be no more than wishes and dreams.