



Practice Focus

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Series 6 The Championship Playbook

Session 5 Setting Yourself up for Success Principles and Eliminating Self-Sabotage (Part 1)

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1. Listen to the audio recording.
 2. Follow along with this transcript.
 3. Use the transcript to help complete your Team Activity: **key points are highlighted.**
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Practice Focus

Welcome, welcome, welcome, my friends, to this month's power-packed, truth-telling, breakthrough-creating catalyst for your personal growth and your practice success. I'm calling this baby "Setting Yourself up for Success Principles and Eliminating Self-Sabotage." You better believe it!

At this point in your path to peak performance, we would say you're already there, but now we've got to go even higher. It's all about you reaching deep down inside of yourselves, challenging what you believe to be your limit of capability, your standards of excellence, your current threshold of potential and blowing past it, baby. I'm going to run as hard as I can with Maegen's momentum that she has provided you and move on to our next couple of Practice Focuses and as specific, actionable strategies as possible for you. Very different, it's very different this month.

No matter where you are at in your current practice level or even your own personal mindset level, at this point you will find incredible leverage in this Practice Focus to continue working smarter, not harder. We all know the definition of insanity. And with that, we also believe in constant and never-ending improvement, and always being our own challenge and change so we aren't at the mercy of any circumstances around us. That is why I say, "The best way to solve a problem is to prevent it in the first place."

So a couple months ago, we talked about where you were getting in your own way with patients and what you're guilty of, diminishing the value in general in the patients' minds, or more so with the diagnosis overall, where you might be falling into a little pandering to the patient or apologizing for the treatment, these kind of things. And I asked you to dive deep into committing to increasing and focusing on your consistency of your own already-established success principles. Some people call it back to basics, fundamentals, it doesn't really matter what you call it. It's all about doing a better job with what already got you there, your consistency of success principles, not packing on more stuff, not finding new shit worry about. This is about execution.

Today we're going to go right to the heart of the matter and focus on the most important principles at the very foundation of your success, because once you've maximized your potential, it's now, now, listen to the word — now — all about how you can get to be more valuable to yourself by multiplying your impact and increasing your return on time, effort and patients: bottom line. **Your work together today will be less of me guiding you and controlling your discussion and more so a brainstorming mastermind within your own team, with the theme of helping each other, helping each other.**

To kick it off, we're going to begin with some self-reflecting questions. Write these answers down and be prepared to share them. The first one is so simple: where do you get in your own way? From your perspective in your role, your responsibility, your position, your most amazing contributory dedication to your team and in your ownership over what you do in the practice, where do you get in your own way? Plain and simple. It's not a new question. It's a reoccurring theme because we're all human and we all do it: mindset, confidence, frustration, trying to do too much at once, getting distracted, leaving things incomplete, passing the buck or placing the blame or minding your own business too much or not enough. It could be time management and it often is always some limiting belief about what's possible, what you're capable of, or stressing yourself out by focusing on being in the wrong place or the wrong direction. Okay? You get the idea.

Practice Focus

I would call this your Achilles' heel. We've all got one, two of them. I want you to identify yours specifically and talk about how, quickly with your team, and allow your team to simply answer the question. How can they help you? Do you understand? How can they help you? That's the point of this. Your goal is to come up with one or two things to try to change, to be aware of, to get help on, to remove from your plate. Okay? That's what you're going to do.

When everybody has shared, now, listen, if you've got lots of people, you've got to divide up into pods. I wouldn't necessarily encourage one way or the other: departmentally or cross-section of the practice. There would be value in both, you're not going to have time for both. So we can swap, do one now and then do a different later. Okay? So remember, if you've got certain number, I would say more than eight, maybe 10 at the max, I would say probably at seven or eight, divide up into pods and then share back together. Certainly if you're over, if you're in the double digits, you've got to do it that way.

Secondly, we're going to flip it 180 degrees. Going around the room this time, I want you to ask the question yourself, "How can I help you, team?" How can I help you, team, as a general, open discussion, and we'll see if anyone has any ideas. So first you're going to receive help and second, you're going to give help. And you're going to find out how we can bring these two things together to help each other get better.

Now look, the whole point of this exercise is to build more empathy, to be more collaborative, to increase your teamwork, to keep communication and feelings transparent and to do my favorite things: to be helpful but also help-able, help-able. Finding that balance is the synergy of the greatest teams and it is that thing that takes you all to the next level. Where everyone, there are no weak links, and everyone works to their strengths and becomes a rising tide for the greater good of all.

Okay. Come up with takeaways from all of this and make sure, doctors you better fully participate, as one of the team in this. Now we are ready to break through and I have again two very broad questions for you to work on today. And I want as much sharing as possible back to us, to Maegen and I, to your DST family so that we can read and review and support your actions and ideas. Okay?

Your first big group question you're going to mastermind or brainstorm on: how can we help more patients get healthy? How can we help more patients get healthy? Bam, there you go. Ha! The point and purpose to the whole damn thing. Now, talk about an open-ended, broad and vague and big, giant ocean of a question. You know, from everyone's perspective, we get the truth. And when we piece everyone together, when we patchwork quilt this baby and we link, as Kevin says, "the connected patient experience, the full-circle team communication," you will find 360 degrees view of success, of ideas, of ways to answer the question: how can we help more patients get healthy?

Don't get caught up in the quantity, the more. Okay? I could say more health for each patient, same question. It's all a matter of perspective. My hope is you go into the flow of the schedule, the bundling of treatment, the immediate follow-up, the effective use of the photographs. I hope you double-down on not letting patients off the hook and giving up on them, of further anchoring the clinical yes, but building greater visions for your patients, working in unison as a team to drive it forward. Okay?

Practice Focus

I know Maegen will be bringing you some super-specific strategies to implement and use to take your patient experience to the next level, but you go first. You go first, and all together all answers are the right answers. From there you're brainstorming what you can do to do a better job with getting more patients to meaningful yeses, to follow-through faster and to achieve more complete health. It might be procedures and education or money in presentation and it's probably all the above.

You'll want to time these questions to keep everyone focused and have enough time to move through it all. Most importantly, do not go on until you've arrived at some very clearly identified and committed team priorities, and decide who, what, why, when, where, and how it will all be put into motion and play and make it happen. You've got to prioritize, got to have a hierarchy, got to go with the first and fast and the greatest value. Okay?

The next group question is more of an action step and a decision. I'm going to set it up with three related, layered questions that would domino on each other.

1. Are your goals too small?
2. What would bigger goals look like?
3. How would you achieve these bigger goals?

It's time, my friends. Hour-by-hour, day-by-day, month-by-month, patient-by-patient, hey, procedure-by-procedure, raise your expectation of your goals and simply go for it and make it happen. I know you will.

Okay. This is what I want: established, higher-level, bigger goals for everyone in that room and all together again as one unified team. And yes, we're talking dollar-for-dollar. And we're going to work on, in the months ahead, breaking collections further apart from production, for even schedule. We're going to work on the leverage factors that drive you forward, that run up the score, that deliver more help to patients but also more dollars in the bank, and by way of that, more opportunity for every one of you.

Okay. To round out today, I want you to ask yourselves anything that would keep you from achieving these, anything that would get in your way, any obstacles you feel you need to overcome. Make a list and then decide as a team on how exactly you will do precisely that. And then divide and conquer, run like hell, through, through not to, not up to, not in eye-shot of, through, past the finish line.

There you go! This may be the most intense Practice Focus ever, because at this point in our relationship, you've earned the right to be pushed, challenged, to have your expectations raised. Mine are of you. Yours must be of you too. No different than yours and mine are for your patients, because you are capable of it, and you and your patients deserve this. You'll never hit a goal you do not have. You'll never achieve beyond the standard of success you find acceptable and tolerable. This is your time, make it count, and get to work bettering your best in every way. I believe in you. And as we all know, the only limits we really have are those we put on ourselves. So don't. It's go time, baby. Maegen will be with you next month. I'm going to say bye for now. I can't wait to see what you do with this. Thank you. And I want to tell you something: know you are the best and you're only getting better. So live into it with all you've got.