



Practice Focus

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Series 9 Principles of Success

Session 4 The Power of Your Influence

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Hello, DST Family. Thank you so much for joining me with another edition of our Principles of Success Practice Focus. I just want to give you a quick shout out and an expression of gratitude for the fact that you are willing to sit down and to put everything else on pause for a moment and come here to this space in time, and this place and opportunity for you to reflect on yourself, to become more cohesive as a team, and to really to challenge the whole idea of constant and never-ending improvement and bettering your best.

As your extraordinary memory will allow, we're going to build upon our initial principles, and the most recent of which is mindset, that really has everything to do with internal. And now we're going to shift to what do you do with all that and apply the external focus. And this principle I'm simply titling, "The Power of Your Influence." I've long been a practitioner and also just a believer in what I learned so many years ago, that there is only one difference between manipulating someone and influencing someone. **And that is your motivation, your intent of what do you want to do with it.**

Somebody who's doing it for negative or selfish or maybe a different agenda is manipulation. It's a self-serving outcome. But **someone who's doing it for the betterment of others, for a rising tide, for an opportunity to make an impact, a positive outcome, then influence is the point: it's what it is.** So we are here today to focus on the power of your influence.

Now how do you take something as intangible as "influence" and wrap a Practice Focus around it? Well, I'm really going to let you play with this moldable clay in your hands and talk to each other. **Today's Practice Focus is really about you all having an open discussion around how to better embrace honor, leverage, bring to life your influence.**

Last Practice Focus, I gave you this concept of, "You manifest to make things happen, and you use your mindset to manifest to make things happen." **So this is really what I would call leadership in action. And leadership is really defined by the idea of influencing others to tap into their greatness, to become better than what they are before or without you.** So in order to do that, I got a couple points.

First of all, remember we are a leader and a guide. So therefore, a leader of what and a guide to where? I want to say it again, a leader of what and a guide to where? This is what we're really going to talk about here today because I like these Practice Focuses to be individualized; I like them to be positional; and then I like them to be team-integrated; and then ultimately, patient-facing.

So in order to go across all those circles, we start first with a leader of what and a guide to where? That's the first point. **That's a fill in the blank. Whether I'm on the phone, whether I'm at the greeting, whether I'm a clinical team member, a surgical assistant, clinical assistant, a hygienist, an ortho person, a TMJ sleep, a healthcare professional; in this case, we have many people even doing the med spas.**

So we could say injector, esthetician, nurse practitioner, and a doctor, treatment coordinator, insurance, it doesn't make any difference. For me with the patient, I'm a leader of what and a guide to where. And I can say the same thing about my life, about my kids, about my marriage. It's the same deal. If I want to be a position of influence, I'm going to embrace my power.

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If you aren't influencing others, you are being influenced by circumstances probably left up to chance. So if you're going to have more control over outcomes, you are going to take more responsibility for your influence. It's a simple deal, or you're going to be at the mercy of other things or people. So your power to influence, this is what stimulates your objectives.

So I want you to think about it this way: whatever your passion is, whatever your mission is, you're directing your motivation to that. For us, complete health dentistry. For us, life-changing dentistry. For us, enhancement, optimal, prevention, possibilities. We're directing our motivation at relationships, at degree of impact, at health by whatever your definition is. That's what we're directing our influence towards.

So therefore, we have to build a better patient. All of this is about shaping the mindset, expanding, elevating the value. So this is the question: where are you taking the patient? We're not taking them to the end, depending on where you are along the way. You're just taking them to the next step. Not the next step in their mouth, the next step in their experience, the next step in their journey, the next step in their education and their mindset. So where are you taking the patient?

Expectations. Setting proper expectations. Now, last month I talked about, "begin with the end in mind." I talked about the pre-framing, the crystal ball. So I don't want to restate all those things, but remember that setting clear expectations. Success or failure of any relationship is alignment of expectations. On the phone into the practice, are we aligning expectations?

Not are we watering ours down? Are we elevating the patients up? When we're doing a comprehensive exam, when we're doing a hygiene visit, when we're delivering, when we're extracting a tooth, are we setting and aligning expectations of long-term, optimal, permanent-based outcomes such as implants, or such as saving dentition? That's not the example. It depends on what you do.

TMJ and sleep. Are we aligning expectations about less pain, better sleep, optimal health, on and on and on? So it really comes down to defining expectations. So you have tools. Today, I want you to think of your influence in action. And there are three specific tools I want you to discuss as a team.

And number one is education. What are we educating on? How do we go about it? What does success look like for us? Number two, demonstration. What are we demonstrating about? What does success look like? How do we go about it? And facilitation. Facilitation: what are we facilitating towards? What does success look like and how do we go about it?

So I gave you a little shortcut. The education is the why. The why, the reason why, the value-build. The education is to reinforce and validate whatever we're trying to do. Our influence has a purpose. We use education to back it up and to prove out the reason why.

We demonstrate on what? Our influence has a purpose. We're demonstrating on what is our objective? What is our goal? Demonstration to prove the concept around we are here, we want to go here.

And then the facilitation is the how, the how do we go about this? How not in prices, procedures, not in pieces and parts, but the how in terms of healthy gums, strong teeth, all

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your teeth, proper bite and occlusion, expansion of arch, beautiful aesthetics, smile from the neck up, looking at the whole impact of everything you do.

So it doesn't matter to me. I'm dumping this in your lap. I want you to swap places with me, and I want each team member to have an opportunity to express these things. Think of our Advanced Training and the Connected Patient Experience that Kevin and Maegen do. Think of 360 degrees communication. Patient calls in on the phone. Bam. Apply this. Leader and guide. Leader of what? Guide to where?

Patient walks through the door. I now take that patient doctor side, hygiene side. In our specialty practices, clinical intake, TMJ, sleep, ortho, implants, perio, et cetera. We take the patient in. We are leading the patient about what and we are guiding the patient to where? And each team member, especially on our clinical side, I want you to walk through your educational structure. I want you to walk through your demonstration.

Is this wax-ups? Is this show and tell? Is this before and afters? Is this bite down splints, full retractor view, demonstration, photographs, facilitate, question-asking, crystal ball, all the things? And then on the treatment side, on the treatment coordinating side.

So finally, finally, I want you to think of your influence. Your power to influence is going to be determined by three major things. Number one, persistence. Don't give up. Don't give up. If you think of the best leaders, if you think of the people that have the greatest influence, boy, they're almost dogmatic. Now, they're firm in principle, flexible in approach, because they don't get caught up in the in-betweens. They focus on where they're going.

Influence doesn't get distracted. Influence is not wishy-washy. It's not like a feather in the wind. Influence is anchored to outcome. Hear that again: influence is anchored to outcome. Very focused, very dogmatic on where we're going, but flexible on how we get there. Persistence. Follow up and follow through with everything: morning huddle, individual visit, conference exam, delivery of treatment, left side, right side, upper, lower, money, full-pay with a discount, or segmented-pay with a financial plan.

It's got to be all the way, follow through to the finish line. Influence follows through. Influence is persistent. Influence follows through. And we don't get where we need to be, we follow up. We follow up. We follow up. Follow through and persistence come together to say, "follow up."

Lastly, here we go: objective-based, subjective-focused. So what that means is principled, start, finish. But subjective means flexible. It means human. It means relationships. It means ask questions, listen and learn; clay in the hands, mold. It's clay. We know what we're ending up with, but boy, we got to work the clay to get to the final objective. So I want you to think in terms of your team, your position, but your communication with each other, patient in front of you.

We're objective-based. We know where we're going. Objective-based. Principled. But we are subjective. We're soft, we're relational, but we are very persistent. We follow through and we follow up. All right, questions. Number one, what's your goal? What's the result or place we're taking people? Tools for influence, what are they? What are the tools you have for influence?

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Educate, demonstrate, facilitate, pathway to health, roadmap, documentation, photographs, all the stuff: financial options, educate, demonstrate, facilitate. Tools. Define. Define your why. Define your what. Define your how. Why? Why are we doing this? What? What's the objective? How? How do we fulfill these two things?

And then finally, I want you to see yourself. See yourself as a person of influence. Understand your power. Either you're at the mercy of others or you are the influence power for others. You are the conscience of helping people make better, stronger, more future-focused, proactive, and positive decisions. You hold the power. You are the catalyst that creates change.

You are the person with your communication, with your verbiage, beginning with your attitude and your mindset, with the strategies that I'm laying out for you to be able to take somebody from where they are, from where they are, you meet them where they are, but then you take them where they deserve to be, what's possible. And that line is not straight. That line is where they are: educate, demonstrate, facilitate. Persistence, follow through, and follow up.

So we are doing this. Okay? It's not just a pathway to health, it's a pathway of a relationship. I can't wait to see what you do with it. This is deep stuff, but that's why we call these the Principles of Success Practice Focus.

My friends, I hope I've influenced you today; I've instigated thought, and I've challenged you to level up, to own your power, and to go to work on yourself so that you can go to work on others. Thank you so much.