



Achieving Authentic Success

BY JUDY KAY MAUSOLF

It seems as if the universe has been nudging me to write this message. I have been witnessing an extraordinary amount of people being fake by pretending to be who they are not. Just turn on the TV and listen to the news. It's becoming the norm in every industry. So many people talking the talk but not walking the walk. It is not our words but our actions that are our truth. Thankfully there are still those who choose to live an authentic life.

I love the quote by Maya Angelou,
“When someone shows you who they are, believe them the first time.”

The intent may not be to deceive others. It can unintentionally happen when we have not taken the time to explore and know our true self. The fear of what others may think and the desire to fit in pushes many to be less than authentic.

While sadly to say there are others who intentionally mask who they are and become a chameleon to get what they want. These behaviors are dangerous whether they are intentional or not. They don't

merely hide but transform who we are. We become who we impersonate.

This message is focused on showing up our best authentic us in an often times artificial world. **"Today is a great day to show your shine!" ~ Judy Kay Mausolf.** This quote reflects the core of my belief system and is the compass of my life. It is my mantra for serving others in this day, not waiting until the opportunity which may never come again.

Do you have a quote or

statement that reflects your core belief system, your compass in life, your mantra for serving others? If not, what would you like it to be? As important as it is to have a business vision statement, it is even more important to define personal core values. It is key to limit it to a few core words or it dilutes clarity. **What four core words in order of priority would you choose?** Having core value words will help guide us in our decision and actions. They will help us

show up to shine every day. For example my four core words in order of priority; lifter, authentic, happy and committed.

- Lifter – lift others up to shine
- Authentic – be true to who I am
- Happy – be present, grateful and celebrate life's gifts
- Committed – perseverance to continue to succeed in when difficult

In life things don't always go our way and people can be interesting. Interesting is a great way to describe difficult personalities and behaviors. **Having four core words helps us to be who we want to be even when our emotions would lead us astray.** I heard a powerful quote from Fred Joyal during a recent interview webinar discussing culture. **"The gap between reaction and response is wisdom!" Our response will support who we choose to be when we take time to think before we react.**

Maybe some of you aren't necessarily thrilled with the role you are playing in your life right now. It is never too late. You can change how you live your life starting today. In every breath we take we have the opportunity to continue to grow and become the person we choose to be. Day dream for a moment. Imagine, what would your life look like if you were your best you? What core values would you add or change? What would you start doing and what would you stop doing? What daily action steps

would you need to take to support those values?

It takes confidence, perseverance and commitment to show up and be our best us. Confidence, perseverance and commitment are what separate the people who talk-the-talk from those who walk-the-walk. All three are vital to achieving authentic success!

Let's start with confidence. **The more confidence we have in ourself, the less likely we are to sway in our beliefs and give in to the noise from others.** Real confidence comes from knowing who we want to be and accepting ourself, our strengths and overcoming our limitations, in contrast to depending on affirmation of others.

I remember when I was starting my business, Practice Solutions Inc. in 2006. I had advice on what the best, proper, or the only way to do things. I realized quickly I had to decide what the core values of my coaching/speaking business would be to avoid having my business philosophy change daily on the whims and beliefs of others. Much of the advice I received focused on monitoring numbers and the bottom line. What rang true to me was to not focus on the bottom line. Instead I chose to **focus on happy and healthy doctor, team, and patient relationships built on trust and respect. A healthy sustainable bottom line would be the result not the focus.**

Yes, it would still be important

to know, understand and monitor numbers, systems, and protocols to know the health of the practice. However, **the practice's success would come from the change in mindsets, attitude, and communication resulting in happier, healthier, higher performing culture.**

It's time we stop worrying about what others think. The truth is we are so busy worrying about ourselves we don't spend more than a few seconds worrying about others. Do you even remember what the headlines in the news were yesterday? If you are like most you don't, and it was the headlines. We have been given the gift of life. What a shame it would be to waste our life being someone we are not.

People are drawn to people who are confident in being real. It's time to be authentic and show our quirky and unique nuances to the world. Our sense of people's authenticity has an enormous impact on how much we trust them, how comfortable we are with them, and how willing we are to follow them. Sharing our authentic self is a vital, essential piece to becoming true to our self and our core beliefs. When we share who we really are and what we are passionate about, our message comes across loud and clear and rings true!

Perseverance is what helps us keep going when the going gets tough. I am an overnight success. LOL that is if you



call 12 years overnight. I am blessed to have inherited my mom's perseverance to succeed. You could often hear her say; "Come hell or high water this is happening!" Trust me it did. We never doubted whether mom would get the job done even against insurmountable odds.

I started my coaching business August 1, 2006. The next six months I visited over 200 dental offices in Minnesota to introduce my coaching services only to receive a resounding NO response. My awesome husband, Steve continued to cheer me on even though his heart was breaking for me. I finally started to get a tiny bit of interest but not enough to really stay afloat. One of my closest friends

suggested I stop wasting my time and get a real job. (FYI she is no longer in my life). Her words were a challenge like waving a red flag in front of bull. Growing up on a farm in North Dakota we learned you pulled yourself up by your own boot straps. I had tried to do it all on my own and finally realized I needed some help. Two dental industry giants, Lois Banta and Linda Miles were there to lift me up. I attended my first SCN (Speaking Consulting Network) Meeting in June of 2007 and haven't looked back since. (www.speakingconsultingnetwork.com) I am forever grateful for their mentoring and support and I am honored to call them good friends.

Many of us have had

someone during our life time help lift us up. **Surround yourself with people who inspire you. Develop strong relationships with others who have complementary skills to help you succeed.** Perseverance doesn't mean we have to do it all on our own. Perseverance means we do what we need to do to succeed. Let me clarify; as long as it is legal, ethical and done with integrity! These fundamentals are a given and expected yet we often see just the opposite. **"Success is the ability to lay your head on your pillow at night with your integrity uncompromised!"** Here are some reminders of dos and don'ts.

- Do what you said when you said you would do it

- Don't claim you are someone you are not
- Don't step on someone else to step up
- Don't plagiarize from others
- Don't be vague and misleading
- Don't do something you know is wrong and think it is okay as long as you apologize later

Commitment is the third component to achieving authentic success! **It takes commitment to daily action steps to achieve the results we desire. Remember to avoid O.C.D. ...over committer's disorder. Be realistic about what you can commit to doing consistently.** Consistency is the key. Something you do occasionally will never be sustainable. In order for us to sustain something it needs to become a habit. The average habit takes 66 days of precise and consistent practice. Once something becomes a habit we don't even think about it we just do it. My good friend Dr. Uche Odiatu simplifies how to consistently eat healthy and exercise. He has created a 7 minute exercise routine to help those who don't exercise at all get started. Don't forget to celebrate each step of the way. The joy is in the journey!

Here are some steps to help you shine!

- Define your 4 core values.
 - o Make sure they are what you are enthusiastic about, and not someone

else's dream.

- o Share your core values with others.
- Clarify your goals and objectives for the year.
 - o Know your strengths and the areas you need to grow.
 - o Embrace daily habits that help you achieve your goals.
- Surround yourself with people who inspire you.
 - o Develop strong relationships with others who have complementary skills to help you succeed.
 - o Focus on what you can do to lift others.
- Don't compromise your core values, your health, or your family.
 - o Challenge yourself to do difficult things to help you grow.
 - o Do only what is legal, ethical and with integrity.
- Enjoy the journey as much as the final destination.
 - o Be grateful for what is and celebrate even the small things daily.

Every day we have the opportunity to show up authentic and be our best us, we can be. Every day we have the opportunity to shine. Every day we have the opportunity to serve and impact others in a positive way to help lift them up to shine. When we do we achieve authentic success!
TA-DAH!



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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, her "it's all about me" 7 pound Yorkie!