

100% Chiropractic Winter Garden



CASE STUDY

Background

100% Chiropractic is a family of full-service wellness clinics that offer cutting edge chiropractic care, massage therapy, and a full line of nutritional supplements. Currently, they have 115+ offices (as of August 2023) and are opening more on a daily basis. A successful franchise model, investors own their practice, and receive the benefits of the “Corporate Hub” including lease negotiations, clinic design, training, hiring assistance, billing, paperwork, marketing, etc. The model became highly successful with practices owned and run by doctors. The vision at 100% Chiropractic is they don’t just treat pain—they work to educate, inspire, empower, and provide lasting care for patients to live their lives to their fullest potential. The rapidly expanding nationwide organization has been recognized as one of Entrepreneur Magazine and Inc5000’s top new franchises (two years in a row!).

At Ridge Innovative, our style of leadership coaching is grounded by essentials including self-care and daily motivation and elevated by our ability to help clients grow their emotional IQ to be better leaders and team members. Ridge Innovative uses the latest technology to unlock accurate, personal insights that help grow individuals, build teams and scale organizations, changing how people work together. This scientific focus is augmented by specific guidance in successful business frameworks, strategies and the latest tech tools to accelerate efficiency and profitable growth.

70% Top talent leave because a lack of learning and coaching.

80% Leaders and managers fail to engage their teams

With a purpose-driven and customized approach to coaching, we focus on listening, learning, enabling, inspiring and thus empowering the individual, the team and in return, the entire organization to be their best every day and in every way.

A growing practice helping people accomplish their wellness goals

The story of the unprecedented success at the Winter Garden practice begins with the story of its' founders, Danny Deutsch and Michael Scharf. Their connection blossomed from being amicable neighbors to realizing a shared aspiration to invest in the next chapter of their professional lives. Capitalizing on Michael's financial acumen and entrepreneurial background, coupled with Danny's expertise in the wellness industry and fervor for sales, the decision to invest in the 100% franchisee presented itself as a logical choice. As 100% Chiropractic Corporate had recently extended franchise opportunities to non-doctor investors, Mike and Danny were confident not only in establishing one thriving practice but in creating a series of locations in central Florida with an Investor Model as their overarching objective. By mid-2021, in collaboration with a third investor, they acquired several licenses and successfully launched the inaugural location in Winter Garden.

“Nancy has been an integral component in the success of both of our 100% Chiropractic clinics. Through one-on-one interaction with our Clinic Director, Nancy strengthened and enhanced the leadership skills that in turn elevated the skill set of the entire team. We will engage her with every office we open to ensure the ultimate level of success.” Michael Scharf, Partner at 100% Chiropractic Winter Garden, FL

“Nancy has played a crucial role in the success of both our 100% Chiropractic offices. She not only unified our team but also helped define the blueprint for a successful team in this business. Working with her has been a true blessing, and she has significantly elevated our team in a short time.” Danny Deutsch, Partner at 100% Chiropractic Winter Garden, FL



The challenge: Finding success in a non-Doc owned practice

In the early months of 2022, non-Doctor (Doc) owned franchisees were a relatively recent addition, lacking any standout successes. Determined to alter this trajectory, Mike and Danny embarked on a mission for transformation. As a pivotal element in their success strategy, they enlisted the expertise of Nancy Ridge, President & Founder of Ridge Innovative. Nancy played a crucial role in conducting individual assessments to ensure optimal team placement and providing invaluable leadership and team coaching to set the foundation for the first location's triumph.



Despite encountering significant challenges, such as a three-month delay in opening due to construction issues and the departure of the initial Clinic Director, coupled with the promotion of a young and inexperienced Associate Doc as the team's leader, within just 16 months Winter Garden defied the odds and established a new standard for non-Doctor owned franchisees. The achievements of Winter Garden, including the highest revenue, an influx of new patients, superior systems, consistent training practices, and a harmonious working relationship with owners, reflect not only the resilience of Mike and Danny, the extraordinary drive and unprecedented leadership growth of Clinic Director Dr. Erin White, but also the transformative impact of Ridge Innovative in elevating their success to unprecedented heights.

“As a new Clinic Director who has never led a team, I attribute our current growth and our future growth to Nancy’s remarkable guidance. I would recommend collaboration with Ms. Ridge to any and all that are looking to succeed in business and develop exemplary team leadership skills.” Dr. Erin White, Clinic Director at 100% Chiropractic Winter Garden, FL

We help companies build an ecosystem of alliances and partners who have relationships with the customers they want, and who add value to their product or service to improve customer experience. We come alongside them to design strategy, build frameworks and choose the right technology for profitable growth.

Foundational to our program is helping executives tap into the power of an empathetic and curious mindset that is open to listening, learning and achieving exponential growth both personally and professionally. With intentions and accountability at the forefront of our discussions, we leverage proven tools, technologies and strategies to produce measurable results that help our clients live fulfilling and satisfying lives at home and in the workplace.

Interested in learning more?

Visit our website [ridgeinnovative.com](https://www.ridgeinnovative.com) to book a consult.