

5 Effective Responses To The COVID-19 Crisis



Here are five effective ways in how you can choose to respond to the COVID-19 crisis as dentists & practice owners.

the Thriving Dentist
with Gary Takacs

Response #1

* Exercise Leadership!

Leadership, especially in the context of a crisis is very important. Your goal in terms of leadership could simply be better tomorrow than you are today!

You can be a leader in three different ways;

- To lead our families.
- To lead our team members.
- To lead our patients.
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Leadership is in the actions you take. An anchor for them, a role model that they can follow through in being impactful.

It's not easy & can be very challenging, but this is when they need your leadership the most. As leaders, we have to be showing up as the best version of ourselves as we deal with our families, team members & patients.

Response #2

* A Positive Spirit

A good way to think of this right now is to be realistically optimistic. If you feel like you can't see anything positive about it, chances are that you're not playing the long game.

If you can't find something you're grateful for, you probably aren't looking for it. Although we're experiencing challenges right now, there are opportunities to be grateful for.

Response #3

* Develop Your Emotional Intelligence

You can define emotional intelligence as recognizing your own emotions and the emotions of others and using that to guide the situation towards a desirable outcome.

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The best time to exercise emotional intelligence is when the wheels are falling off. When your team members look forward to you leading them. Practices who have truly embraced this concept have patients who know that, regardless of the state in which they walk into your practice, they know you're genuinely happy to help them & ensure they leave your practice happy & confident.

Response #4

*** Build A Relationship-Driven Approach**

One of the most important things you can do right now is to take the time to check up on your patients. See how they are doing. Use this as a time to strengthen your bond with patients. Some older patients may be confused or wouldn't know what's going on, you can share information with them.

You can talk to younger patients, share some oral hygiene tips & best practices to follow to keep themselves in the best shape.

When you use what we now know as "downtime" to effectively really reach out to patients, in the process of doing that, we turn them into loyal ambassadors of our practice.

Response #5

*** Embrace Opportunity**

One of the definitions of the word "crisis" refers to a time when a difficult or important decision must be made. It's easier to look at the challenges that we are facing right now. However, without challenges, without any form of resistance, you will not grow. As dentists, we need to understand that.

Every crisis presents us with an opportunity, a turning point in our lives. It allows you to grow your practice, your team members and for you: to be better tomorrow than today.

If you ever feel like you can't see any opportunity, then you haven't looked hard enough. Don't just tolerate opportunity, truly embrace it!

We discuss this topic and action steps in greater detail in episode #430 of The Thriving Dentist show. Listen to the full podcast for more in-depth information at <https://www.thrivingdentist.com/podcast-show/>