

# Becoming Fred — How to deliver extraordinary results

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“Hi, Fred. I’ve noticed quite a few books on business, management, and leadership. Which one would you recommend for me to read and apply to my dental practice?”

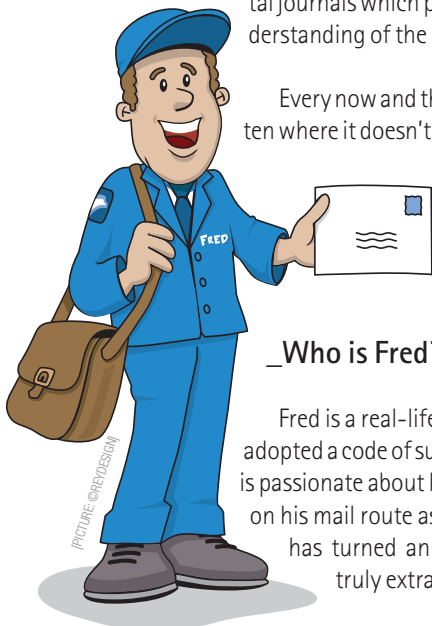
Often times, a client will ask about leadership and management skills to help reduce the stress and frustration that may come from managing people in a dental practice. There are many great books on this subject, and recently, I’ve come across a great read, “Fred 2.0: New Ideas on How to Keep Delivering Extraordinary Results”, written by Mark Sanborn.

As an aside, it’s great to know there are dentists out there who also enjoy something other than the dental journals which provide the knowledge and understanding of the healing arts of dentistry!

Every now and then, there is a book that is written where it doesn’t have anything to do with dentistry, but it has everything to do with operating a business that can be incorporated into running a dental practice; this is one of them.

### \_Who is Fred?

Fred is a real-life mailman, Fred Shea, who has adopted a code of success and who is a person who is passionate about his ordinary job, treating those on his mail route as his friends. In the process, he has turned an ordinary job into something truly extraordinary!



The author, Mark Sanborn, reminds us that our lives are what we make of them. And if we are bold enough to embrace the code of success, we will also reach even higher and do more. He wrote the book, “The Fred Factor” in 2004, and the ideas and principles have been adopted by many companies across the country and other parts of the world. Not surprising, as you’ll see from what follows.

But before I do, make sure you get the book—at a book store, downloaded onto an iPad or Kindle, or however you exercise your mind today.

### \_Fred Principles and Checklist

In simple, the four basic Fred Principles are:

- 1) Everybody makes a difference.
- 2) It is all built on relationship.
- 3) You can add value to everything you do.
- 4) You can reinvent yourself continually.

And, the Fred Checklist (maybe we should all use this as a test on our ability to become extraordinary) where Fred:

- ▶ Goes beyond what is expected.
- ▶ Isn't content with being "normal".
- ▶ Does ordinary things in an extraordinary way.
- ▶ Loves his/her job.
- ▶ Cares about the people he/she works with and for.



## Choose to be extraordinary!

I truly enjoyed reading this book; and the highlights for me are the little pearls that appear in the margins of the text. Here is what you can look forward to when reading the book for yourself:

- ▶ Don't settle for normal. Choose to be extraordinary!
- ▶ If you want more out of life, go for more. Raise your expectations. Settle up, rather than down.
- ▶ Fred does what he does because he knows it's the right thing to do.
- ▶ Take life one day at a time, and make each day better than the last.
- ▶ Word of mouth can hurt your business, but word of *mouse* can really sink your boat.
- ▶ Being a Fred isn't about the job you hold but how you do the job.
- ▶ All Fred's do ordinary work. Why? Because that's the only kind of work there is.
- ▶ A Commitment without a goal is like a trip without a map: odds are you won't get to where you want to be.
- ▶ Passion should come before profit.
- ▶ Passion without commitment and hard work is like a cart without a horse—it's not going anywhere.
- ▶ The important question is not, how creative am I? But how can I be creative?
- ▶ Creativity rarely emerges under pressure.
- ▶ *Indifference* is the opposite of *making a difference*.
- ▶ We are responsible for living in a way that shows others who we truly are and what we believe.
- ▶ Why is it that we're so quick to give ourselves the benefit of the doubt but so slow to do so for others?
- ▶ An elevated experience happens when you are expecting something standard or run of the mill and you end up with something more.
- ▶ A Professional is someone who is more worried about the solutions to your problems and needs than you are.

- ▶ Staying the same isn't enough because yesterday's success can easily become tomorrow's mediocrity.
- ▶ Pessimism is tied to this underlying fear: not only is the glass half-empty, but it has no hope of getting a refill.
- ▶ Leaders don't just tell a better story; they make the story better.
- ▶ Integrity is the distance between our lips and our lives.
- ▶ The only thing more powerful than a committed individual is a team of committed individuals.
- ▶ Going the extra mile isn't just the right thing to do; it also provides a competitive advantage.

## Become the Fred of your dental practice

What would it look like if we took the Fred spirit—choosing to be exceptional rather than ordinary—into our communities? When you know what is important to you in your life and work, you should apportion your talents and efforts so you can give the best you have to those things. Having too many priorities isn't much better than no priorities at all. Pick just one thing you can do better today.

I really hope you get the book; it's so well done, and goes beyond scratching the surface of how to be better at what we do. Enjoy! Become the Fred of your dental practice. And drop me a line; let me know what you think after you've read it yourself!\_

## about the author

**Fred Heppner** has been serving the dental industry since 1983. He has enhanced dental offices across the country as a Management Consultant, and with his experience and knowledge in Practice Transitions, has helped dentists sell and buy practices with "Win-Win" results.

His business management firm, PROACTIVE PRACTICE MANAGEMENT, specialises in professional, objective practice guidance for dental professionals nationwide, and ARIZONA TRANSITIONS assists dentists in valuing, analysing, buying and selling practices.

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