

From the book: *The Advantage*.

## > 6 Critical Questions

1

### WHY DO WE EXIST?

- › As the Dentist, you must know and be passionate about about reason the practice exists. Why do you get up in the morning? Keep asking Why? (5 Whys Exercise) and evaluating the answers to this until the root of your purpose exposed. To serve people, to provide jobs to employees, to minimize oral/dental pain, to be a pillar in the community, etc.

2

### HOW DO WE BEHAVE?

- › Your Core Values are the guide for how you and your team behave. Identify your core values using the ACT Dental Core Values Identification Tool, discuss with your team to develop the descriptions around them, and keep them alive daily in your practice.
- › Think of your Core Values as verbs, they are actions to be demonstrated.

3

### WHAT DO WE DO?

- › What do you do that differentiates you from all other dentists. Look to your Practice Promises and Core Competencies from your Better Practice Strategic Plan.

4

### HOW WILL WE SUCCEED?

- › Developing a strategy and plan for success through intentional decision making.
- › Describe how your 3-5 Targets, and 1 year goals, will help you succeed.
- › Make sure your targets and goals are aligned with your competencies and practice promises.

5

### WHAT IS MOST IMPORTANT, RIGHT NOW?

- › What is your Thematic Quarterly Goal or rallying cry?
- › What must happen this quarter to be successful?

6

### WHO MUST DO WHAT?

- › You and your team team cannot take this for granted. Discussion of priorities and the tasks necessary to complete them must include a “who’s accountable?” portion.
- › Doing so will often uncover some tasks/roles being completed by more than one person or identify tasks that nobody has been assigned.
- › Create clarity to identify individual responsibility for all priorities and tasks.