Do you dream about success or have nightmares about failure?

Asks Seema Sharma

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 ben-

efits 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 peppping up your practice? Soldiering on and hoping it will all go away could be a formula for failure whereas a little forward thinking will show quickly in the plunging mo-

tion is yours.

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 registration is just a few months away, the lack of leadership will show quickly in the plunging mo-

rality: Autocratic leaders make the decisions, participative lead-

ers 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 par-

ticipative and losing control!

Vision without action is a day-

dream
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

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."

About the author

Seema Sharma qualified as a den-
tist but gave up early family life to go into full time practice manag-

ement. Today she sees three prac-

tice, including one 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.Denta-
byte.co.uk to find out about the two outcomes that CQC expects from leaders and managers, and how Dentabyte can help.