

4 Steps to Help You R.I.S.E. to Success!

BY JUDY KAY MAUSOLF

It's that time of year again where many of us are making New Year's resolutions!

Do you remember what you said you were going to do last year?

Were you successful at accomplishing what you set out to do?

Or like many did you give up after the first few weeks or month?

I have the awesome privilege of helping dental teams nationwide cultivate a happier, healthier and higher performing culture. I utilize the R.I.S.E. Process (a 4 step process) to help them not only create but also sustain their improved culture results. I have found the same process works awesomely for achieving individual goals as well!

R.I.S.E. is an acronym for Review, Implement, Sustain and Evaluate. So here is how to apply my four step R.I.S.E. Process to succeed at sustaining your 2017 resolutions.

Ris for Review! Review your core business values. What 4 words, in order of priority, describe your business core values and purpose? Would other people be able to recognize those values in

you? For example, my 4 core words in order of priority are: Lifter, Authentic, Happy and Committed. If you don't know what yours are stop reading and take some time to reflect. They are important to know because they will help guide you in your decision making. They also will help you know who you want to show up as every day. Ask yourself where you are now and where you would like to grow that supports your standards.

Change this year's resolutions from goal focus to growth focus. Growth is limitless — whereas goals have a ceiling. Once you reach your goal — you stop! Whereas we never stop growing. Decide where to focus growth to maximize your results.

This is not the time to go crazy

and over commit! Set realistic growth challenges. We achieve more sustainable results when we under-commit and over-deliver! If you spread yourself to thin or set to lofty of goals you may become overwhelmed and give up out of frustration. Here is a little exercise for you. I would like you to raise your right hand as high as you can! Are you as high as you can go? Okay, now reach just ½ inch higher. Were you able to extend another ½ inch higher? If I would have asked you to try to touch the ceiling you would have given up knowing it was not possible. But instead I asked you to reach ½ inch higher; something that you believed you could actually achieve. Consistent little steps lead to success because small, consistent progress adds up really fast.





“Success comes from consistent incremental progress!”

Is for **Implement**. Define the implementation process by clarifying the following details: what, who, when, where, why and how.

What area(s) do you want to grow? Prioritize if you have several areas. Start with the area that will make the biggest impact.

Who can help you? Who is out there already successfully doing what you want to do? Who is a potential mentor? What books or blogs are available on the subject?

When will you do it? It is important to actually schedule time to fit it in to your day, week, month, and year or it won't happen.

Where will you do it? Do you need a specific location to achieve the results you desire?

Why will you do it? This is the most important part to successfully sustain growth. What is it that will motivate you to continue to do the new behavior when you don't feel like it or you are pressed for time. It has to be a big enough why. On a

scale of 1 to 10 with 10 being high it must rate an 8 or above in value. Otherwise, the chances of you sustaining the new habit are greatly reduced.

How will you do it? Clearly spell out the attitude, mindset and action steps you will need to take to be able to succeed.

“Your most brilliant ideas are worth nothing if they don't get implemented.”
~Joyce Ozier

Sis for **Sustain**. In order to sustain anything new it must become a habit. A habit forms in 18 to 254 days. The average is 66 days. We are often told it is 21 days and that is a myth. I used to love to listen to Paul Harvey's *The Rest of the Story*. Here is the rest of the story:

Maxwell Maltz was a plastic surgeon in the 1950s when he began noticing a strange pattern among his patients. When Dr. Maltz would perform an operation — like a nose job, for example — he found that it would take the patient about 21

days to get used to seeing their new face. Similarly, when a patient had an arm or a leg amputated, Maltz noticed that the patient would sense a phantom limb for about 21 days before adjusting to the new situation.

These experiences prompted Maltz to think about his own adjustment period to changes and new behaviors, and he noticed that it also took himself about 21 days to form a new habit. Maltz wrote about these experiences and said, “These, and many other commonly observed phenomena tend to show that it requires a minimum of about 21 days for an old mental image to dissolve and a new one to jell.”

*In 1960, Maltz published that quote and his other thoughts on behavior change in a book called *Psycho-Cybernetics* (audiobook). Maltz's work influenced nearly every major “self-help” professional from Zig Ziglar to Brian Tracy to Tony Robbins. And as more people recited Maltz's story — like a very long game of “Telephone” — people began to forget that he said “a*

minimum of about 21 days” and shortened it to, “It takes 21 days to form a new habit.”

Phillippa Lally is a health psychology researcher at University College London. In a study published in the *European Journal of Social Psychology*, Lally and her research team examined the habits of 96 people over a 12-week period. Each person chose one new habit for the 12 weeks and reported each day on whether or not they did the behavior and how automatic the behavior felt. At the end of the 12 weeks, the researchers analyzed the data to determine how long it took each person to go from starting a new behavior to automatically.

On average, it takes more than 2 months before a new behavior becomes automatic — 66 days to be exact. And how long it takes a new habit to form can vary widely depending on the behavior, the person, and the circumstances. In Lally’s study, it took anywhere from 18 days to 254 days for people to form a new habit. In other words, if you want to set your expectations appropriately, the truth is that it will probably take you anywhere from two months to eight months to build a new behavior into your life — not 21 days.

Interestingly, the researchers also found that “missing one opportunity to perform the behavior did not materially affect the habit formation process.” In other words, it doesn’t matter if you mess up every now and then. Building better habits is not an all-or-nothing process. However the more precise and consistent you are the quicker the new behavior becomes a habit.

If we want to sustain the new behavior it will be necessary to commit to the new behavior for up to 8 months or until it becomes a habit and we can do it on auto-pilot. Once it is a habit we are no longer at the mercy of our emotions when making the decision of whether to do it or not. We don’t even think about it, we just do it!

I have found a way to reduce temptation that gets in the way of my success. I have developed an agreement method to be consistent. I make an agreement with myself when I will do the new behavior before the time comes for me to make the decision.

For example: I have made an agreement with myself that I will not eat dessert when I am on the road traveling for work. When a host tries to entice me to eat their favorite dessert at their favorite restaurant I politely respond; “No thank you, I don’t eat dessert when I am on the road traveling for work.” This takes away having to make the decision and the temptation. Regardless of how awesome the dessert may actually be and my emotions at the time I can resist. I also know my strong WHY that rates a 10 in my book. I want to continue to be healthy and fit into my size 6 clothing!

Another agreement I have is that no matter how late I get in or how early I have to get up I always do a minimum of 15 minutes of sit-ups, stretches and Pilates exercises in the morning. I don’t have to take even a moment to decide if I will do it. I just do it. My WHY, I will feel better and have more strength and endurance throughout the day. I

also realize that 15 more minutes of sleep will not be as beneficial as 15 minutes of sit-ups, stretches and Pilates exercises. The awesome part is the more consistent we are and the more we keep our agreements the easier it becomes. I have found for myself that 66 days is the magical time frame for a new habit to engrain!

"Create habits to fit who you want to be!" ~ Judy Kay Mausolf

E is for Evaluate. Our life, the people in our life and our circumstances continue to change. Therefore, it is necessary to take time during the year to reflect with self-diagnosis to evaluate our current results. Where are we in our growth process? What is working? What has changed? What area would we benefit most if we pinpointed our focus? Sometimes what we thought would work doesn’t. That’s okay. Maybe, it’s time to try a new approach or a new path. There is more than one way to...! I’ll let you finish it. Look at all the brilliant people that failed many times before succeeding. Success is about perseverance not perfection. Edison failed 1000 times before inventing the light bulb! I sure am glad he didn’t stop evaluating!

*"Only those who dare to fail greatly can achieve greatly."
~ Robert F. Kennedy*

I challenge you to implement the 4 step R.I.S.E. Process to help you R.I.S.E. to even greater success in 2017! Sky’s the limit!



JUDY KAY MAUSOLF, OWNER & PRESIDENT OF PRACTICE SOLUTIONS, INC.

Judy Kay Mausolf is a dental practice management coach, speaker and author with expertise in helping others get happier and more successful! She coaches teams how to grow their practices by becoming better leaders, working together better and delivering service with more passion and fun. She provides teams with what they need to know on how to communicate positively, effectively and have a better attitude on a daily basis. She teaches teams how to get the re-engaged and accountable by building a culture based on happiness, trust and respect.

She is Past President of National Speakers Association (Minnesota Chapter), Director of Sponsoring Partners for the Speaking Consulting Network, and a member of the National Speakers Association and Academy of Dental Management Consultants. She is author of two books; “Ta-Dah! And “Rise & Shine!”, and a contributing author for many dental magazines. She also publishes a monthly newsletter entitled “Show Your Shine”.

Judy Kay lives in MN with her awesome husband Steve who makes her special coffee every morning and Zoe...it’s all about me, 7 pound Yorkie!

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