



C.L.E.A.R. Leadership

| BY JUDY KAY MAUSOLF

Leadership can be confusing and frustrating. It's why many people shy away from leadership roles. However, regardless of our position in life, whether we want to or not, we all lead. The problem for many of us is we don't really think that we have what it takes to be a great leader; or even a good one, for that matter. We often mystify leadership by associating it with legendary people. We start to believe leadership is insurmountable and something only the famous or really brave people can do.

I have the privilege and honor of coaching and speaking nationally and internationally. What I have found is when I ask my audience to share who is or was a great leader in their life, and why, they are quick to respond. This exercise really helps to demystify leadership fundamentals. There are 5 clear leadership fundamentals that consistently arise. The acronym C.L.E.A.R. exemplifies the 5 fundamentals.

C - Core Standards

L - Live by Example

E - Empowerment

A - Accountability

R - Results

CORE STANDARDS

C.L.E.A.R. Leadership starts with clear core standards. It's very difficult to get others to follow our lead if we don't even know who we are and what we stand for. What four words, in order of priority, describe your core values? Would other people be able to recognize those values in you? For example, my four 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 us in our decision making. Defining and living by our core values will help us avoid the distractions of the daily mundane and other people's "shoulds". They will also help us have a strategy for who we want to be every day. Core values become our blue print on how to live. Every action or attitude is to be examined before proceeding. Does this action or attitude support my core values? This question takes us to the second fundamental.

LIVE BY EXAMPLE

C.L.E.A.R. Leadership transpires when we live by example. In other words: model the waddle you want to see! Only set standards that you are willing to support in attitude and actions. If you aren't willing to support the standards, others will follow your lead of not supporting as well. Living by example is the strongest of all leadership fundamentals. It is what builds trust and inspires others to follow us into uncertain, even dangerous situations. For example, firemen going into a burning building or soldiers into battle. If team members trust their leader(s) they will be more willing to step into the unpredictable and unknown and be open to change. Living by example takes willpower and a commitment to live each day aligned with our core standards, even when we don't feel like it.

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The more we live our life aligned with our core standards, the more engrained they become. Knowing my number one core standard is to be a “lifter” has consistently helped me to respond based on who I want to be as a person instead of how I am feeling at the moment. The first question I asked myself in the heat of the moment is: how would a lifter respond? This simple question has saved me many times from responding with anger or frustration.

EMPOWERMENT

C.L.E.A.R. Leadership involves empowering others to succeed. We empower others by being a lifter and lifting them up to shine! Lifters focus on helping others succeed. Not one of us has gotten where we are today on our own. We have all received help from someone who inspired, encouraged, taught us, open doors and supported us. It is because of that mentorship that we are where we are today. Lifters help their people to feel hope and learn skill sets that will drive them toward happiness and success. A lifter shares what they appreciate about the other person. They build up instead of tearing down, by focusing on the other person’s strengths. They have positive conversations with a minimum of a three to one ratio. Three positives for every one growth opportunity. Research shows that exceptional relationships have a five to one ratio. You may be thinking; what if I can’t find five positives? Every person has a least five strengths you can highlight! We discover strengths when we shift our focus away from weaknesses. How ironic that our strengths are just taken for granted and minimized, whereas our weaknesses are highlighted. I’d like you take a moment and think about who lifted you up in

life. Who was there to help you when you had fallen? Who opened doors when they were all closed, sometimes even locked? Who believed in you enough to help you take the first step in reaching your dreams? Empowerment can change the world.

ACCOUNTABILITY

C.L.E.A.R. Leadership is dependent on leaders being responsible and accountable! It means consistently doing what they said, when they said, and how they said they would do it. It means holding everyone equally accountable. No exclusions, and no exceptions; otherwise you divide the team and lost trust. Also, no deviation for team members, regardless of longevity.

Accountability does not mean giving direction to a person just once. It means delegating clear expectations and following up as needed until completion is confirmed. Accountability means never leaving anything up to assumptions. When we commit to something we hold ourselves accountable to delivering what we promised.

Here is how we often lose trust with accountability: someone asks us to do a task for them. We take it on and promise to complete by a certain date and time. Usually, this timeframe is based on the maximum speed in which we could function, if everything went perfectly. Then life gets in the way and we don’t get it done on time. When we don’t accomplish what we committed to in the timeframe we agreed to, we instantly lose the other person’s trust. I don’t know about you, but very seldom does everything go perfectly in my life. I have found it works best to think of what would be the worst case scenario for timing. For example, I am often asked to write articles for different dental publications.



MEET THE AUTHOR

Judy Kay Mau-solf is a dental practice management coach, speaker and

author with expertise in helping others get happier and more successful! She coaches dentists and their teams how to become better leaders, work together better and deliver service with more passion and fun which ultimately result in growing their practice.

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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Assuming a smooth process, if I know I can complete it in one week, I ask for two. In most cases it doesn't matter to the publisher. I finish and submit my article in 10 days and I look like a super star! The key is to under-promise and over-deliver. The problem is our society has become just the opposite: over-promising and under-delivering. Just think about the solicitation and advertising you hear. How often do you hear ridiculous claims? Do you instantly trust, or have you gotten jaded by so many negative past experiences? Life happens, and sometimes even with our best efforts we can't fulfill our promises. In order not to damage trust, keep people in the loop by communicating in a timely manner what you can do.

RESULTS

It is important to have an end goal in mind in order to get results. Otherwise, if you don't know what you want to achieve, how do you know when you've arrived? It's very difficult to lead others when they are unsure of the results you desire. Clearly define the results you want to achieve. The more focused the result the clearer the strategy becomes to achieve success. What will make the biggest impact in achieving your desired results?

Establish the “why” behind the results desired. What are the benefits if the results are achieved and the consequences if they are not? Identifying the “why” is what gives us the purpose and the perseverance to keep going, even when we hit obstacles and meet resistance. It is important for the “why” to be a value of eight or above on a scale of one to ten. Otherwise, you increase the risk of losing motivation and not succeeding.

Set trackable benchmarks that are challenging yet achievable. Monitor your progress daily, weekly, monthly, etc. depending on the benchmark. When you aren't achieving a benchmark, take time to uncover the specific area(s) of concern. Where do you need to focus more time and energy? What can you start doing or what can you stop doing to make the biggest impact? What specific action steps do you need to take to get the results you desire?

Practice C.L.E.A.R. Leadership and lead the life you desire!

If you would like to learn more about how Judy Kay Mausolf can help you practice C.L.E.A.R. Leadership and lead the life you desire, please visit her website at www.PracticeSolutionsInc.net or email her at JudyKay@PracticeSolutionsInc.net. ■



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DATE	MEETING	LOCATION
June 9-11	SCN	Orlando, FL
June 16-17	TAGD New Dentist Conference	Austin, TX
September 7-9	AADOM Annual Dental Management Conference	Scottsdale, AZ
ADMC	Atlanta GA	

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