



# Team Activity

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## Series 8 The Four Pillars

### Session 10 Transforming the End of the Year Into a New Beginning by Leveraging the Four Pillars (Part 1)

**Listen Online**  
[dst.media/focus91](http://dst.media/focus91)

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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.
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## Send Us Your Master Worksheet

**Fax**  
**615-807-3301**

**Email**  
**[Champions@DentalSuccessToday.net](mailto:Champions@DentalSuccessToday.net)**

# Team Activity

## Step 1 Using Deadlines to Our Advantage

As the year begins to wind down and the holiday season begins to ramp up, it's time to review how the natural, built-in deadline of the turning of the calendar can be used to everyone's advantage.

Let's make a conscious effort to reframe the way we think and speak about the end of the year to transform delay into action.

**We will commit to change our paradigm, and practice this truth:**

The end of the year should—and will—bring our GREATEST case acceptance.

**We will commit to emphasize getting healthy by up-leveling our language:**

- *“Get healthy in time for the holidays...”*
- *“Get healthy heading into the new year...”*
- *“Get healthy by taking the first step of a New Year's resolution right now...”*

### Remember

No matter how much we create, it only matters what we get a clinical yes for. And no matter how many yeses we get, it only matters how big our vision is—for each and every patient.

### Remember

Treat every patient like a new patient every single time!

**We have access to unlimited diagnostic potential.**

So let's discuss how we can translate that potentiality into actuality by tightening up our protocols, tying up loose ends, and “dialing for dollars” as the year comes to a close.

### Note

The most successful teams deliberately front-load the Q1 calendar for next year during the final 30-60 days of this year. The time for implementation is right now!





# Team Activity

Where and how can we integrate urgency?

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Where and how can we replace fear, scarcity, and diagnostic suppression with an attitude of abundance?

In other words, how can we be bold and not default to playing it safe?

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# Team Activity

## Case Acceptance

How tight, strong, and complete are our triangles?

How can we take action and improve?

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## Follow-up

Are we following up and through with every patient, on time, every time?

How can we take action and improve?

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# Team Activity

## Building Value

Are we creating enough compelling clinical value so that the “yes” is on the patient’s health outcome, thus minimizing the obstacle of money?

How can we take action and improve?

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## Pre-frame and Pre-condition

Are we using the natural deadline of the end/beginning of the year as an opportunity to pre-condition patients for long-term thinking?

How can we take action and improve?

## Example

“At the turn of the year, we like to perform a check-in on everyone’s overall health. We commit to this so everyone’s guaranteed to be their best, healthiest self, next year and every year. What better time for that than right now? So today’s the day we’re going to take that reassessment.”

## Remember

We get to guide and decide how patients go into next year!



# Team Activity

## Step 3 Pre-New-Year's Resolution

Let's close out this activity by discussing these few vital leverage points for finishing/starting the year strong.

As a team, let's solidify our "Pre-New-Year's resolution" of capturing more treatment. Then, individually, let's do the same for ourselves.

We need our very best at the end of the year.

In other words, no excuses from ourselves or our patients.

So we need to apply that attitude (to ourselves and our patients) as we look at what's in the rearview mirror and decide how we're moving forward together.

How are we going to follow up on treatment plans?

Options:

- Send a letter
- Send an email
- Send a text message
- Make a phone call to check in

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# Team Activity

**Are we going to incentivize starting or restarting treatment?**

If yes, how?

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**If we catch ourselves feeling or speaking that something won't work, be conscious of it, and make these simple shifts:**

- “I have to do something...” → “I get to do something...”
- “That won't work...” → “How can we get that to work...” and “How can we make progress...”

**Individually, let's create Pre-New-Year's resolutions by completing the following statement:**

**By January, I want to...**

## **Examples**

Save some money, lose some weight, read a book, share some more time with my kids, etc.

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