



How NBA Coach Phil Jackson Could Help Your Dental Practice?

As I work with dentists and their practices around the country, I find they resemble pro basketball teams. Similar team size - 5 to 12 "players". The job is live and face-to-face with people, and you live and die from your successes and failures. Just like in our practices, some players fit better on one team than another - "chemistry." Some coaches get more predictable results year after year. Some players are stars, some are role players, and others are in between. There are dynamic circumstances that can change quickly and you have to pay attention to keep ahead. Many times there is untold stress and responsibility. Your results are ever scrutinized. Maybe a World Championship coach who has helped his stars, role players and others on the team go from "not so hot" to "very good" to World Champs year after year, could teach us a few things about our teams.

#1- When coaching the Chicago Bulls, Phil Jackson made the decision that he and his players must improve significantly if they were to become championship caliber. They were exciting to watch, were one of the top teams, made the playoffs, had a star "go to guy" (that's you the dentist), but had not advanced to the NBA Finals. He sought advice from experts, then sat down with the end result in mind, and developed a framework and strategic plan for action.

- When you look at your practice ask yourself, is this as good as it can be? No matter how well you are doing, could you improve significantly?
- Are you doing impressive gross numbers, but have overhead over 60% or more?
- Are you whipped at the end of the day?
- Are you the main engine that runs your practice?
- Are your practice systems supporting the results you want? Businesses have found that the way they did it when they were smaller no longer works, as they grow larger and more complex. Perhaps what got you to this point won't get you over the next hill.

#2- Before going to his team, Phil mapped out team structure, systems and style of play required, what would be required of each individual, and an evaluation of the current systems and players.

- As you look at your practice and staff, how do your systems work to support the results you want?
- Are the systems you have handicapping your staff? Does it take lots of people to get the work done each day?
- Are you and your staff content with the status quo? (Phil couldn't afford to have a player that wasn't up to the task.)
- Have you carefully mapped out a long-term strategy to propel your practice or are you hoping that what has worked well in the past will work well in the future? If you are not making progress, you are falling behind.

#3- Phil then took his framework for success and sat down with his players - one by one, then as a group - to present his plan and begin the process of learning how to achieve their dreams. He knew before starting that there would be obstacles; that every day wouldn't be perfect; that the systems would need to be tweaked during the process. He was realistic since he was dealing with some things he couldn't control. He also knew where he was going and kept himself and his players focused on the long term goals day by day by insisting that the team adhere to the plan.



- When is the last time you sat down with each member of your team, individually and as a group, and went over your long-term game plan? Do you even have a long-term plan that is written down? One of my clients, who was doing well over \$1 million annually before we started working together, told me that he knew what he wanted but until we sat down and crystallized his goals on paper, he was stressing himself and his staff to achieve that million. We helped him develop systems to support his new clarified goals. He now works one day a week less and produces 40% more with less stress. As he says, "If it's possible for me, anyone can do it."
- Are you able to consistently focus on your long-term desired result or are you continually putting out fires and dealing with the crisis of the day?
- Are you doing the types of dentistry you enjoy?
- Are you making your decisions from a well thought out plan or are you forced to make knee-jerk reactions to your circumstances?
- Are you ready to move your practice in a new or different direction?

If you want to implement proven systems that support your dreams with the best guidance possible from people who have been on the inside of successful businesses and dental practices, pick up the phone and call us today at 888-216-5249. Our clients have proven over and over again that by working with us it's possible to be a champion year after year. Decide on the results you want and start taking action. Follow through and you too can enjoy World Championship seasons year in and year out. You owe it to yourself, your staff and your family to be as expert in leading your practice as you are in your technical dentistry.

Why re-invent the wheel? The most valuable asset we all have is time. Knowing what to do now will literally save you millions over the next few years. Why wait? Call today to find out what's possible for you! We look forward to hearing from you. The call is FREE. That's 1-888-216-5249.