

# The Sherman Chiropractor

Knowledge, Skills, and Attitudes	Demonstrated By
<p><b>Commitment to straight chiropractic</b></p>	<ul style="list-style-type: none"> <li>• Correcting vertebral subluxations</li> <li>• Effectively communicates the philosophy of straight chiropractic</li> </ul>
<p><b>World-class analysis and adjusting skills</b></p>	<ul style="list-style-type: none"> <li>• Mastery of the Sherman Package</li> <li>• World’s best at correcting vertebral subluxations</li> <li>• Specific, full spine approach</li> <li>• “Above down, inside out” approach</li> </ul>
<p><b>Chiropractic leadership</b></p>	<ul style="list-style-type: none"> <li>• Leadership in professional, political, and civic activities</li> <li>• Innovative contributor to chiropractic research and literature</li> <li>• Participation in the growth of chiropractic internationally</li> <li>• Excellent interpersonal communication skills</li> <li>• Mentors new doctors of chiropractic</li> </ul>
<p><b>Avid Sherman support</b></p>	<ul style="list-style-type: none"> <li>• Stays in touch with the college</li> <li>• Participates in college events</li> <li>• Building support for Sherman</li> <li>• Proudly refers prospective students of chiropractic</li> <li>• Annual financial contributions to Sherman</li> <li>• Life-long learning with Sherman College</li> <li>• Sherman advocacy in the home community</li> </ul>
<p><b>Success in business</b></p>	<ul style="list-style-type: none"> <li>• Advancing personal and professional objectives through a profitable business</li> <li>• Effective business planning skills</li> </ul>
<p><b>Personal and professional integrity</b></p>	<ul style="list-style-type: none"> <li>• Compassionate, professional, and ethical approach to people and their care</li> </ul>

# The Sherman Chiropractor

Knowledge, Skills, and Attitudes	Demonstrated By	Measured By
Commitment to straight chiropractic	<ul style="list-style-type: none"> <li>• Correcting vertebral subluxations</li> <li>• Effectively communicates the philosophy of straight chiropractic</li> </ul>	<ul style="list-style-type: none"> <li>• Self-report of a vertebral subluxation correction practice</li> <li>• Attendance at Sherman continuing education programs</li> </ul>
World-class analysis and adjusting skills	<ul style="list-style-type: none"> <li>• Mastery of the Sherman Package</li> <li>• World's best at correcting vertebral subluxations</li> <li>• Specific, full spine approach</li> <li>• "Above down, inside out" approach</li> </ul>	<ul style="list-style-type: none"> <li>• Self reports on surveys</li> <li>• Attendance at Sherman's Continuing Education Programs</li> <li>• Comparative research on vertebral subluxation correction</li> </ul>
Chiropractic leadership	<ul style="list-style-type: none"> <li>• Leadership in professional, political, and civic activities</li> <li>• Innovative contributor to chiropractic research and literature</li> <li>• Participation in the growth of chiropractic internationally</li> <li>• Excellent interpersonal communication skills</li> <li>• Mentors new doctors of chiropractic</li> </ul>	<ul style="list-style-type: none"> <li>• Percentage of graduates that hold a leadership position</li> <li>• Total number of leadership positions held by graduates (aggregate)</li> <li>• Annual number of articles written by Sherman graduates</li> <li>• Annual number of graduates who participate in research studies</li> <li>• Interpersonal communication skills assessment upon graduation, in continuing education programs and in self-report assessments</li> <li>• Achievements that benefit the profession</li> <li>• Offers to mentor and participate in externship program</li> </ul>
Avid Sherman support	<ul style="list-style-type: none"> <li>• Stays in touch with the college</li> <li>• Participates in college events</li> <li>• Building support for Sherman</li> <li>• Proudly refers prospective students of chiropractic</li> <li>• Annual financial contributions to Sherman</li> <li>• Life-long learning with Sherman College</li> <li>• Sherman advocacy in the home community</li> </ul>	<ul style="list-style-type: none"> <li>• Participation in the Sherman Ambassador program</li> <li>• Student and patient referrals made, referrals converted</li> <li>• Sherman College event attendance records</li> <li>• Contribution records</li> <li>• Number of communication contacts with Sherman</li> <li>• Recruitment of other graduates or citizens to become Sherman supporters</li> </ul>
Success in business	<ul style="list-style-type: none"> <li>• Advancing personal and professional objectives through a profitable business</li> <li>• Effective Business Planning Skills</li> </ul>	<ul style="list-style-type: none"> <li>• Self assessment of success in business at 3 years, 5 years and regular intervals there after</li> <li>• Measured by self assessment of business skills including: business structure, finance, marketing, selection and hire staff, managing patients, accounting</li> <li>• Percentage of graduates in practice within 3 years of graduation and those in practice 20 years and more</li> </ul>
Personal and professional integrity	<ul style="list-style-type: none"> <li>• Compassionate, professional, and ethical approach to people and their care</li> </ul>	<ul style="list-style-type: none"> <li>• Patient and peer reports of doctor's compassion, professionalism, and ethics</li> <li>• Clear record with monitoring agencies</li> </ul>