Do you dream about success or have nightmares about failure?

Asks Seema Sharma

Are you feeling FAB? Are you one of these externally positive people who knows that as long as people have teeth, you know you have a product people need or want? Even when you think about those who don’t have teeth, you may be upbeat if you are unique, special and different and one of your many niches is dentures and implants? If you use a FAB marketing campaign (less about the Features, more about the Advantages and Benefits of coming to your practice) you are already ahead of the game. If you have to make some tweaks to prepare for the changing environment, perhaps you see this as simply adding to your repertoire of benefits to promote to your patients.

Or are you feeling SAD? Are you worrying about the future of your practice? Is the economic downturn starting to bite? Are you fretting about CQC? Does it feel like the PCT is on a different page to you, your patients are on a different page to you – worse still all three? Does reading the white paper make feel like you will soon die of change fatigue? Are you at the bare bones of costs already, and struggling with how else to cut spiralling costs? Could you do with a PEP talk or better still with pep up your practice? Solidoring on and hoping it will all go away could be a formula for failure whereas a little forward thinking will help formulate a strategy for success. Are you ready to step up from managing your practice or just practising?

Stylish Leadership

Great leaders inspire their teams, are good communicators, brings positive energy to the practice and avoid the use of words like but, can’t, won’t. They are problem solvers who continually review what works and what doesn’t and do not do what they have always done. They take a flexible approach and build relationships well. It is often their personal qualities rather than their management capability that attracts their followers and they build dream teams from which members emerge themselves as leaders.

There are many documented styles of leadership but in my experience the most successful leaders balance a combination of styles: Autocratic leaders make the decisions, participative leaders make decisions after consultation with their teams. There is a fine line between being autocratic and over-controlling, just as there is a fine line between being participative and losing control!

Vision without action is a daydream

In a nutshell, a leader defines the vision for the practice, a manager puts the vision into action. Vision is about knowing where the practice is at the moment, defining where it wants to be at registration is just a few months away, the lack of leadership will show quickly in the plunging morale of the team. Authority and responsibility can be delegated but never accountability. Action without vision is a nightmare.

Futureproof your practice. Leadership is less about power and more about empowerment, and there is nothing more dynamic than an empowered team. A good leader will put a full repertoire of skills into action by defining where the practice is going (vision), advising the team what is not working and why a new strategy is required (autocratic), arranging a meeting for