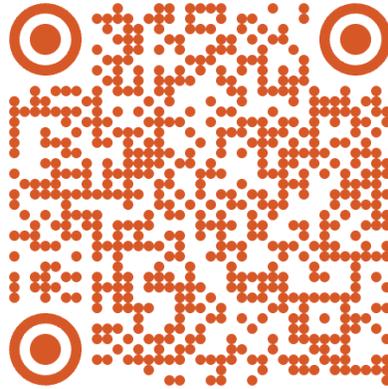




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Series 9 / Session 7

Intentionality: Owning and Growing Our Superpowers

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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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Hello, DST Universe. Welcome to a very special and powerful Practice Focus all about your superpowers. As a matter of fact, today, we're going to do things a little differently. I'm going to keep it somewhat vague and conceptualized, and simply open up a discussion opportunity for you and your team. After all, this is the daytime family. The more you can have open discussion and communication with each other, the better, stronger, faster we all will become. I want to begin first by talking about two key things that we seldom discuss, and maybe, shame on us, because at the end of the day, this is all that matters: and I'm talking about the implementation and the integration of any idea, decision, action, change, improvement. Today, I want to bring the full circle together. We talk about patient communication, we talk about the connected experience. I want to talk about team communication.

I want to talk about working smarter, not harder, and ultimately elevating this up into a way that allows each and every one of you to be at the highest and best use of your time, which requires you first to be at the highest and best use of your thought and ultimately of your intentions. So just to kick it off here today, I'm going to share some quotes as we go. We're talking about being intentional and learning to grow and own your superpowers. As I always say, "A Superman or superwoman is only as great as the powers that they really embrace." You have greatness inside of you. It's a matter of whether or not you're willing and able to bring that greatness out by building your confidence, growing your deserve, and ultimately being self-aware of the powers that you possess. So today's conversation is all about intentionality.

I want to start first by talking about how Team Mastery comes from taking personal initiative. It's really that special saying about, "Ask not what your team can do for you, but ask what you can do for your team." Again, we talk up one side and down the other about patients, and we did last month and pretty much every month. Today I want to really focus it in on each other. So first, let's go over to personal initiative. So your personal initiative begins by where you put your focus, where your focus goes, the practice grows. Where your personal focus goes is where you improve, is where you drive outcomes is where you create contribution. So I'll start first with this really awesome quote. It says, "Starve your distractions and feed your focus." Now, we could just pause right here. We could call it a meeting because right now I want you to personally self-assess where are you distracted?

Where are you letting things get in the way of your focus? Now that's a constructive approach question. The other one though, the productive question is, where should you double down on your focus? Where do you need to strengthen and hone your focus? Everyone around this room could give an answer, and that would be an extraordinarily powerful meeting. I would also say as a group, our whole team, what are our top focuses and where have we given into distraction, departmentally: business, clinical hygiene, et cetera, specialty? Where have we given it into distraction? Where do we need to reel back in our focus? And of course I'm talking about you individually. The second part is what is your personal initiative with your patients? Focus, excuse me, vision, your vision of success with your patient: essay question, fill in the blank. That's what we're talking about. Okay, your patient vision and how you carry that out.

Every one of the team members here need to know how to take your patient into the crystal ball and see whether you're on the phone. You're the intake, you're clinical with the doctor, you're hygiene, you're TMJ, you're ortho, you're sleep, you're implants, you're surgery, you're perio. It doesn't make any difference. You're doing facial aesthetics—including our doctor—

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we need to know where's the patient vision? And then next is team of communication, which is what we're talking about. I want you to take these two things and push 'em together: your positional ownership to maximize your impact. What is your intentionality with your positional ownership in order to create maximum impact? Every one of you could answer this. How can you maximize your impact? What do you personally need to own to be able to make that happen? Now, personal initiative equals team mastery. We're going to define team mastery by five things.

First, very simple. It's tangible results. Two weeks out are we scheduled to goal with room to spare, playing above the base, with our new patients dialed in and our treatment opportunity abundant and running over? Two weeks out. Now, some of you should be 30 days out. Our team mastery says we're creating the future that's going to deliver on our goals. Next, daily optimization. I got another quote for you: in your morning huddles, are you optimizing the day in advance by being intentional and setting yourselves up for success? So here's a beautiful quote: "Don't let yesterday take up too much of today." This is why we bookend our day, we wrap with the end of day debrief, and we start fresh with the powerful, future focused morning huddle. Inside of that, we are focusing on, number one, creation opportunities. That's both creating opportunities and looking for opportunities to create.

This comes from individual—individual—this is the key. Your contribution means the sum of the parts is greater than the whole. We start the morning huddle. We know where our production is for today. We even know where our opportunities are. But as each individual is discovering new ways to make impacts on patients, we stack that up. And at the end of the day, we have dumped out more, we have secured more diagnostic case acceptance, prepay and fed the schedule of the future. That is what individual contribution is. And finally, we define team mastery by expansionary thinking. How today can we expand our patient value? How today can we expand our practice opportunity? How today can we expand on our daily success and schedule creation? Okay, this is what Team Mastery is all about. Now, here's what we're going to talk about next. The entire point of this Practice Focus is all about integration of key principles. It's all about implementation of the rocks that matter most.

Just like we can take up any decisions today, at the end of this Practice Focus, you're all going to make personal commitments. But the key is do those commitments get integrated into action? Do those commitments get implemented into the daily success system, into the patient success protocols? So I want you to think about this: what is full integration? Full integration means nothing halfway, nothing half-assed, nothing half baked. And there are going to be three key ways that we make that happen. Number one is our daily success system says our morning huddles are sacred ground. They're the most vital aspect of the day because how you start determines more than anything how you finish. And I want to read you the next quote: "Genius is 1% inspiration, 99% perspiration." That's the great Thomas Edison. I'm going to change his words a little.

I'm going to say that, "it's 50% execution, but it's 50% preparation." It's all about you setting higher expectations for yourselves and backing it up with a preparatory plan to be able to succeed. And that is what our huddle is all about. Carrying forward, we have our triangles of trust to keep us successful and intentional with our patient communication. That is how we play the field. This is how we prepare for success. This is how we execute on the field. And then finally, we always, always, you're going to maximize our prepay opportunities and build our schedule value.

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We know a hundred percent diagnosis, presenting all the treatment all the time, gives us the greatest shot at a hundred percent case acceptance. Asking for all the money in advance without exception gives us the best shot at a hundred percent prepay. And that is what gives us the best shot at maximizing the schedule with as few patients as possible, doing as much dentistry as they need.

That is the deal. Now, you bring this to life by two halves that make a whole of the practice. The first one is our clinical team. Your number one responsibility is to deliver clarity for patients and value for outcomes. Let me say it again. Clinical team deliver clarity for your patients and deliver value for your outcomes. If you have clarity and you have value about outcomes, you have everything on earth that you could possibly need, and you are going to find your ability to double, triple, quadruple your case acceptance on a daily basis to multiply your patient value. Clinical team, that's your greatest superpower is the place where you have to double down. And in today's meeting clinically, we need to be able to share what are we doing to do that at the highest level possible? We know our triangles of trust will keep us accountable.

Finally, business team. This is about you backing up the clinical team. This is about you giving the patients confidence. Confidence that the value of their investment is the greatest thing they could ever do. Remember my words: you must tell the patient the best thing they can do for their life and for their future is to invest in their health, into their one mouth, into their future self—today, right now.

So clinically we're building value. We're giving clarity over outcomes. Business side, we're doubling down on instilling confidence and value for the investment they're making. There is no greater return on investment for anything they can do in their life that is worth more than their number one asset, which is themselves. And then we finish all this up with the great end-of-day accountability. And we bookend this success system: creation in the morning, accountability in the evening, triangles of trust to control the field of play, maximizing our prepay and our schedule value and our clinical team owning clarity and owning value of outcome. Our business team owning confidence and owning value of investment. And when you do all of that, what you end up with is you end up with the sum of the parts greater than the whole leveraging every single team member's superpowers, brought together for a force for good, that will allow you to be more intentional through growing and owning your superpowers. And remember that personal initiative, your focus, your patient vision, your team communication, your ownership, pride of ownership, will maximize your impact. And then team, we will develop mastery for creating the future, for optimizing the day, for making sure that we are always working on opportunities to make an impact on patients, to grow our individual contribution, and expansionary thinking for all.

And I will tell you this, we'll finish our Practice Focus here today. I'm asking you each to assess. This is individual states of union. This is each one of you going over the five key pillars for your individual self, going over the five key pillars for your team mastery. And then talking about on the field, beginning of day, end of day, triangles in the middle. And each department, clinically, talking about what you can do to drive more clarity. What you can do to build more value over outcomes. Business team, drive more confidence, and build more value over investment. When you have this, you have the total package, you will be unstoppable. And here is why I know that: because there is no limit to what a team can do when nobody cares who gets the credit. And that's what a fully integrated team that is committed to implementation and delivering results and outcomes.

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That becomes a rising tide that lifts up everything you're doing and you get more out of what you've already got. Not working harder, not seeing more, not running faster, but learning to optimize and customize, to maximize and expand. I cannot wait to listen, to read to see your takeaways and your breakthroughs, your integrations and your implementations to this month's Practice Focus, because I just gave you a 360-degree view of you and how you integrate with your team, and of the team and how you implement success throughout the day. And that, my friends, well that's what it's all about. So let's go get it done.