

10 steps for leading your office to success!

By Jeffrey Frederick, DPM



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Have you ever wondered why some offices run like a well oiled machine and some are a disaster? The answer lies in the leadership quality of the doctor in charge. Here are 10 basic qualities that can help your office succeed and strengthen you as a leader.

1. **Set goals, set the vision.** Get everyone on the same page. Clearly, outline your vision of how your office should be. Let your staff see the direction of where you want to go. If everyone understands the mission of what you want to accomplish, it will make them aware of each step necessary to get there. Sometimes your team will be creative and find new and better ways to help work towards the goal.
2. **Accountability.** Perhaps, one of the most important qualities for success is accountability. Both you and your staff must be responsible for every procedure in your office. Empower your staff, but hold them accountable for results.
3. **Enthusiasm becomes contagious.** Your co-workers, staff and even patients will mimic and copy your behavior. If you are happy and excited to be there, so will everyone else.
4. **Take the high road.** Everything you do needs to be of the highest integrity and respect. Always be sincere and respect everyone around you. People will notice.
5. **Make decisions.** There is nothing more frustrating to a staff member than a boss that cannot make a decision. Those around you will lose their respect for your vision and you may put at risk that role as a leader.
6. **Get organized.** Having everything at your finger tips will enable you to make quick, informed decisions. Any delay in making a decision can be viewed as indecisive and a lack of confidence. Make it easy for yourself to get at the information you need.
7. **Communicate.** Keeping everyone on your team informed will go a long way. This makes people feel connected to the vision and empowers them to help in the success. Weekly or monthly staff meetings are a great way to accomplish this. This helps people understand why you are doing things a certain way. This will also enable you to reinforce your vision.
8. **Make people feel important.** People often do not remember what you said, but how you made them feel. Making them feel like VIP's helps build loyalty and dedication. You would be surprised how much this will do for you personally and your team members.
9. **Re-examine your vision and the process on a regular basis.** The old saying, "this is the way we have always done it", should not exist. Constantly, re-examine and question how and why you are doing things in your office and in your life. This will lead to increased growth in your office and for you personally.
10. **Never stop learning.** Seek outside sources for personal growth. Attend seminars that encourage and foster building leadership and professional growth. Read literature on leadership and obtain different views on the necessary qualities. What works for you might be different than what works for me. Strengthen the skills that work for you. It is a continuous process.
- 10a. **Surround yourself with success.** Seek out successful people and learn from them. A great place to start is by joining the American Academy of Podiatric Practice Management or attending one of their seminars. Sit, listen and speak with successful doctors from across the country that are willing to mentor and share their success with you. Visit www.aappm.org for information.

Dr. Frederick is the President-Elect and Fellow of the American Academy of Podiatric Practice Management and President-Elect of The Michigan Podiatric Medical Association. He practices in Southfield, Michigan.