

# It's All About the B.A.S.E.!

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



I coach dental teams nationwide and I am often asked what it takes to build a successful team. I have found the most successful teams have developed four specific corner posts as their foundation. In essence it's all about the B.A.S.E.! The B.A.S.E. is an acronym for beliefs, attitudes, standards, and execution. Developing a strong B.A.S.E. creates clarity and structure and helps unite and empower the team to succeed!

# B.A.S.E.

Let's start with the B in B.A.S.E., it's where everything begins, beliefs! The belief in one's own self is vital to the team's success! Individual team members must be open to change and not let fear of failure from limiting beliefs stop them from continuing to learn and grow. It impacts the team's success greatly when a team member is unwilling to take on something new or do something different because they lack doubt their ability. This usually results in another team member taking on the task and lessens the performance level of the entire team. I will give you an example. Visualize your team working together rowing on a row boat. Anytime someone is unwilling to do a task even if it is out of fear, they are in essence asking to not row as hard as the rest of the team. The outcome is the row boat moves through the water with less speed and covers less distance. Similarly it affects the team and practice performance in speed, quality and level of care. Those who are rowing have to row even harder to keep up creating more stress, frustration and eventual burnout. Even the bottom line is affected because other team members are being paid to do that person's task.

The ironic thing is that most of our beliefs about our self both positive and negative can be traced back to our early lives and have very little to do with the person we have become. We learned to believe we either had limitations or limitless ability. If we are not mindful, the voices from our past can dictate our level of accomplishment in our present life!

"See, we don't become what we want in life; we become what we believe."

What we believe determines our actions and our actions generate our outcome. Whatever it is we desire in life; happiness, respect, more money, less stress; our success always depends on our beliefs.

I have met so many amazing and wonderful team members who can't, don't, or won't see their own potential life. Their limiting beliefs are stopping them from trying new things and taking on new challenges. It is their fear of failure that limits their ability to embrace change. Yet the ability to change is a constant, inevitable necessity in order for a team to thrive.

We either empower or un-power ourselves, depending on the beliefs we repeatedly play over and over in our minds. It's time to challenge the limiting beliefs that stop us from stepping up. The next time you are asked to take on something new or implement a change don't let fear get in your way!

- Say to yourself, "I can do it," even if you are unsure and don't have all the answers.
  - Whenever we tell ourselves we can do something, we

empower ourselves to take the first step to succeed. Our mind believes what it thinks.

- Visualize yourself accomplishing the goal with clarity, confidence and competency.
  - Whenever we visualize ourselves doing something successfully we start to believe we can and we maximize our chance for success. Our mind believes what it sees!

The A in B.A.S.E. is for Attitude! Our attitude affects the entire team's health and performance. You may have heard our attitude determines our altitude in life. Our attitude affects the entire team's altitude by creating positive or negative energy in the work environment. The energy we create can generate either the team's success or our failure, based on the Law of Attraction. Positive energy seeks other positive energy with the same frequency, and negative energy seeks other negative energy with the same frequency. Working with a co-worker that consistently displays a negative attitude is stressful and greatly affects the performance of the entire team. The team starts walking on eggshells around that person and is afraid to approach them when there is a concern or even to ask for help. When we are stressed our creative problem solving, smart part of our brain shuts down and our individual performance level drops significantly!

"Everything affecting you is a reflection of the energy that you are radiating."

A negative attitude even in the same room affects our health. Consistent negative thoughts, words or energy changes the electricity in our brain, which changes the energy in our body. Our organs that need that energy are no longer nourished and sometimes they get disease and sometimes they even die! Why would we allow anyone that much power to affect our health? Yet I have seen many practices continue to work with team members who have a toxic attitude because they had great skill sets.

The bottom line is that we are the only one responsible for our own attitude! Successful team members know it is their responsibility to show up each day with a positive attitude!

Here are some ways to have a more positive attitude.

Different colors create different energy. Orange creates feelings of happiness and positive energy. I want to feel happy and positive and love the color orange so I surround myself with different shades of orange. I must confess I am acronym addict and felt the need to have one for O.R.A.N.G.E! My husband Steve and I came up with it on a seven hour drive to visit my family home in North Dakota. So are you ready? O.R.A.N.G.E. stands for Optimistic Radiant Attitudes Nurture Great Energy! O.R.A.N.G.E. is simply

about radiating a positive attitude to create great energy in our lives. In other words, if you radiate an optimistic attitude, you will nurture great energy in your environment. O.R.A.N.G.E. is the Law of Attraction in action!

Challenge yourself to have a positive attitude every day. Your attitude and happiness depend on your mindset. Choose to be happy and positive regardless of what may come your way. Choose to smile and impact others in a positive manner regardless of their behavior. Refuse to relinquish your power to have a positive attitude to circumstances or other people or even the schedule. Don't allow outside influence to dictate whether you are happy or not...it is always up to you!

I created two unique orange rubber bracelet bands to wear as a visual reminder that we always have the choice to be positive, happy and celebrate life! One reads "Smile & Shine" and the other reads "TA-DAH!" They are the first thing I put on every day. It may seem silly, but they make me feel like I have super powers. They empower me to smile and celebrate life regardless of the circumstances!

#### Here is your homework to have a better attitude:

- Put on your power band (you can find them on my website at [www.PracticeSolutionsInc.net](http://www.PracticeSolutionsInc.net) under the resources/products tab)
- Say out loud, good things are happening, focus on what is good and feel gratitude for them. (I personally say awesome things are happening...because I love the word awesome!)
- Choose a positive attitude regardless of how you feel, fake it and you will feel it!
- Choose words and actions that have a positive impact on others.

The S in B.A.S.E. is for Standards! Performance standards raise the level of the team's success. Performance standards create clarity and structure. When there is clarity and structure the drama and confusion of who is right or wrong that often divides a team disappears. The opposite is true when there aren't clear performance standards, assumptions, false expectations and differences of opinions run rampant.

Have a team meeting to discuss what core standards the team would like in their work environment. In essence, what will be the code of conduct for the practice? Create the standards together. Creating standards to work by creates clarity and helps the team to be accountable to a specific level of attitude, communication, behavior and performance.

#### Here are questions to ask the team that will help them create standards for the practice regarding attitude, communication, behavior and teamwork:

- What makes you happy and you would like to see more of – list it as a to do
- What stresses you and you would like to stop – list what you can do to stop it – for example instead of stop gossiping, use support a gossip free culture
- What can you do to impact your co-workers and patients in a positive manner
- What can you do better

Once you have completed the list, print it, frame it and put it on display in your meeting room or wherever the team will see it most often. Review it at your team meetings and whenever someone's behavior deems it necessary. It is important for the team to live and maintain the performance standards even when it is difficult or they don't feel like it.

The E in B.A.S.E. is for Execution! No I don't mean take the other person out permanently...although that would end the dispute! What I mean by execution is take action! Even teams with the most empowered beliefs, positive attitude and clear standards won't succeed if they don't take action.

The most important aspect of the execution and where most teams struggle is the implementation process. The team will have difficulty executing the new ideal, system or process if they aren't clear on the what, who, when, where, why and how. Without a clear implementation process everyone on the team will come up with their own opinion or assumption of right and wrong on how it should be executed. Practice verbal skills, role playing as well as the physical walk through before you ever introduce anything to your patients.

Once you have practiced and resolved any obstacles agree on a standard. Print it out and create a Standard Operating Procedures Manual (SOP Manual). I suggest using a 3 ring binder with clear sheet protectors to simplify future changes.

Implementing these 4 corner posts will empower the team to raise their level of success! Because in the end your team's success is all about the B.A.S.E.!

Please visit Judy Kay's website at [www.PracticeSolutionsInc.net](http://www.PracticeSolutionsInc.net) to learn more about how she can help you and your team build a clear and cohesive B.A.S.E.!



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Judy Kay is a dental practice management coach, speaker and author. She coaches dentists and managers who want to be better leaders, get their teams to work together better and ultimately grow their practice.

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