

LCP Dental Team Coaching (the new name for Julie Weir & Associates) is recognized as the premier consulting firm specializing in pediatric dentistry since 1996.

Don't Lose Sight of Your Goals: Create a Clear 2020 Practice Vision

Now, more than ever, doctors must have a clear vision of who they are, where they are going, and how they are going to get there. Motivational speaker and top-selling author Steve Gilliland says, "Find your purpose. Define it and make it the core of what drives you." Without a clear, defined vision and set of core values, the practice has no direction and the team is more susceptible to feeling overwhelmed and uncertain. This creates a confusing patient experience that has a severe impact on the bottom line and the decision of whether or not they will return. When all team members share a common vision and goal, the probability of success greatly increases. The team's energy becomes synergistic!

DEFINING THE PRACTICE VISION

Imagine, for a moment, you have endless time and resources to make your practice dreams come true. What does the practice look like? Author and speaker Michael Hyatt says to, "Never limit your vision based on your current resources." Creating a vision for the practice is an introspective process that provides guidance towards reaching professional and personal goals for today and the future.

- **Before creating the vision, key practice values must be identified using personal and professional philosophies.** Define priorities and values based on the following topics:
 - Quality and volume of patient care
 - Doctor/patient and doctor/team relationships
 - Work ethic for self and team
 - Skill level of team members
 - Fee level
 - Financial goals
 - Balance between financial goals & personal life
 - Charitable work
- **Start with the big questions:**
 - What matters to my practice and my team?
 - What characteristics or qualities do I want my practice to embody?
 - What impact do I want my practice to have in the community?
 - In what way will the practice improve the lives of patients?
 - What will the culture of the practice look like and how will that impact the team?

- **Put pen to paper** in order to visualize values and priorities.
- **Create a mission statement** that weaves together the purpose, goals and values of your vision.
- **Set clear goals for the vision using S.M.A.R.T.** and write down the metrics that will be used to measure success. For goals to be attainable and clear, each one should be:
 - Specific
 - Measurable
 - Achievable
 - Relevant
 - Time-bound

DEVELOP PRACTICE MISSION STATEMENTS

The Mission Statement takes the doctor's vision of the practice and puts it into words that define the practice's purpose. Each day, two groups of people are served: the parents/patients and each other, including the doctor. Therefore, the team must create two mission statements, one for each group they serve.

- The **Patient Mission Statement** defines the purpose of the practice and how patients are treated. Creating a Practice Mission Statement clearly communicates the type of care the office strives to deliver and expresses the quality patients can expect to receive. It is also a powerful tool for setting performance standards that each team member is responsible for holding themselves to each day. The Patient Mission Statement can be defined in the following ways:
 - Purpose of the practice
 - Type of patient served
 - Quality of care and how patients can expect to be treated

- Values of the doctor and the team
- Type of experience the patient will have
- The practice environment
- What is unique about the practice
- The **Team Mission Statement** defines how the team will work together. The value of creating a Team Mission Statement is that the performance standards of how team members interact are defined. A Team Mission Statement can include the following:
 - The team's purpose
 - How team members will treat each other
 - The environment that the team will create
 - How conflicts will be resolved
 - Values the team is committed to
- **Schedule a team meeting** to discuss the doctor's vision and to create the Practice and Team Mission Statements together.
- **Arrange for an easel and large pad of paper** to write down ideas at the meeting. Place it where it can be seen by the entire team.
- **The doctor shares their vision with the team** and a team member should write down the main points they hear on the easel.
- **Team members share** what they would like to include in the Patient and Team Mission Statements.
- **Put the ideas into sentences** once all ideas have been gathered. Keep Mission Statements to two sentences or less. Keep the statements concise, to the point and easy to understand.



SHARING YOUR VISION & MISSION

A doctor's vision cannot be realized until it is shared. Sharing the doctor's vision creates a word picture for the team of the doctor's ideal practice model. When each team member hears the word picture, they will have a clear understanding of the goals the doctor would like the team to work toward. When all team members understand what the practice model should look like and be, each team member is better able to perform their duties to achieve the desired goals and implement the vision. To fully implement the vision and mission of the practice, these statements must be visually and verbally communicated.

- **Display the Patient Mission Statement on a creative sign or plaque** in the reception area.
- **Display the Team Mission Statement** in the employee break area.
- **Publish the vision and the Patient Mission Statement on the practice website.**
- **Once the vision and Patient Mission Statement is created, post them to social media.**
- **Include the Patient Mission Statement on practice materials** such as brochures, promotional items, school visit letters, and more.
- **Make sure the Patient and Team Mission Statements are added to the employee manual.**
- **Include Patient and Team Mission Statements in the hiring process.** Show the Mission Statements to potential new hires and ask them if they are comfortable working with a team that is committed to serving patients and each other in this way.

OUR LCP VISION: DEFINED AND SHARED

LCP VISION

We have an opportunity, every single day, to live a life more meaningful and bigger than the limited perspectives that our society teaches us. What matters more than the years we live is how well and how fully we live those years - **THE DASH**. What will the dash between the year you were born and the year that you die look like? **THE DASH** is such a small line, yet it carries not just our history but our legacy.

We make the world a better place by inspiring hope and possibility into lives that are hopeless or lost on their journey. We are a forward-thinking, solutions-based, fun-loving, empowering team who come together daily to inspire others with kindness and compassion to be the greatest version of themselves.

LCP MISSION STATEMENT

At LCP Coaching, with kindness and compassion, we inspire hope and empower others to show up as the greatest version of themselves in every area of their lives.

LCP CORE VALUES

THE GOOD VIBE TRIBE - We are fun-loving, positive people who take care of each other like a **functional** family.

COMMITMENT TO EXCELLENCE IN ALL THINGS - Everything we do is **consistently** done with the highest standards. **Dependability** is a value we are known for.

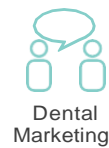
OPEN COMMUNICATION - We create a **safe** and **trusting** environment, where everyone can be vulnerable, admit their "Mis-Takes" and still feel supported.

Creating and sharing the practice vision allows dreams and goals to become tangible. Each mission statement sets the standard of performance and behavior of team members; how they will serve the patients and how they will work with each other. It is important that patients' and team members' expectations are met and exceeded for the office to function well and be successful. When your team understands the goals of the practice, the doctor's expectations and the team members' performance align. The vision and mission statements are living documents that should be reviewed as a team annually to make sure they are still consistent with the purpose of the practice. Communicating a clear practice vision defines who you are as an organization and establishes a foundation for a positive practice culture.

**“Vision without action is merely a dream.
Action without vision just passes the time.
Vision with action can change the world.”**

Joel A. Barker

ELEVATE YOUR 2020 VISION



2020 PEDIATRIC DENTAL BUSINESS LEADERSHIP CONFERENCE

Dates: First Time Attendees: Sept. 23-26; Alumni: Sept. 24-26

Venue: The JW Marriot Denver Cherry Creek

Leaders: Dentists, Managers, Clinical, Front Office & Marketing Coordinators

Register at lcpc coaching.com/conference



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