

## GAP ANALYSIS

WHAT WE WANT <i>OUR QUALITY WORLD</i>	“The Gap”	WHAT WE THINK WE HAVE <i>OUR PERCEIVED WORLD</i>

*The following are definitions and an example to aid in your Gap Analysis. Use the completed forms to compare notes and agree on a common Quality World picture, then use the Strategy and Goal Sheets to problem-solve differences and brainstorm solutions.*

**What We Want: Our Quality World**

Quality world pictures represent an ideal world—how we would like our life, or a particular situation, to be. We know what is in our quality world. If we didn’t know, we wouldn’t know when we don’t have it and would not be unhappy. List words or phrases that describe your “ideal world” for the situation or issue being addressed in this column.

**What We Think We Have: Our Perceived World**

All we know. What we perceive we have. What we perceive is currently happening. This is our own unique spin on the situation at hand. List the words or phrases that describe your perception of the current situation in this column.

**The Gap**

When we evaluate what we want (our Quality World) against what we believe we have (Our Perceived World), we are unhappy. The discomforts we experience as a result of the difference between the two worlds all occur in the Gap. Discomforts can be anything (including physiological and emotional problems, not just observable problems). List the words and phrases that describe these discomforts in this column.

***Example: Our Dental Day***

**What I Want**

patients show up  
patients pay  
run on time  
equipment works  
good teamwork

**The GAP**

headaches  
anger & frustration  
high blood pressure  
low productivity and profit  
staff turnover and lost patients

**What I Have**

cancellations  
unhappy patients  
stressed doctor  
behind schedule  
bad attitudes

---

COMPLIMENTARY SAMPLE from *Standard Operating Procedures for All Dentists*

All rights reserved. Please see book title page for copyright information and limited reproduction permission. A model operations manual for the dental office that comes complete on computer disk for easy customization. For more information contact: **Marsha Freeman & Associates** P.O. Box 68 ♦ Nipomo ♦ CA 93444 Phone (800) 253-2544 ♦ Fax (805) 929-0931 ♦ Email [marsha@fix.net](mailto:marsha@fix.net) ♦ Website [www.marshafreeman.com](http://www.marshafreeman.com)