

## **Change is Coming to You in 2009**

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Change is coming in 2009. I do believe we can continue to move forward in our lives and business in 2009. We need to be open to doing it different, trying new tactics, investing in ourselves and our business, to include staff. Setting your goals early on will give you momentum and direction. Take time out this week to write down at least three definite goals that you would like to accomplish before June 2009. What steps do you need to take to move towards that goal? Are you willing to do whatever it takes to accomplish that goal? And lastly, when would you be willing to start moving towards that goal?

How can you increase your revenue in 2009? One way is by maximizing your team's talents. The oldest success advice going says Zig Ziglar is to, "Find a need and fill it". He recommends not just finding the need, but finding the needs and filling them better. He's got that right. Each member is important from the cleaning crew to the Doctor. Everyone needs to be of the mindset to find the needs of their patient, the consumer. This could be an internal or external need but filling it is crucial to increasing your numbers in 2009. Each team member must have an attitude of responsibility for the services rendered. As if it was *their* business. This will enhance the practice's competitive edge, increase revenue and provide the illusive job security team members seek. Training or coaching may be required to get them up to speed.

At a staff meeting ask team members to think about solutions to problems they see. Tell them to write the problem down with their solution and give it to you privately. You never know when a team member's solution will save you thousands of dollars and years of stress. If a staff member's solution is farfetched or silly never belittle their solution. Thank them and encourage them to keep them coming. Validate the problem they saw and brainstorm with them to find a solution that would work. Discussing it as a group may cause the original team member who came to you not to engage in problem solving again. It could be embarrassing for them.

Ask your staff what ideas do they have to provide affordable extraordinary service? One idea I have is when a patient is coming for a procedure ask them what type of music they would like to listen to while in the chair and make sure you provide it. Some offices have the advantage of the internet in the operatories and can go to [skyradio.com](http://skyradio.com) or [luckysevenradio.com](http://luckysevenradio.com) for multiple music genres. Another idea is to have your staff ask the patient if there is anything they can do to make their visit more pleasurable. For example: a blanket, bottle of water, neck pillow, lower back pillow etc...Also, when a patient tells a staff member they referred Mrs. Smith request that staff members get that information to you at that patient's next visit. Instruct them to write it on the schedule and tell you to that day so you can thank that patient personally.

People have many hidden talents and gifts. At a staff meeting encourage your team members to think about if they were not in dentistry what else would they be doing. You may be surprised at their answers. Their answers will give you clues as to their hidden talents. How can those talents be used in your practice? For example: one staff member may have always wanted to be a

teacher. This person likes to educate. How can this talent be used in a practice? One suggestion I have is as the treatment coordinator. Putting together treatment action plans, educating the patient in breaking down the treatment into manageable phases and on the financial options in the office. This person would also tap into educating the patient on your techniques for anxiety management if fear of dentistry discussions came up. What else could a person who has a passion for educating do? You could be sitting on a gold mine of undiscovered talent. Discovering the hidden talents in your practice will again, give you the competitive edge, increase revenue and provide the illusive job security team members seek. Not to mention the increase in job satisfaction. Let's recap:

- Find a need and fill it better for your patients.
- Get the training needed for attitude readiness that creates success.
- Get team members involved in identifying problems and finding solutions.
- Find the hidden talents and gifts in your staff. You may be sitting on a gold mine.

Change is coming in 2009; change is already here as it is happening all around me. I am excited about my future and yours.

Suzanne Robinson is a practice solutionist and certified life coach. She has been moving practices forward for over 25 years with her customized solutions. Her affordable four solution based calls for only \$400.00 is filling the need for the financially strapped practice and those practices are moving forward and getting out of overwhelm. Read some testimonials from her web site at: [www.practicewithhonor.com](http://www.practicewithhonor.com).