

Chiropractic ECONOMICS

Celebrating Our 55th Year!

ChiroEco.com

Leading others
begins with you

PAGE 22

Working together
for wellness

PAGE 28

How to hire
the right people

PAGE 45

Foundation Drafts Jerry Rice

PAGE 224

What is OIG's
plan for 2009?

PAGE 52

Visualize and create
your wellness practice

PAGE 60



Pro golfer Kenny Perry and Michael Elkins, DC

Leading others begins with you

By Monica Wofford, CSP

In order to lead a practice and patients, you must first learn to lead yourself.

Dr. Bob was no exception. He knew that unless he could manage his mind, emotions, judgment, thoughts, and words, he had no business managing, much less leading, anyone else.

He had the largest practice in a three-state radius and sometimes felt like a circus ringmaster because his office had a tendency to resemble a three-ringed event. It was all quite normal, but for a man who revered organization and adored order, it could get out of hand in a hurry.

It's certainly not unusual for ambitious, successful people to be driven — but that drive can turn into

People who are able to lead themselves well know what their triggers and natural behaviors are and what they might want or need to work on. Being you is perfectly wonderful as long as you know what you *is*, and you are consciously able to work on areas that may drive employees crazy or come across to patients as problematic.

2. Shift your focus. To lead yourself personally, and do it well, you have to shift gears or focus. Think of when someone cut you off on the highway. If you choose to react, use creative body language to display your irritation, and even chase after the offender, you are unconsciously and habitually reacting.

Take a moment to breathe and shift focus. Most people react unconsciously or out of habit to something someone says, does, or fails to do.

It's human habitual behavior, but you can change those habits and realize a much greater sense of personal control, as well as significantly reduce your need to do damage control.

Shift your focus from being frustrated to fascinated. Try learning *how* to handle something instead of letting it fester. See those you would normally view as difficult as different, and instead of fuming over something someone did or said, try fine-tuning

your own behavior.

It's not always easy and may not be automatic the first time you try, but that shift can make all the difference in not only how you lead you, but how others respond.

3. Manage your communication style. Contrary to what we would like to think and often believe, everyone does not see or say things the same way. What is clear to you may not always be clear to others.

But if you are the leader and have a desire to be understood, attempt to learn how others communicate. Do they process for days and bring up the conversation three days later? Do they express their feelings right then and there, no matter who's listening? Do they need you to spell it out for them letter by letter, when you'd rather use shorthand?

It is not only likely you work with each different kind of person and communication style, but important that you recognize it.

The truth is that everything you do, say, and sometimes think as a leader will rub off on others.

demanding behavior where you impose your own expectations on people around you.

You are your own monitor. If you push and push to be better, bigger, and more successful in your business, life, and with your patients and staff, then you are under a significant amount of constant pressure.

Who is doing the monitoring? Leadership of those in your office isn't about you — but it begins with you. Try these personal leadership practices to keep you "in check."

1. Get and maintain awareness. Become aware of who you are and how you are wired. It is so easy to see the flaws and foibles of others from a mile away, but only the most successful stop and learn about that which they are too close to: Themselves.

If you are unaware of what sets you off, that you have a need for order, or are desperately seeking each item checked off your list, then you are in a position to be reactionary instead of purposeful.

More importantly, consciously take the opportunity to develop those skills not natural to you so you don't have to spend time re-explaining, reiterating, or practicing your new fascinated, instead of frustrated, techniques.


The truth is that everything you do, say, and sometimes think as a leader will rub off on others. Are you giving them what you want them to have, or what you would want to have if the roles were reversed?

In business, leading you can mean keeping yourself in check, in control, and focused on what is in the moment or just ahead.

It also means being aware of what you are doing instead of merely operating out of seemingly uncontrollable habit and auto pilot.

Personal leadership requires thinking, conscious choices, and shifts in focus and attitude when needed.

It doesn't mean you leave your emotions and humor and personal style at the door, only to don your robot costume when you arrive at the office. It merely means you sometimes have to watch those emotions float by, as if they were sailboats and you were on the bank of a river.

As a leader, the people you lead watch everything you do. Are you watching everything you do, and are those things worth using as an example for others? 



Monica Wofford, CSP, is the CEO of Contagious Companies and a nationally known, trainer, speaker, coach, and author of *Contagious Leadership* and *Contagious Chiropractic Customer Service*. Often accused of "developing skills worth catching," she has also become known as "The Contagious Lady." She can be reached at 866-382-0121 or info@monicawofford.com.

Grow your practice and help your patients with the leader in food sensitivity testing...

The ALCAT Test® measures harmful immune reactions induced by commonly encountered foods, additives and environmental chemicals. Using just a small amount of blood, the ALCAT Test can accurately detect a cellular reaction to over 290 different items.

"The ALCAT Test has helped in a multitude of chronic cases where other investigations and treatments had reached a dead end."

David M. Brady,
ND, DC, CCN, DACBN



- No cost to get started
- Nationwide Physician Referral Network
- Patient test results available online within 72 hours
- FDA inspected, registered
- CLIA licensed and inspected
- Available in over 20 countries worldwide
- A published study from Baylor Med. College., Sports Med. (Houston) documented 98% success using The ALCAT Test in body composition improvement and/or weight loss.

If you see patients who suffer from migraine headaches, IBS, asthma, chronic inflammation, ADD, fatigue, eczema or simply can't lose weight, call us today!

ALCAT
WORLDWIDE

Jump Start Your Practice

www.alcat.com

1-800-US ALCAT/1-800-872-5228

CIRCLE 106 FREE INFORMATION