



# Practice Focus

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## Series 4 Elite Practice Evolution

### Session 9 Understanding Patient Mindset and Creating Influence for Positive Outcomes

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Welcome, friends. It's great to be back with you. I'm really proud of the efforts you're putting forth and the insights you're gaining through your Practice Focuses. Last month could be the most important personal awareness and reflection exercise I've ever created, and you really made it count. I've always said that you ultimately know you ultimately. You know, when you take a moment to consider and look deeply at the reality of what you're doing and dealing with, you know what's holding you back from your next big breakthrough in success, and most importantly, what's holding you back from consistency.

That's really what this is all about. You know what to do. You are an expert, a consummate professional, and master. It's just a matter of being able to execute at a high level, all the time, with every patient, with, through, during, and all around, in all the variables that you face and contend with, every single day. Success, in spite of everything going on, not because everything is perfect and easy. That's always the truth. That's the truth. Now, assuming you really threw yourself into last month's activity, you should have broken through barriers, whether it's system, protocol, team communication process, or, and really especially mindset, time management, focus, and ultimately, finding leverage to work smarter.

If you have any unfinished business from last month, please finish it right now. Most importantly, I want you to go back through last month and check in with your personal commitments and the things that you overcame and made decisions to remove, improve, do differently, or whatever, and make sure you have stuck with it. Then, we're going to turn our attention towards the greatest variable and most important component and part of them all in your success (aside for you, of course). That is, drum roll, you know, who we're talking about here. Of course, the patients! The patients are the number one variable in the whole deal. You have the greatest experience of all the skills and know-hows, and yet we have this other person, a part of the process, thank goodness that we do. But, nonetheless, it is the greatest variable to your success.

To begin with, because I want to make sure you have plenty of time to talk and discuss, allow me to just hit you with the big, broad picture and the scope of the whole question. On the flip-side of the coin from last month, it's really, really simple. We're literally going to do the opposite. I'm calling this Practice Focus, "Understanding Patient Mindset and Creating Influence for Positive Outcomes." Thereby, the question is this: what are all the ways that your patients get in their own way, and in your way of helping them and doing what is in their very best interest?

Okay? What are all the ways that your patients get in their own way and in your way of helping them and of doing what is in their very best interests? Ready? Set!?

Now, before we dive in, listen carefully. I want you to do this now, and there are no wrong answers. Please, conjure everything you can come up with related to anything a patient says, or does, anything that a patient doesn't say or doesn't do that goes against the game plan and vision and experience that you have planned for them. Whether, new or existing, general or specialty, I want you to peel back your patients' brains and see what they're thinking and dig down into their feelings from every team member's perspective. Phone, exams, procedures, hygiene, doctor, insurance, money. From every perspective. You get the idea, okay. You follow me so far? Then you're going to categorize these so that we can have an organized path and a plan of attack to overcome them.

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Here's the trick. Ideally, before they even come up, I always say the best way to solve a problem or an objection is to prevent it from ever happening, not reactively trying to fix it. Instead, removing it. Let's do that. Let's do that together. Finally, I want to leave you with this. Maybe the most important thing I can ever say to you about your patients and really any person in your life, including by the way, yourself (but that's a super-advanced discussion, we should have at some point in the future, I suppose we will, all by itself). It is this. The secret to life. Empathy leads to influence. Empathy leads to influence. The more empathy you have and the more you understand someone, the more you can influence the way they think, feel, and decide.

To take any step, even further, even deeper down, the more they know and feel and understand that you do have empathy for them, the more they will trust and listen and follow you and your guidance and advice and direction.

It's time to make the list of all the ways patients get in yours and their own way of you helping them. Think about this from their perspective. What preconceived ideas do they have? How have previous experiences affected them? What common prejudgments and misconceptions are in their way of clear and smart decisions? How does their short-term versus longterm focus change the way they view and value what you do? What might be distractions that create a lack of focus for why they are there and ultimately the goals and outcomes that they and you want?

And of course, how does their holding money over health, in terms of value, impact what you are trying to accomplish with them? There is also a big one about their deserve-level, that gets in their way. Very big. Their whole deserve-level of giving themselves permission to want what you're saying they should have, and everything else you can possibly come up with that they avoid, delay or deny, you or themselves from doing, what you need to do in order to do the best job for them, in order to help them.

You understand. You get the point. This is all you have to do this month. That's it. Feel free to let the conversation go where it leads and do also help each other and work on various solutions as you see fit.

Then, next month, we're going to go to work on the most powerful concept that will single-handedly help you to overcome, and hopefully remove, all of these things from your patients' minds and get them out of their own, and yours, your way of success. That, of course, is truth-telling. Truth-telling. Fun stuff, and we're going to role-play that out next month.

You've got a lot to do here, check up on and talk about. What I wanted to say a few minutes ago: ready, set, and go! It's time to get to it. Your Practice Focus for this month is now underway.