

How To Focus and Actually Be Present

Is there any better and more important topic in life (not just work) than FOCUS?

I think not.

Nothing is as great of an indicator to happiness, health, prosperity, peace of mind, less stress and more positivity than where you direct your focus. And really that's the key...

WHAT DO YOU FOCUS ON?

In our world, it's not enough to say "focus on the patient;" because what does that exactly mean? There are many aspects to "patients," let alone to your practice.

Also think about your life. You deal with and do so very much. Where you put your focus really does matter because those are the only things that ever get done.

Now, there is also the quality of focus which determines your effectiveness and efficiency at accomplishing something. You really do have to pay attention. You have to be present so your focus is applied successfully.

Here's a few thoughts...

Eat lunch without looking at your cell phone.

Go to bed with your spouse without watching TV.

Sit down with your kids and look them in the eye.

Be with yourself quietly doing nothing.

While with your patients, put every other thing out of your mind.

Long ago, I used to do this little activity with Team Members and I haven't done it for a while. I would ask them to honestly write down everything they were thinking about right now. I had them make a list of "the stuff" on their minds before, during and after work.

The point was obvious and it should be to you – patients were not the only thing on the list; being a great team member was never on the list; supporting their doctors or working towards a successful day or maximizing diagnosis or whatever else – seldom on the list.

We are only human, so naturally, what was on the list was “life” stuff. Personal matters, family problems, health challenges, due bills, future appointments, kids, spouses, facebook and so on and so forth.

I have two points.

First, you can't do great AT ANYTHING if your mind is divided. Wherever you are – be there; whomever you are with – be with them.

Second, the bigger point is, if you have other things on your mind (and you work here, you do dentistry and you care about your patients)...

Can you imagine all of the distractions that the patients have in their minds? When they are supposed to be focused on you, thinking about themselves, learning about dentistry and ultimately making a great decision for their health.

You must captivate their minds and hold their attention. You must remove all distractions and you must get them to focus on being a participant in their patient experience with you.

This is why relationships are so important, this is why you controlling the process is so important, AND...

This is why you must be focused at all times with every patient and in between – because if you aren't then there is no way they are going to be.

Perhaps, this is the most important commitment for you to make this year and every day with every patient: FOCUS.

Best of all, you'll feel better about yourself and more fulfilled at the end of every day; which is what you deserve.

It all begins with where you place your quality focus.

You can discuss this now and make your own list.