

INTRODUCING CORE



Unlock your potential with NCPA's CORE leadership program

by Drew Register, PharmD

As a pharmacist and business owner, you are no doubt attuned to the daily responsibilities involved in maintaining a thriving pharmacy. However, in the whirlwind of running a business, it can be easy to manage crisis to crisis instead of prioritizing essential tasks such as focusing on your finances, operations, and marketing. Owners and staff also often overlook the essentials needed to take a step back and focus on their leadership development to ensure long-term success.

Your leadership sets the tone for your entire team and is the cornerstone of your pharmacy's success. However, are you investing any time in developing those skills? Ask yourself: Who's prioritizing your growth? That's where NCPA's CORE Leadership Program comes in – a revolutionary new approach designed to elevate yourself and your business to new heights. We've assembled a team of the most talented and accomplished subject matter experts in the country to guide you through the essential principles of leadership and pharmacy management as hands-on coaches, including Kelley Babcock, Terri Norvell, the team with Sykes & Co. CPAs, Dave Wendland and Travis Wolff. The program will begin in June, and the enrollment period for 2024-2025 class will be open through May 31. Learn more at www.ncpa.org/core-program.

Pharmacist Scott Pace helped spearhead the CORE program. An owner of three pharmacies and past president of the Arkansas Pharmacists Association, Scott says the program can help owners maximize their potential.

"At the heart of what we're trying to do with CORE is to get people to understand what their strengths and

weaknesses are from a leadership perspective and use them in a way that motivates and inspires, and gets the outcomes that they want in their business," he says.

TRANSFORMING TO A NEW LEVEL

CORE is a yearlong, cutting-edge leadership development program that believes in transforming you and your pharmacy team to take your business to the next level. This isn't a traditional, run-of-the-mill "how-to" guide; it's a unique approach designed to empower pharmacy owners and/or leading staff members to achieve their full potential.

Through NCPA's CORE program, you will develop your skills in four essential domains that will redefine your business strategy: leadership, financials, operations, and marketing. For leadership, you'll learn how to understand what motivates you and your team members to cultivate a high-performance culture and gain actionable strategies that align your team with your long-term goals.

Our experts will get you back to the basics to provide you with a better understanding of your finances, key performance metrics, and effective purchasing strategies crucial for ensuring financial stability and success. Operations will be optimized as you learn how to streamline workflows, enhance inventory management, empower your employees, and implement long-term changes to fuel growth and efficiency. Finally, you'll gain the marketing know-how to define your pharmacy's unique brand identity, outshine your competitors, and effectively merchandise for success based on your specific audience.

And all of the CORE programming will be done within a limited small group of other pharmacy owners and key personnel going through the same program together – building on a sense of community to not only learn, but to implement practical changes in your business. CORE will allow you to immerse yourself in focused learning sessions and collaborative exchanges with industry trailblazers to achieve new feats that will help redefine your business.

WHAT CORE OFFERS

Here are a few of the key CORE components.

Unparalleled learning opportunities

CORE takes a deliberate and purposeful approach to developing your leadership skills, effectively managing your staff, and mastering the core elements of your business: finances, operations, and marketing. Gain the clarity and confidence needed to navigate the complexities of the ever-evolving pharmacy landscape effortlessly.

Transformation that makes a difference

CORE empowers you, your team, and your business to operate and flourish through our Change, Optimize, Revitalize, and Energize methodology. We believe that true growth happens when we take control of what we can change. CORE arms you with the tools to drive meaningful transformations within the fundamental areas of your business.

Guidance from the best in the field

At the heart of CORE is a team of subject matter experts who help you elevate your leadership skills and manage your finances, operations, and marketing more effectively. They won't just tell you what to do, they'll challenge you to implement small yet meaningful changes in your pharmacy. You'll even have the

opportunity to engage in one-on-one coaching sessions. By the end of the year, witness remarkable growth throughout your entire business.

A supportive community

CORE is more than just a program, it's a close-knit community of pharmacy owners and managers. Engage with fellow participants, take part in group discussions known as Peer Pods, and expand your community during in-person networking and learning sessions at the NCPA Annual Convention.

Are you ready to take the leap and become the exceptional leader your pharmacy needs in these challenging times? Don't miss the opportunity to unlock your full potential and drive your business to new heights with CORE. Sign up now at www.ncpa.org/core-program to embark on a transformative journey of success. Maximizing your leadership potential and the potential of your business starts here. Let CORE be the catalyst that propels you into a world of limitless possibilities.

Stay tuned for updates at the CORE website and in NCPA's daily e-newsletter, *qAM*. ■

Drew Register, PharmD, is NCPA director of student affairs and professional development.

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