

Winning

“Winning isn’t everything. The will to prepare to win is everything.” Vince Lombardi

If you are like me you have heard the other statement given as a quote. You know the one: “Winning isn’t everything, it is the only thing.” Well, that isn’t what was said.

On a recent teleconference, one of the speakers, Joe Camp, corrected the quote. He was there when Lombardi gave a talk to one of the Ohio State football teams of Woody Hayes.

There is a big difference.

Few dentists and few people PREPARE enough to win... to ensure winning.

Preparing takes work. It takes time. It takes energy. It takes knowing the right thing to do. Knowing the right thing to do is the x factor that propels you to greater success even if you do no more than you are already doing.

Most dentists are unwilling to do the preparation or, at least, supervise the preparation done by someone else to ensure they win. A win here means to achieve some goal or some condition of satisfaction.

Preparation failure usually shows itself in a lack of coordinated strategy, lack of weekly statistical reports and a lack of interpreting what those reports mean. It shows itself in results you fail to achieve. Preparation is about planning to do whatever it takes to get the job done.

Preparation is about considering the future and *what it will take* to make your future the one you want to have.

Creating the targets or goals is a major part of preparation. It is hard to prepare for something unknown. If you don’t know what you are shooting for, it is hard to hit it. Have you ever played the game of blind archery? You don’t know what you will hit, but it is sure to create a ruckus!

Consider how you are preparing for each year, month, week and day so you are ready and can get what you want. Make a commitment to prepare better. It takes some doing. And when you do it, you will take a huge load off. Most of your stress will dissolve... and you'll feel soooo much better about yourself.

Definitely *prepare you* so you can assume the position of leadership so necessary for successful patient interaction. You need to be at your best to handle the emotional part of practice... the part that 99% of dentists have run away from or just given up trying to handle. How well you connect with patients and staff is determined by your emotional awareness and skills - more on these another time.