



# Practice Focus

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## Series 6 The Championship Playbook

### Session 3 Identifying and Overcoming the Limiting Beliefs Holding You Back (Part 1)

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All right friends, well, what do you think? Maegen crushed it, didn't she? Well, she always does. I will tell you, we are so lucky to have her. You, but certainly me too. Okay? Me too. She's an amazing asset in helping you better your best and that's why we are including her right here, in our Elite Practice Focus Series. So this theme, okay, is to me the reason why we do this. I told you on day number one, "Champions don't wait to lose to get better. They keep bettering their best." And that's what the Elite Practice Focus Series is all about.

Now, I want to give you a big giant shout-out for the work and feedback from your past Practice Focus with me. I was amazed to hear about the culture and philosophy discussions, the sharing of clinical objectives, and everyone coming together on your principles for diagnosing and just really your definition of being an elite team. There's no doubt in my mind you're reaching new levels of consistency, performance, success in every way and you're having a lot of fun doing it. So today we're going to keep this theme alive and we're going to play it really one game, but kind of two games inside of one game, that directly tie to each other. Because we are sticking with the main point being bettering your best, you're going to set the tone, the bar, the expectations, and then you're going to raise them up and break through whatever is holding you back from that.

Now, you began with some powerful priorities to kick off your first session of the Elite Practice Focus Series and now I'm going to challenge you like never before. In order for you to discover your potential, you have to expand your vision of what's possible and to do what you have to, to be willing to question, to create, to see things differently and above all else grow your beliefs about what you're capable of achieving.

I have to tell you that in life in general, in my work with what I do for you and for all people and what I've always done; me, this is my passion. This is where it's all at. This is what it boils back down to. And that's why I've titled this theme "Identifying and Overcoming the Limiting Beliefs Holding You Back." That's right. Today, we're going to question our current existing status quo, question what we believe to be true. And we're going to see what we can do to expand it, okay, to open our minds, our eyes, our abilities to something more and greater.

Now, what everyone does in life in general is they get stuck, and when they do, they think one of two things. They think, "We can't because..." The famous words, "We can't because..." Okay? Something is in our way that we can't get around. Thus, it's holding us back. In other words, it's just not possible because of X, Y, Z. Now, I call that as outside blame. That is blaming outside. That is letting circumstances define the parameters of your success. These, my friends, are limiting beliefs. The other thing people think is you simply don't believe you're capable, you're able to achieve the next level of success because you can't get the job done. And then we insert and validate that belief with many excuses.

Now, you wouldn't say it this way probably, but that is what it is. It's one of these two things. These are in fact limiting beliefs. It always, always, always comes back to belief. So this is where our work begins and this is how we're going to play the game. This is going to take you...all the time you have. It's going to consume way more time than you've got if you do it right. So most likely, okay, the magic is going to come from the discussion and the brainstorming. And as always, you have to remember your commitments...all the way back, decisions and actions to priorities and commitments and then as quickly as possible, own, execute, implement, and get it into motion.

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You are free to expand this deal on the topics that I'm going to give you, but we can start with an open-ended question. And then I'll give you a little bit more specific direction tied to the most valuable leverage points of your practice.

Now, here's to get you started. As a team, do a brainstorming session on this question: what limiting beliefs do you operate under within your practice, right now, today? if you had to say what holds you back and your thoughts about what is and isn't possible, what you can or can't do, what your patients will or won't do, or what you can or can't charge? Da-da-da, you get the idea.

There's no wrong answers. And if they are in one team member's mind, then they are in all of your minds because one thought affects the patient experience, the culture and communication, and most of all, the confidence overall. Please do not hold back, do not be shy or embarrassed. Be honest. This is how great teams get better. What limiting beliefs do you have with your practice today based on your actions and systems and overall structure, and how and why you do what you do and the way that you do it?

Now, that could take the entire time right there, that conversation all by itself. What I would like you to do is make sure that you take it to the next level of depth, and I want you to answer this specifically, which might also be part of the same answers that you just dealt with. What limiting beliefs about time, about your schedule, about your productivity, about the overall financial goals, both daily and then also monthly, do you have? Okay? And why?

Now, those are all incredibly powerful things. After you've been through both of these and you've exhausted them, you can just do a quick run through your list and make sure you aren't missing any of these other areas or topics. And then you could ask yourself what limiting beliefs do you have about each of them? So listen carefully. Understand some of these you will have already handled.

Limiting beliefs tied to how you handle phone calls, how you schedule appointments. Limiting beliefs around how you screen patients, could be deposits on the phone, could be credit cards, could be pre-material, could be ABCs, limiting beliefs about what you do to prepare patients and educate patients to be better patients. Limiting beliefs. My favorite: limiting beliefs about comprehensive diagnosing and treatment planning. We touched on that a little bit last time. What limiting beliefs do you have? Not enough time, patient not interested, can't figure out technology, it's all bullshit. Okay? Limiting beliefs standing in your way, excuses of doing a better job.

This is about bettering your best, comprehensive diagnosing and treatment planning. Okay? Limiting beliefs about what you can accomplish in a single visit, predominantly hygiene visits or recurring visits, therapy visits, follow-up visits, but any type of visit. Any type of visit, limiting beliefs around what you can accomplish in a single visit.

Limiting beliefs around complete presentation of the total pathway to health. You understand what I mean there: all the treatment all the time. Limiting beliefs based on how you phase or break down or lay out a pathway to health for a patient. Limiting beliefs about overcoming insurance, just insurance protocols in general, examples of pre-authorization or estimated benefits or predetermination letters, all this kind of nonsense.

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What limiting beliefs do you have about prepayment, about creating and having more valuable days, about greater control over your schedule, about asking for referrals or other patient requests? Obviously about building bigger cases, where are we holding ourselves back with this? Okay? But that's a lot of stuff and I really want you to focus mostly on your list, not my list. But I want you to make sure you execute through everything that I just shared, because that really, you never know how many conversations or brainstorming or ideas you have to have until you find the one that's really actually holding you back. And maybe next time I'm with you, we'll talk about which are the priorities in terms of the leverage points. Where do you start if you've got a long list? Okay? What is that rising tide, that first domino? Okay?

So now, to finish this up, if you have any time for anything else, we're going to go directly into the next aspect. But before you move forward here, make sure you've built a master list of the things to address and set priorities as to what are your top one, two, three areas you're all going to focus on with great intention. And work very deliberately to expand your beliefs and ensure your actions follow these new unlimited beliefs about each of the key areas. Remember, once you identify a limiting belief, you're then going to expand your mind and make it an unlimited belief and create the action to overcome it, the priorities and commitments to see it through and to make the change. It is very important to me, and to you and Maegen and I, to see your direct outcomes and results from this Practice Focus. We want your exact and organized list of takeaways and breakthroughs.

Now, to finish this up and make it complete, your final part of the game is very simple. I want you to go back through every one of your limiting beliefs, the topics that I listed out, and I want you to ask yourself, "Where are we playing defense and/or being reactive? And how can we play more and better offense and/or be more proactive?" It's very simple with every limiting belief. Mostly these answers will be the answers you gave to breaking through your limiting beliefs in the first place. They will expand your vision of what's possible. But now you'll be able to really identify the specific actions you can take to get ahead of each aspect and to focus more on creation and offense proactively, being in control of these things that often get in your way and you let and allow to hold you back.

Do you get it? It comes down to limiting beliefs lead to defense; unlimited beliefs lead to offense. Limiting beliefs lead to fear-based thinking, okay, lack and scarcity. Unlimited beliefs lead to opportunity and possibility-based, abundant, positions of power and strength and courage thinking. You get it?

The bottom line is you can do anything you want. You are in control of your actions and how you play. And therefore you are in control of outcomes and how successful you're able to be with and for your patients, and also with your goals and for yourselves and your practice.

Hey, that's a wrap for this Practice Focus. Have a blast with it. Get down to business fast because there's so much here, all tied back to better your best by being aware of what's holding you back, beginning first and always with your beliefs and expanding, growing, changing those, removing limits in you first and then all around you second. I am proud of you and I can't wait to hear, see, feel, and by the way, count up your results and progress. Maegen will be back again next month and I know we can't wait. Thanks everybody, and make it happen.