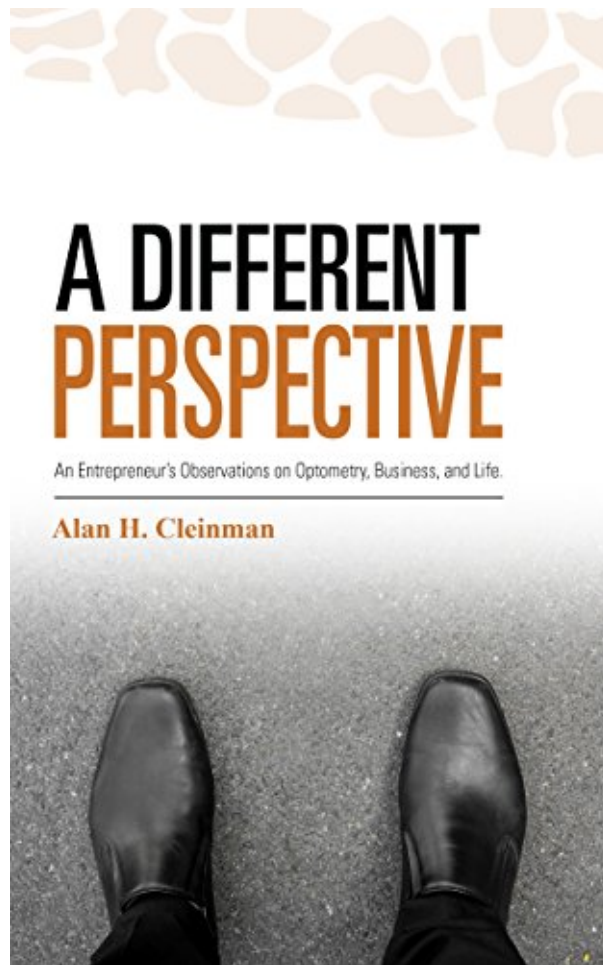


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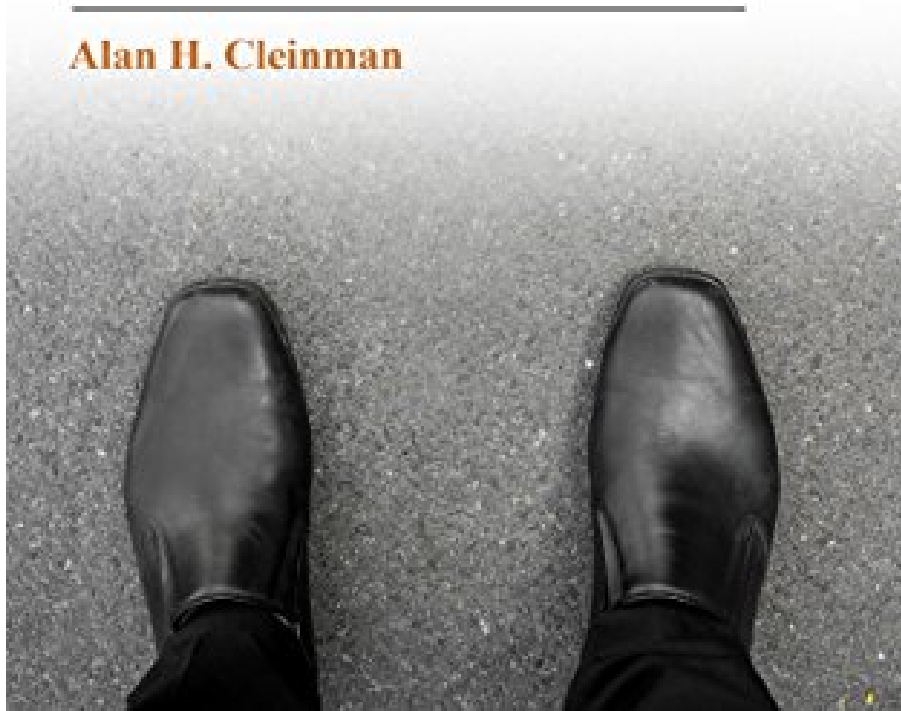




A DIFFERENT PERSPECTIVE

An Entrepreneur's Observations on Optometry, Business, and Life.

Alan H. Cleinman



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Like many healthcare providers, optometrists graduate with the required skills to provide exceptional care but quickly discover their success requires a business acumen they never trained for. "A Different Perspective: Observations on Optometry, Business and Life," brims with four decades of the author's experiences in helping North America's most successful independent practices aim higher, all while building his own consultancy from the ground up. Filled with insightful advice, Al Kleinman delivers up best practices for small business development. Discover whether or not you're partner material. Determine the right time to bring on associates. Engage and transform your staff into motivated partners. Build patient loyalty that lasts a lifetime. More importantly, sound business management enables you to embrace your dreams outside of ownership and imagine a life fully lived. Are you prepared to comfortably step into tomorrow? Al Kleinman has been working in and on the business of eye care from the age of 16 when he was hired by an independent optometrist as a young sales person. Today, as founder and president of Kleinman Performance Partners, Inc., he is recognized as a thought leader and advocate for change that empowers business success. If you're in the business of providing healthcare to others, A Different Perspective will provide you with a fresh perspective. To learn more about Al Kleinman and Kleinman Performance Partners, go to www.kleinman.com.

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Impactful, Useful and Fun to Read.

By David Kleinman

I admit it. I am Al's brother, but I fancy myself objective enough to write a sound review of his debut book.

Watching Al build a business from the ground up and enjoy great success makes me uniquely qualified to say this: This book is Al. It is his history, his philosophy of life, his successes and his trials and it is true to him and his successes. That is the personal.

If you own a business and want it to do better than it is, this brief business manifesto could be your greatest friend. Although the book is focused on the eyecare industry, there are hints, strategies, answers and methods that can make any business better and many giant corporations would be well-served to take a look and adopt some healthier and more forward-thinking policies.

As a former and part-time teacher, I believe school districts and the schools within could benefit from much of this book, as could our elected officials. Much of what makes businesses work well is common to all of

our social institutions. This book is a tool for just about anyone who wants to do what they are doing better.

A great resource and a fun read. I loved it and that takes some doing.

0 of 0 people found the following review helpful.

Thought provoking and enjoyable read - highly recommended.

By Doc Scott

I really enjoyed Al Cleinman's book - a gift from Al after attending a recent Cleinman Performance Partners meeting (my partner and I were impressed enough to join on the spot). I've been an optometrist for over 30 years now and have had what I consider to be a very successful career. It took a lot trial and error, good and bad decisions and years of learning from experience to get to this point in my life. A Different Perspective should be required reading for all optometry students before they embark on their careers. The wisdom that is shared is invaluable and I wish I would have been exposed to Al's 'Different Perspective' many years ago - I have no doubt it would have enriched my professional and personal life by helping me work smarter rather than harder. I look forward to what lies ahead for my practice and recommend this thought provoking and enjoyable book to not only optometrists, but to anyone with the entrepreneurial spirit to run their own business. The lessons contained within are universal.

0 of 0 people found the following review helpful.

This book acts like a tool box for a successful business and a ...

By Amazon Customer

I've been a member of a Cleinman wisdom sharing group for 14 years, and this book is a compilation of all the valuable lessons I've learned from Al and his team. I started out as a single doc, small optometric practice not sure of myself, and have grown into a confident leader of a multiple doctor/multiple location business. Along the way, Al gave me the tools and guidance to grow both personally and professionally. This book acts like a tool box for a successful business and a fulfilling life. it's such an important read for me, that i've purchased, as gifts, copies for several recently graduated OD;s. if you want to read about how to think for success, you have to get this book!

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