Are you feeling FAB? Are you one of these eternally 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 – 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 peping up your practice?Solidoring and hoping it will all go away could be a formula for failure whereas a little forward thinking will show quickly in the plunging mood of the team. Action without vision is a nightmare.

Action without vision is a nightmare. 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 a point in the future, and planning a number of strategies for how to get there. One size does not fit all, so flexibility is key. For your practice to succeed in a changing environment, and in difficult financial times, a number of strategies are a good idea but don’t give in to indecision – the wait and see approach will result in no action. Vision without action is a daydream.

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