Playing a bigger game for the future

You’ve got to make a concerted effort to step back and make time to plan your business’s future. Simon Hocken offers some tips

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4. Take steps to maintain your confidence and self-belief.

5. Think about and audit your unique skills and abilities.

6. Decide what other resources you will need—time, people, money.

7. Find the right people with the right knowledge and skills to help you.

8. Create enough investment/in-

vestors.

9. Set a time scale(s) for raising your game and do what it takes to stick to it.

10. Make sure that every week you take some action to progress your game.

In my experience of both being a dentist and coaching a lot of den-
tists, what gets in the way of playing a bigger game is not having suffi-
cient time to stop and make the changes. Some dentists believe they sell their time and spend far too much of it practising dentistry and not enough time thinking, fo-
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ing. Then, paradoxically, because they are by nature, perfectionists, they become scared to take action because they are obsessed with getting it right.

Here’s what to do

1. You may decide to play a bigger game by expanding your clini-
cal skills to meet the new mar-
et place in dentistry.

2. You may decide to play a bigger game by leading your business and getting it working effec-
tively and expanding it.

3. You may decide to play a bigger game by changing your busi-
ness.

Whatever you decide, now is the time for you to get off the den-
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About the author

Simon Hocken BDS is an accredited coach who spe-
cialises in working with dentists and their teams to create top practices. He runs Jump Coaching and works in partnership with Chris Barrow at The Dental Business School. Recently voted one of the top 50 influ-
encers in dentistry, he works with upwards of 50 practices every month to help them become and stay a top practice. You can contact him at simon@jumpcoaching.com

Ways to succeed

These dental entrepreneurs are all playing a bigger game and they will all need strategies and tactics to help them succeed. Here are my top ten:

1. Limit the time you spend doing clinical dentistry (to a maximum of 28 hours per week) and put a boundary around it.

2. Get up and leave on holiday.

3. Give yourself time in every day to think bigger than just the do-
ing and the delivery of clinical dentistry.

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