

Planning and Strategic Execution

strategic execution: where you create and monitor your practice/business present and future. This is "the land" of your purposes and goals, of values and philosophy, of leadership and direction, of executable plans and monitoring the success of those plans.

If you want to improve something in your life, measure it.

It is strategic because here is where you answer why your users will want your services or products, and how much they will pay for them.

This is one role you can never give up. As the owner, only you can really get this done. It is from your passion, knowledge, and wise thinking that allows you to get ahead.

Strategic execution is the land of leverage -- going beyond the ordinary. A bright strategy executed well will lead to good success. A brilliant strategy will give great results. There is a difference between the smart man and the wise man. Roy Williams gave this description in recent lecture that is apt here. The smart man makes a mistake once, learns from it and swears to himself to never make that mistake again. A wise man observes the mistake that the smart man made, learns from it and never makes that mistake in the first-place. Leadership mastermind coaching is all about being a wise man (or woman.)

Strategic execution is the planning place for all other areas of your practice. Typically with a seasoned practitioner, this gets far too little attention. The idea of maintaining the status quo isn't possible anymore. I doubt that ever was possible. Our society changes fast. Because of your size, you can change along with it. You have an advantage over larger corporations: nimbleness.

Making lists and then getting those things **done** that are on the list is a success trait of every successful person I know. Where do your lists stand?

Brilliant strategy is to offer which are consumer can already get, but to do it to massively better or "go where they ain't"...into niches that are underserved or unrecognized. If you want to have success, just figure out how you can eliminate the frustrations your consumers experience in dealing with your kind of service. One good example is the proliferation of sedation dentistry. This has been a major leverage point for many practices. It will continue to be so *until* the majority of practices offer the service. Cosmetic dentistry used to be – now everyone is a cosmetic dentist. Hence, no leverage.

Strategic execution involves converting your ideas into workable plans *that can be done with existing resources*. Ideas are everywhere. Putting into action is a whole different matter. You must plan. You must detail who will do it, when they will do it, what resources they will need, any research needed, any support needed, how much finance is required.

It is your ability to convert your knowledge and ideas into reality with speed that is the major governor on your engine of success. Even a mediocre plant executed well and with speed is far, far better than the one that sets inside you forever gestating.