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 the practice and avoid the use of words like ‘Great leaders inspire their teams, are good communicators, brings positive energy to the world – people who make things happen and people who watch things happen’? Are you, your patients are on a different page to you, 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.

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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:

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.’

Don’t sweat the small stuff. There are 3 kinds of people in this world – people who make things happen, people who watch things happen and people who wonder what happened! Are you a leader, a follower or an ostrich? The decision is yours.

Email me at seema.sharma@dentabyte.co.uk to find out the two outcomes that CQC expects from leaders and managers, and how Dentabyte can help.

About the author

Seema Sharma qualified as a dentist but gave up general practice after 10 years in practice to go into full time practice management. Today she runs three practices, which is a multi-disciplinary specialist centre. Seema established Dentabyte Ltd to provide affordable "real-world" practice management programmes to help practice managers and practice owners keep pace with the changing clinical and commercial environment facing them today. Visit www.Den-tabyte.co.uk to register for updates on practice management or email Seema at seema.sharma@dentabyte.co.uk to find out more.