

Key Critical Points for Your Team – Reposition Yourself for Success

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Reposition Yourself (or your team) for Success

Looking to increase your success? Repositioning yourself or your team may be all that's required. Educator and business leader Dr. Nido Qubein states, *“Power positioning is presenting yourself to the right person, at the right time and place, in the right way, with the right message. If you can do that all day long, every day, you will be an incredibly successful professional.”*

No matter what type of practice or position, this concept applies to almost everyone. Whether you are selling a service or a product, are seeking a position in an organization or desire to grow a mega-successful practice, **strategically positioning yourself is critical** to gaining success.

For many years KDIC has taught that **YOU/your team are your best asset**, both professionally and personally. At times, however, we can get in our own way. Positioning takes time. It requires a process to discover what's right for you and what's needed by those you're interacting with.



Positioning also takes change, and we all know how most of us feel about change! A favorite quote of mine is, *“Change is good. You go first!”* Humans tend to NOT LIKE change! But I've found personally that change really is good. Great things have come to me, my business and my family because of a decision to make a change or positively accept changes in life and move forward.

Having experienced transformation (aka, change) with many clients through the years — as I've had the privilege of taking their journey with them — **KDIC has developed a positioning process that can significantly increase your odds for success.** Consider these five core areas in creating a plan to strategically position yourself or your team.

- **Mindset** – Determine first how you want to be seen by others. Feed your mind the right messages by keeping the self-talk and stories you tell yourself positive, purposeful and directed toward the success you want to achieve.
- **Appearance** – Visual impact occurs in 7-20 seconds! You cannot negate this fact. People judge your importance by the way you look. Know your audience(s) and what you want to accomplish when you're with them. Set your own personal appearance standards and stick to them. This includes the types of garments and finishings (jewelry, grooming, hygiene); the style, design and colors of your wardrobe or uniform; and how you carry yourself as you enter a room, stand in front of a patient/group or sit in a chair.
- **Behavior** – Actions speak louder than words. Be aware of your behavior, including little things such as nervous ticks. How do you think about and handle the environment or situation you find yourself in? Are you self-centered or patient-centered? Do you enter a room and nonverbally say, “Here I am!” or “Ah, there you are!” The body doesn't lie. Our true attitudes will come through in our behaviors as we work with people.
- **Communication** – Watch your words and think before you speak. Say the right thing, in an appropriate tone and pace, at the right time.
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- **Digital** – Keep an eye on how people view you: where, how and why. In addition to in-person interactions consider the many digital ways you communicate and are seen and experienced by others.

In each of these core areas understand where you and your practice are today, what you need to develop and how best to update. **Don't stick with the status quo when you know that it's time to grow.** What's your next step?

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