

Dental Consultant Master Academy
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Transcript - Week 22

Your Noble Business Purpose

Hello, this is Debbie and welcome to this week's video which is all about designing your noble business purpose. This week I want to talk to you about your noble purpose as a business owner. Now, you may be wondering what the heck are you talking about Debbie?! Let me tell you that if you don't have at your core, a real, true, deep purpose for being the consultant you are setting up to be, you may never really enjoy what you are doing. Last week I mentioned that most consultants set up their business to create a better life for those they love and of course have a great life for themselves. But I want to ask you what your true noble purpose is for your business? I will call this your Noble Business Purpose.

As a leader, you are responsible for keeping the client's voice at the front and center of your organization. By making a proactive shift in the way you think and talk about your clients, you begin to create a new sales narrative for your business.

A business that has at the core of its organization, profit, is not set up with a noble business purpose. With this in mind I want to ask you the following questions. These questions will also be in your action sheet for this week.

I ask you to give these answers your best effort. This approach to defining what you do and why you do it requires a shift in thinking that may not seem natural at first. But it works. What may seem artificial initially will become second nature with a little practice.

After you listen to this I want you to stop the video and write down your thoughts. What was the last experience you can remember or maybe you would rather think about the best time that you were with a client or maybe if you are working with patients in a dental office at this point in your consulting career, think about and then write down when you made a difference at the work you did. Was it a patient in a dental office where you worked? Is this a consulting client who had a big A-Ha? Perhaps you helped someone on your team or lent an ear to a colleague who needed to vent. It may have happened yesterday but it may be something that happened in a past job. I encourage you to now go to your action sheet and write down the answers to these questions:

What do you do for a living?
What was the situation?
How did you make a difference?
What did the other person say?
How did he or she look?
How did you feel afterward?

Now imagine yourself telling this story out loud. In fact if you have a colleague, friend or spouse nearby, tell that person your story. If not another person, say it out loud to yourself – or at least imagine that you are doing this.

Now compare how you felt in the first scenario, when you described what you described your career – what you do for a living. Remember last week, in your action sheet, I had you write that down?

How does it make you feel when you write down or speak what you do for a living? Are you excited about that?

Now think about how you feel when you talk about a situation where you were able to really make a difference for someone else. Even if all you did was sit and listen to someone who needed your ear.

Which of these two makes you feel best? Compare how you feel in each of these scenarios. How did you feel when you were able to make a difference for someone else?

What do you notice between the two of these stories? The first one is explaining what you do for a living and the second story being what you have done to make a difference for someone else.

How was your second story different from the first story? Which one did you enjoy talking about most? Which story makes you feel most proud? And which story would you rather listen to from the other person's perspective?

Pay careful attention to the difference between the two and how you felt in each scenario, because most people experience a pretty dramatic difference.

I enjoy doing this exercise in some of the courses I give at dental conferences. Last week I did this exercise with a class of 50 dental professionals and one dentist, who seemed very gloomy, sitting in the back of the course, later came and told me how much he got out of the course. He said it was a shot in the arm he needed! Then I heard later from the conference leader that he went and kissed this man! It was hard to believe because I had a hard time reading this dentist in the back of the room while I gave this course but I later found out the impact I had on him. This is my story for you on how this exercise has affected other dental professionals.

The difference between making these two statements is startling and can become emotional for some.

When you first describe what you do for a living, you are using your brain at a very basic level, almost on autopilot. The second time, when you describe making a difference, you likely ignited your frontal lobe. This is the part of the brain that is associated with reasoning, planning, problem solving, language, and higher-level emotions such as empathy and altruism.

Describing the meaningful impact you had on another person engages a higher-level part of your brain than when you describe your job. As such, this is what I observe when people do this exercise: When people talk about what they do for a living they--

Smile politely and/or

Use rote language, such as provider, end-to-end solutions, implement, etc.

And your listeners just politely nod in agreement. However, when people describe making a difference, they

Smile with their entire face

Use colorful details, such as the look on a person's face or the setting in which it occurred
They may become more animated when they describe the impact they had on someone

And the listeners lean in and ask more questions than someone who explains what they do for a living.

Let's put this word profit into perspective because I know we have all heard this phrase "We are in the business to make a profit." I hear this all the time with dentists. Profit. Profit. Profit. So now let's put this into perspective with your business.

To be successful your business must have goals in all of these 5 areas:

Profit: financial goals and measurements

Process: internal productivity standards and measurements

Products: innovation and product development goals

People: employee development metrics and goals

There is a natural tension between each of these. Profit goals affect the goals of processes, products, people, and promotion, and so forth. They are all interconnected. When one pulls, the others feel a tug.

Having a Noble Business Purpose at the center prevents you from focusing too much in one area at the expense of the others. Instead of each area standing alone, they will all support your Noble Business Purpose.

The consequences of not having a Noble Business Purpose can be disastrous. Having a lens for profit only limits your thinking. This will remove your focus from the client, customers; it stifles innovation, and distorts your business systems. It is natural for businesses to focus on the bottom line metrics, but your metrics must all add up to your great purpose.

When you have a Noble Business Purpose at your center it prompts you to ask these questions:

“How do our processes affect our clients?”
“How might we improve our processes to benefit our clients?”
“How can we be more effective with our client’s success?”
“What are our client’s goals?”
“What types of products will help our client’s achieve their goals?”
“How do our client’s do business today?”
“How can we help them get to their goals easier?”
“What problems do our clients encounter?”
“How can we help them solve these?”
“What products, services, delivery systems, or programs can we create to address these issues?”
“In what ways can we reach more clients?”
“How can our promotions reach more potential clients?”
“How can we tailor our promotions to better serve our clients?”
“What skills does our team need to make to help our clients be more successful?”
“Are we doing too much or too little for our clients?”

Can you see how these questions are about empowering the client’s condition? These are Noble Business Purpose questions.

If you ask questions about your profit, you will narrow your internal focus. The set of questions I listed for you are all client driven.

I want you to think about the late Steve Jobs of Apple. What do you know about his products? Why have the Apple products been so successful? The answer lies in creating products that made a difference in the way people live their lives.

Use these types of questions in your next leadership meeting with your team or at a conference when you are speaking to a group of dental professionals and you want to shift and motivate the team of professionals.

Using this business model in your consulting business will put your clients at the center of every conversation. This will be your true North, because it puts your client’s front and center of every conversation.

Your Noble Business Purpose is more abstract and less cut and dry. You are in a business of sales because you are selling to your clients, customers. The way we think and feel about one another will determine your business’s success or failure.

Using this model reframes your internal conversation, which ultimately reframes the external conversation: the ones your or your sales team will have with clients and/or customers.

I hope that when and if you use this 6 Point Business Process which includes the following:

At the center of these is your Noble Business Purpose
You will have Profit, Promotions, People, Products and a Process

In your action sheet I have this blue print diagram for you.

For each of these six areas you now have questions to ask that will drive your Noble Business Purpose.

Go to your action sheet and complete writing your Noble Business Purpose statement and how this is stronger than your answer to what you do for a living.

When people ask you what you do for a living, you should still continue with the answer you wrote down from week 21. I also encourage you to take a look at that statement periodically and think about improving this. But for this week I want you to begin writing your business blueprint which will include the 6 Point Framework.

Remember that when you have at your core - - improving the lives of others, you will enjoy your work as a consultant at a deeper level and for more years to come. You probably won't even consider that you have work to do if you have a Noble Business Purpose.

This is Debbie signing off and until next week – I wish you are great week! Bye for now!

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