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Staying on Track: The Why & How of Success

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Best practices for those in the medical aesthetics industry include knowing your why because it can make the difference between having a marginal practice or an extremely successful practice. Knowing your why can bring back the excitement and enthusiasm you felt when you first decided to begin the journey into the world of beauty. It can drive you to keep going when things are tough and to strive to achieve your vision.

THE WHY

To be happy in life, you must have a purpose, a goal for your journey. To have a successful practice, you must understand why you chose to practice aesthetics, and you must communicate that why and its passion to your team and your clients.

As Simon Sinek, author of “Start with Why: How Great Leaders Inspire Everyone to Take Action”, explains, “People don’t buy what you do; they buy why you do it. And what you do simply proves what you believe.”

Function

Knowing the why behind your medical spa practice will help you inspire others to join your cause, which is to provide the best client care possible with real empathy. It will drive the culture of your practice and in turn, drive success. Client outcomes are driven by the culture of your practice. We've all had the unfortunate experience of going to a professional only to be treated indifferently, like a number rather than a human being. That's not the type of practice culture you wish to nurture. Instead, recall those times you met with a professional who took an interest in you and your needs, a staff that truly went the extra mile, and created an outcome that met or even exceeded your expectations. This is the difference between an organization that isn't operating in concert with their why and one that is.

Implementing the how can make a practice truly successful by helping you establish the policies and procedures required to keep your practice functioning smoothly. Without adequate and well-developed policies and procedures, there are no rules. In the absence of defined rules, people create their own. Luckily, there are policies and procedures that can be established to help with this.

THE HOW

Policies

A policy is a predetermined course of action. It forms the link between your practice's vision, values, and its day-to-day operations. Policies are formalized requirements that apply to a specific area or task and serve as guides for staff on how they should handle issues when they arise. Policies are mandatory and required either because of your vision, mission, and values, or legal requirements. Employees who violate a policy should get warnings and more training.

Procedures

Procedures define the specific action plan to be used to execute a policy. They are step-by-step instructions or road maps that enable staff to carry out a particular task or to take appropriate action when an event or issue occurs. They help prevent your practice from making costly errors. Together, policies and procedures define the how of your practice.

The Importance of the how – policies and procedures – are crucial for your practice for several reasons. They increase compliance to regulations and best practices. They help employees understand what is expected of them and help protect your practice from legal liability. Secondly, policies and procedures help ensure consistency within your practice by clarifying internal processes. This helps staff provide

consistent value and customer service to your clients. Third, policies and procedures improve workplace safety. In the event an incident or accident does occur, they can help minimize damage or prevent it from becoming a crisis.

Properly communicating policies and procedures during your on-boarding process clarifies and reinforces the standards expected from each employee. This helps you manage your staff more effectively, since they have a clear understanding of what is and what is not acceptable. Additionally, defining your how will help your practice run more smoothly. Mistakes and speed bumps will be quickly identified and addressed. This allows staff time and practice resources to be used more efficiently, which benefits the bottom line. Finally, having policies and procedures helps employees understand their job responsibilities and expectations, which allows them to do their jobs more confidently and easily, resulting in happier, more engaged staff.

Implementation

First, put your policies in writing using clear language. Avoid technical jargon. Policies should be written as simply and clearly in easy-to-understand phraseology. Your employees need to be able to understand the written policies, and you don't want there to be any question or room for interpretation. This removes the need to micromanage. It saves time and stress for employees and managers.

Next, you want to ensure your employees have access to and are aware of your policies and procedures. The documents should be readily available. It's a good idea to have your staff members sign an acknowledgment form saying they have received, read, and understand your policies.

Third, policies and procedures should be living documents. It goes without saying that business practices and technology change over time. You should review your written policies and procedures annually to determine if they need to be updated or if new additions are required.

Finally, you need to enforce policy and procedure conformance. Doing so minimizes risk to your practice by guaranteeing your practice's operations and decision-making processes are uniform and consistent.

Taking time to develop and enforce your how (policies and procedures) so that it reflects the why (values) of your practice will help your practice reach its potential. It will make your practice a better environment for your employees and clients and will help boost your bottom line.

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spas in creating new profit centers, developing profitable private label product lines, ghost writing articles and eBooks, and identifying and executing new business strategies aimed at improving their bottom line. A celebrated author, Whitman's "Aesthetic Medical Success System," a turnkey educational system, has assisted clients in opening or jumpstarting their current businesses. Her second book, "Beautifully Profitable, Forever Profitable," provides solid, practical information on how to create, launch, and grow successful aesthetic medical practices and related businesses.