

THE 7 KEYS TO BUILDING A SPECTACULARLY SUCCESSFUL DENTAL PRACTICE

Outstanding Leadership

1

Your leadership contributes directly to your team's performance. Be curious and learn how to manage your team to get the very best results from them. Encourage and educate them. Develop trust and respect in every one of these relationships. Be a strong, ethical leader; your team needs strong guidance and clear expectations. Develop your 'self-awareness' levels: understand what makes you 'tick' and that will help you lead others by discovering what makes them 'tick'!

Sound financial decisions

2

Understand how cash-flow impacts upon the business and structure financial decisions around it. The finances of your business are one area that simply do not allow you to get away with anything. The cash is either there to pay expenses...or it's gone. Be keenly aware of all monies coming in and going out of your account, and the timing these transactions occur. You need to be consistently planning ahead with your finances to keep on top of things. Learn how to read your financial statements and assess them monthly: do not put this in to the 'too hard' basket. This will help you in your financial management and planning.

Build a great team

3

The people you hire will arrive with a set of their own skills and qualities. Ensuring these skills and personal qualities are a very good fit with you and your business expectations is essential to achieving the key goal of putting together a truly dynamic team, a team that you would happily describe as being 'great'. You will delight in the practice of dentistry when you are surrounded by a team that is full of passionate, enthusiastic, responsible and consistent achievers. This type of team will be your saviour. Avoid the big mistake of thinking that less-qualified team members than you are somehow less intelligent or less worthy.

Set clear short term, and aspirational long term goals

4

The importance of goal setting is acknowledged by almost all. You must identify your destination before you can arrive anywhere. We urge you to start with the heady, aspirational goals of spectacular success, and then break this down to achievable, short-term goals. Establishing, achieving and celebrating these short goals needs to become part of your team's systems and processes.

Continue learning

5

To grow and evolve in life, we must commit ourselves to continual learning. We can only master our current skills and develop new ones through this commitment to learning. So move through your work in a constant state of curiosity. Is there a better way to manage a given situation? What don't you know, and where do you find that knowledge? Develop a love of reading, discovering and evolving.

Growth through referrals

6

In business if you stand still, you are going backwards. Ensure your long-term success and growth by encouraging and educating your clients to refer new business to you. The referral method of growth costs nothing and commits your team to providing superb customer service. Structuring your business around referrals is the smartest marketing decision you will ever make.

Consistency

7

During our work with many business owners and leaders, one element has revealed itself to be very damaging to interpersonal work relationships: inconsistency. A leader whose behaviour fluctuates from positive to negative or whose expectations change depending upon his or her mood puts team members in a no-win situation. The team members' responses vary from personal upset to complete apathy. This is no way to foster effective working relationships, it is a poor way to achieve even basic results within the business and it is counter-productive to achieving spectacular success via the support of a great team.

Employees even prefer consistent negative behaviour to erratic guidance from their leaders. Consistency builds trust and clear expectations. Don't only be positive when everything is running smoothly and you are in a happy mood. Challenge yourself to be positive ALL the time, if that is how you want to behave. This is why your self-awareness is so important: it enables you to decide HOW you want to be consistent.