

Team Activity

Team Activity

Series 6
The Championship Playbook

Session 4
Identifying and Overcoming the Limiting Beliefs Holding You Back (Part 2)

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1. Make a copy of this worksheet for each team member to use.
2. Complete the Team Activity.
3. Fax or email one "Master Worksheet" containing your team's collective efforts.

Send Us Your Master Worksheet

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Team Activity

Step 1
Tell a Better Story

In this step you'll be exploring your thought patterns, inner dialogue and any fears that may be preventing you from identifying limiting beliefs holding you back from being your best.

Individually, consider if there are any underlying fears preventing your personal progress.

The two most common fears are:

1. Accountability
2. Criticism

Accountability
Do you feel resistant to acknowledge opportunities to improve, because once identified, it would require effort and change?

Yes or no? _____

Criticism
Do you feel resistant to acknowledge opportunities to improve, because once identified, it would feel uncomfortable, negative, or like a failure to openly suggest you could be doing even better than you already are?

Yes or no? _____

Do you sense any other thoughts or feelings are limiting your perspective and performance?

_____

_____

_____

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Remember

It's vital to pinpoint the stories we're telling ourselves and the feelings we're experiencing so we know precisely what we're rewriting and rewiring moving forward.

It's time to change your language – which will change your feelings – and start telling better stories for your, your teammates' and your patients' benefit.

Individually, use the following prompts to transform a limiting belief into a limitless belief.

Verbatim, a story I catch myself telling about myself, my teammates or my patients that I'd like to change is:

_____

_____

_____

Now turn that old, tired, unhelpful, limited story into positive, past tense.

Example:

- Before: "Our patients are very insurance-driven."
- After: "Our patients used to be insurance-driven until we helped them understand the benefits of investing in their health as soon as possible."

The past tense version of my story is:

_____

_____

_____

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Craft a positive, present tense version of the story.

Example:

- "I invest in our patients' healthy futures by educating them on what insurance's role is on their pathway to health and what the immense benefits are of expanding their visions to optimal health."

The positive, present tense version of my story is:

_____

_____

_____

Create a short, easy-to-remember mantra that reflects the heartbeat of your new story.

Example:

- "Our patients love the idea of optimal health."

My new mantra is:

_____

_____

Once everyone has finished responding to these prompts, come back together as a team to share what you wrote with one another and celebrate your new and improved stories!

Tip

Find fun ways to integrate your mantras into daily life at the practice: make a habit of saying it at a certain time, form a partnership with a teammate where you repeat your mantras to each other once a day, or even share them to start or end each team huddle for the next month.

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Step 2
Shifting From Objections to Opportunities

It's time to explore transforming objections into opportunities and perceived noes into invitations.

In an open forum format where everyone is encouraged to speak, discuss the following prompts as a team and respond to them together.

Facilitator
One team member volunteer to help guide discussion and keep it flowing.

Writer
One team member volunteer to summarize your team's discussion on your Master Worksheet.

First, reframe your own story.
What if perceived noes from patients were no longer objections, but rather, invitations for you to be their advocate?

What if patients are inviting you to:

- Prove it.
- Make a case.
- Tell them why it's worth it.
- Show them a better way to think about their health.

Looking through the lens of invitation and opportunity, begin brainstorming the belief systems you want your patients to hold.

Tip
Be as specific as you can with how you want patients to think and feel about everything from scheduling, prepayment, insurance, complete diagnosis, state of ideal...anything and everything that's important to you and your patients' overall health and experience.

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What belief systems do your perfect patients hold?

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Now that you've identified your perfect patient belief systems, write the language – the stories – you're going to use to encourage them.

What language can we use – what story can we tell – over the phone to invest into and encourage our perfect patient beliefs?

What language can we use – what story can we tell – in our treatment presentations to invest into and encourage our perfect patient beliefs?

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What language can we use – what story can we tell – in our triangles of trust to invest into and encourage our perfect patient beliefs?

As a team, practice using your enhanced language by role-playing each patient scenario where your new stories can be used.

Facilitator

Help guide this portion of the activity and make sure everyone's involved and every story's played out.

Writer

Document any takeaways from role-playing.

As a team, did you learn anything from role-playing and integrating your new stories into your practice language?

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Step 3
Accountability

Your old, practiced patterns require intention, attention and repetition to be fully replaced.

Together as a team, decide how you're going to integrate accountability into the next month.

Everyone find an accountability partner in the practice.
Decide when and at what interval you're going to check in with each other to review how you're doing at integrating the stories you wrote in Step 2 of this activity.

Note
To be effective, this needs to happen at least once a week over the course of the month.

Who's partnering with who and when will your check-ins be?

As a group, decide when you'll have team-wide check-ins during the month.

Note
To be effective, this needs to happen at least twice over the course of the month.

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Step 4
Master Guide

This is a review and your master guide of key areas where most practices can improve their stories and beliefs.

Keep multiple copies of this step of the activity handy throughout the office so everyone has easy access to it as a reference.

Tip
Review this during check-ins with your accountability partner, check-ins with your team, huddles, team meetings, even by yourself to reinforce up-leveled stories and limitless, perfect patient belief systems.

Phone Calls

Limiting beliefs:

- "Patients won't schedule in the late morning or afternoon."
- "Patients only want early morning appointments."
- "Patients don't want the whole new patient experience."
- "Patients only want the cleaning."
- "Patients only want to go somewhere that's in network."

Note
Old patterns of saying "patients only," "patients won't" or "patients always" are telltale signs of limiting beliefs.

Limitless beliefs:

- "Our new patients just don't know how things work here yet."
- "They don't know how special our practice is yet."
- "I get to share and help influence people to see that this is the perfect place for them."

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Deposits and Prepayments

Limiting beliefs:

- "Patients won't pay before treatment."

Note
Patients will take the path of the least resistance, so you're not setting yourself up for success by offering, "Do you want to prepay now or at the day of your visit?" Or asking, "Do you want to pay in full for the discount or just for the next visit?"

Limitless beliefs:

- "We have an amazing way to make this even more affordable."
- "Let me show you how you can save 'x amount' on your investment."
- "Patient, we're all set for your next visit. To finalize your appointment, we're going to collect 'x amount.' Would you like to use cash or credit today?"

Note
Most often it's just that prepayment is new for patients, not that they don't or won't prepay. Many will even appreciate you holding that pose.

How to transition established patients to a prepayment system:

- "Yes, this is new. No, you didn't do anything different or wrong. We're just shifting to this as it makes things a lot easier for us and our patients on the day of the visit."

Remember
We prepay for things all the time and it's a normal expectation. It can be at your practice, too!

Setting Health Expectations

Limiting beliefs:

- "Patients won't accept treatment until things really hurt."

- "Patients are going to say, 'Now's not a good time.'"
- "Patients are going to say, 'It's too expensive.'"

Remember
What you assume is an objection can just as easily be an invitation for education and wonderful conversation.

Limitless beliefs:

- "Patients don't know yet that doing the treatment now will save them time."
- "Patients don't know yet that doing the treatment now will save them money."
- "Patients don't know yet that doing the treatment now will save them stress."
- "Patients don't know yet that doing the treatment now will save them pain."
- "Patients are receptive to learning the value of doing treatment now and will be grateful."

Breaking Down Treatment Plans

Limiting beliefs:

- "Patients will be overwhelmed if we show them a comprehensive treatment plan."

Limitless beliefs:

- "Every patient deserves to know the whole truth, all the time."
- "It's not up to me to prejudge our patients and what they can handle or afford."

Note
If you sense the treatment presentation might be jarring for your patient in the moment, you can completely change the energy by offering an introduction to set the tone:

"Hey patient, before we begin, I want to let you know that I'm going to show you everything – the whole truth of what's going on in your mouth – because that's what I would want. I would want to know everything upfront so I could make the best, most-informed decision about my health. If it sounds like a lot at first, don't worry: I'm going to be your guide and make things crystal clear as we explore it all together."

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Insurance

Limiting beliefs:

- "Patients will only do what insurance covers."

Limitless beliefs:

- "Patients just need to learn that insurance is a coupon."
- "Patients just need to learn that no one can count on insurance to get back to health."
- "Patients just need to learn that insurance is helpful for 'maintenance mode' and that it's our job to get them there as quickly and painlessly as possible so they can start enjoying their benefits to the fullest."
- "It's not that patients will only do what insurance covers, they just don't know the value yet and how going beyond insurance right now will save them money and pain long-term."

Patients' Maybes

Limiting beliefs:

- "I want to think about it."
- "Maybe I'll do it next time."
- "Maybe after this summer."
- "I'll call you back when I'm ready."
- "The patient said 'maybe,' so the ball's in their court; there's nothing more we can do."

Limitless beliefs:

- "Our patient is stuck in a 'maybe' and can use our support."
- "Our patient who's thinking about treatment could really benefit from accountability."
- "Our patient could use a next step to break through their 'maybe,' so let's follow-up."

Note

You're like your patients' personal trainer, so take control of setting when their next session is: "Would it be ok if I called you Monday? How's 9am or 1pm? Which do you prefer?"