

## CONNECT THE DOTS

Remember the game we played as children? Draw lines between the dots to create a picture. Great fun and an excellent learning tool. We play that game even today. We attempt to connect our ideas, dreams, and plans for the future. Only this time those dots aren't as visible, are they?

Largely hidden from us, these "connecting points" are not easy to find. You focus intensely for professional mastery of all things dental and apply those skills in the domain of private practice. Sometimes that's all you need to succeed in dentistry. Professionalism or personality seats you into a 'place of comfort' in your practice. You make money. You handle the stress OK and don't create too many waves. All in all, a good living, a good life.

Unless you don't! You struggle to put it all together. Absent outside training and assistance, you may not have "those skills" to make it work. Dental practices struggle when business skills are not in play. You lose staff because "they" don't get along and emotions get the best of us at times.

**Solution?** Here's a suggestion: Visualize a triangle with equal sides.

Label a side with one of the following: STRESS, PEOPLE, and MONEY.

- **STRESS!** Yeah, I know it's a buzzword and you've heard it *ad nauseum* a million times. But don't discount its effect on you. Stress in your operatories and waiting room impacts your bottom line. There are at least 50 identified common signs and symptoms; physical or emotional, indicating that stress is alive and working in and on us. More than any other measurement, including high cholesterol levels, it is the prime cause of coronary disease and heart attacks.
- **PEOPLE.** Failure to understand the personal relationships within your staff isn't an option. Misspoken words, irrational behaviors, and absence of leadership drive more patients away from your doors than you might realize. Hidden agendas and unexpressed feelings hijack emotional good will and drain energy from you and your staff.
- Label the third side **MONEY.** The biggie. The one thing you think you can never get enough of and the single greatest indicator of growth and prosperity of your practice. Money is a barometer. Catch it rising, with a solid bottom line, and you sail with fair winds and following seas. Let the numbers drop and the weather turn sour and your practice rides deep in the swells with little headway. You are underway but no way on.

**CONNECT THE DOTS!** Dental school taught you the WHAT and the HOW of dentistry. You have to learn the other stuff on your own. Self-discovery is a wonderful concept but it might be years before it kicks-in. Why wait? Start now with a coach, someone who will help you get what you want and to achieve the levels of success only you can determine. Coaching is best experienced, not explained. Contact me for a complementary 30-minute sample coaching session. You'll get all the details before we start with no obligations.