

# Strategic Thinking for Professional Practices

**Today, more than ever**, wise practitioners are learning to focus their practices on what creates a winning life, professionally and personally, financially and emotionally. This requires a strategy that gives your clients/patients/ customers what they want and gives you and your practice the optimal profits and lifestyle you want - easier talked about than done.

It is no longer enough to just “show up and wait” for this kind of success. It must be **created intentionally** and **through a strategic plan** and **implementation of that plan to bring the success**.

Most practitioners are just doing things without a workable strategy in hopes that *something* will work. This is the “throw mud on the wall and see what sticks” approach. Truth is that ninety-five percent of all businesses make the same mistake – all tactics without a well conceived strategy. The result is a lot of wasted effort, confused staff, wasted money and very limited effectiveness. Leverage is lost or severely compromised.

The public wants well conceived strategies from businesses and professional practices that will give them more of what they want and less of what they don't want. If you look at successful businesses today, ask yourself how they have done this; what is their strategy? Can you name examples?

The difficulty comes in that **even a successful strategy, once created, never rests from needing attention, adaptation and continuing energy**. Leadership Mastermind Coaching is all about helping you to both articulate your strategy and in keeping it energized, adapted to current challenges and winning for you. As long as you are in practice, this process never ends. LMC is all about leveraging your time, effort, money and resources to get you out in front and to keep you there. In actuality, LMC is part of your strategy to avoid the pitfalls of learning from just your own experience and avoiding the pain emotionally and financially that otherwise would happen. Clearly, for many of you, LMC will elevate you far beyond what you would have accomplished on your own, no matter how long you toiled for it.

**Not all Strategies are Equal.**

Not all strategies are equal. It is the clever use of existing resources or resources that can be easily procured that make a difference in creating a winning strategy.

If your strategy is unique enough and wanted by the public, it eliminates the majority of your marketing problems.

It is far better to have a winning strategy than coping with the non-articulated, un-thought out strategy. (FYI: *you are practicing with a strategy* even if it isn't written or articulated.)

What is strategy? It is the focusing of your limited resources *cleverly* to uniquely give your clients/patients/customers what they want and give you the maximum profits: in finance, in gratification, and in lifestyle.

The better strategies are unique and very difficult to duplicate by others. The more difficult to duplicate by competitors, the more protected you are from them.

Your strategy should be focused on the particulars of what you want while giving your patients the winning values they desire. This requires FOCUS and CONCENTRATION.

What should you focus and concentrate on? **Giving your clients more of what they want or removing the things they don't want.** Interestingly, removing or eliminating things they don't want or frustrates them has more leverage for you than giving them more of what they want. An example from business: the fast growing franchise today is one that promises to eliminate the frustration of waiting around for a heating- air conditioning repairman. The company: One Hour Heating and Air Conditioning. Its marketing plays to this frustration in spades. Its promise: we will be there within one hour of our appointed time or the work is free. Bingo! This has resonated with people who have been frustrated with the waiting around. It is growing fast. As long as other companies do not offer this service, its strategy will virtually guarantee success.

Examples- Ten to fifteen years ago, cosmetic dentistry was seen as unique and special. It gave the public something they wanted: a pretty smile. It gave its early adopters a position of specialist in appearance related dentistry. Those who achieved this position have seen it be eroded away because now everyone calls themselves a cosmetic dentist. The value of calling oneself a cosmetic dentist has gone the way of the position of quality dentist- everyone says they are. It has lost most of its power. Organizations such as the AACD are working to revive that position of power by creating a specialist in the minds of the public- an accredited AACD member.

Today, sedation dentistry offers the elimination of what patients don't want: pain and fear. It is growing rapidly in popularity and creates in the mind of the public, that the sedation dentist is a specialist in handling fears, anxieties and pain. As soon as this position as a sedation dentist becomes commonplace, it will lose its uniqueness and with that so goes its perceived specialization. How long will it take sedation dentistry to be commonplace will be determined by the profession as a whole and the public demand. It could well be another ten years or as short as five. Do you see opportunity for you?

Implant dentistry has only today begun to be widely known and understood by the public. It still has the potential to ~~give its practitioners~~ a unique position of specialization in the minds of the public. If you want to be known for this position, you must make that part of your strategy. Your positioning should be becoming known as *the* authority in your area on implants – *to the public*.

**No matter what area you are going to focus on, creating yourself as an authority in your area of concentration should be part of every strategy.** This is why I am myself presently writing three different books. As I have mentioned to some of you, if you want, I can help you get your book done or become a co-author with me.

These are topics for another day. Here is the question I leave you to mull over.

What is your strategy for assured practice success?