



SHIFTING WIIFM (WHAT'S IN IT FOR ME) TO WIIFT (WHAT'S IN IT FOR THEM)!

| BY JUDY KAY MAUSOLF

Our world seems to have become very focused on WIIFM (what's in it for me). Imagine the effect if we shifted our focus from WIIFM to WIIFT (what's in it for them). We may not change the entire world, but we could definitely impact where we live and work. What if every decision every person made on your team (both at home and at work) was centered on WIIFT?

Think about what it is like to work with your colleagues, employees and employers. How different would your workplace be if everyone focused on what they could give to or do for each other? So, instead of thinking, "what's in it for me" or "how does it affect me?", we think about what's in it for them. We ask ourselves, what could we do to make their life easier or better at work? How could we help them more? Kindness, respect, trust and accountability would thrive in a WIIFT culture! The effects of focusing on WIIFT would far outweigh a WIIFM focus.

A successful leader never focuses only on WIIFM. When faced with a new policy, procedure, product, or service, they should consider the question, WIIFT? The subtle difference is that the leader is thinking about the best interests of the team and the patients instead of themselves.

As a consumer I have had many bad experiences with WIIFM policies. Just recently, I had an experience with a company that changed their policy a few days after I interacted with them, and refused to honor their prior policy. Their WIIFM response was, "We are so sorry, but it is no longer our policy!" If they would have taken the time to explain the "why" based on benefits for me, it would have created a very different experience.

Consider if you focused more on serving your patients based on WIIFT. For example, seating the patient early instead of finishing a cleaning or organizing task. Utilizing a Syrijet to make the injection pain-free. Purchasing prophylaxis paste and other products based on taste. Supplying blankets, neck rests etc. for comfort.

What about your home life? How different would your actions be if you focused on WIIFT? What's one thing you could do that would make the biggest impact for them? Reflect on each family member individually. How would changing your actions affect your relationships? How would the overall atmosphere change? The value of focusing on WIIFT might actually benefit you as much or even more!

My husband Steve is awesome! One of the awesome things he does is making special coffee for me every morning before he does anything else. And no, there is no alcohol involved! It is a pumpkin latte with special cake spice drizzled on top. Steve says he is sprinkling my coffee with love. This one simple consistent act makes me feel very loved and special each day. It is an example of putting another person first...in other words, WIIFT. How he makes me feel essentially benefits him as well. The happier I am feeling about him, the more I want to do for him. WIIFT actually generates a circle of positive responses and actions!

It is important to always tell the other person what you are doing and explain the benefits. Whether it is a patient or coworker or family member, if you explain

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clearly how what you are doing affects them, you are more likely to create value. The better you do this, the more they will understand the benefits. Put yourself in their shoes. Think about the benefits. How is what you are doing a value or benefit to them? Will it make their experience easier or better? How will it make them feel? What are the long-term benefits? How will it affect their life?

You can help them understand the benefits by completing a formative phrase:

- The benefit of this is...
- What this means for you...
- Why this matters...
- How this will affect you...

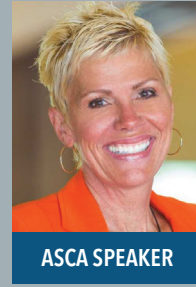
Can you envision the amazing culture this kind of thinking would generate? Everybody would be helping everybody to succeed. It would be a win for all. It is more sustainable when everyone wins. The outcome will be a happier, healthier, higher-performing culture! Hmm...It sounds pretty good, doesn't it?

Well, all it takes is one step. Here it is! Ask everyone on your team (both at home and at work) to dedicate this week as "WIIFT week". There is only one rule. Before anyone takes any actions or makes any decisions, they must first ask themselves what's in it for them (by them I mean others). Their actions and decisions must always be in keeping with what benefits the other person.

What are you currently doing that you could stop doing? What are you currently not doing that you could start doing or doing more often?

Just wait and see the awesome benefits of cultivating a WIIFT culture! Have a meeting with your team or family to discuss the changes and benefits at the end of the WIIFT week. The ironic thing is that when we focus on WIIFT we often end up with as much or more WIIFM results! So maybe WIIFT actually ends up being WIIFU (what's in it for us)! ■

MEET THE AUTHOR



Judy Kay Mausolf is a speaker, author and dental culture specialist with expertise in helping others become happier and more successful! She coaches dentists

and their teams on how to become better leaders, communicate effectively, work together well and deliver service with more focus and passion. All of this results in cultivating a happier, healthier and higher-performing culture.

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, and recognized as a leader in consulting by Dentistry Today. 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", seven-pound Yorkie!

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