

Building a Legacy

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Summary

Building a Legacy requires more than simply doing what is required. Building a legacy requires a firm belief in what you do and why you do it, building a team that supports the vision and constantly seeking out solutions for patient unmet needs. This class will give you the basis on how to create a practice legacy.

Learning Objectives

- 1) Discussion of loyalty and why some businesses generate unprecedented customer loyalty
- 2) Understand why people make the purchasing decisions that they do and why they often will seem illogical
- 3) Understand strategies to create unprecedented patient loyalty along with the tools to build a team that can create a legacy practice

Course Outline

- 1) What drives a decision?
 - a. Logic does not drive most consumer purchasing habits of non-commoditized products
 - b. Commodity purchases
 - i. Very little difference in the product themselves
 - ii. Price will be the key factor determining the purchasing decision
 - iii. For most commodity purchases, they are very logical decisions based on lack of perceived difference in the quality of the products but significant differences in price
 - c. Non-commodity purchases
 - i. Any products that have distinct differences in a consumers mind
 - ii. The consumers perception is that there is real differences in the quality of the products
 - iii. The consumer usually has an emotional connection with the product that is being purchased – so much so that the purchasing decision defies logic
 - iv. Challenge: Think about the last purchase that you made that was based on emotion
- 2) What drives a pursuit for something greater than yourself?
 - a. Consider examples in history that defied traditional logic of business successes

- b. The Wright brothers
 - i. Owned a bicycle shop in Ohio
 - ii. With the proceeds, were working on flight
 - iii. December 17th, 1903 they achieved it
 - iv. With so many others attempting the same goal with significantly more resources and access to experts in the field, why did they succeed
 - c. Wikipedia
 - i. Free online encyclopedia
 - ii. At the time, Microsoft was creating an encyclopedia as well
 - iii. Anyone would have bet that Microsoft would have owned this space but Wikipedia completely dominated and became world renowned
 - d. The Challenge: why did the Wright brothers and Wikipedia succeed?
- 3) What does logic have to do with it?
- a. Logic is the place where most of usually resort to for answers
 - b. We like to explain things using logic and facts
 - c. Challenge: Think about the last time you were interested in purchasing new technology for the practice and you were comparing two different companies versions of the technology which were very similar and you ended up ultimately “picking one because it felt right”
- 4) Understand the concept of the golden circle
- a. Start with Why by Simon Sinek
 - b. Identifies the way a company communicates with their customers using the golden circles
 - c. Three components to the circle
 - i. The outer ring is the “what”
 - ii. The middle ring is the “how”
 - iii. The inner ring is the “why”
 - d. Most companies communicate from the outside in
 - e. The most relevant companies and those with the most loyal customers communicate to the world in the exact opposite way – from the inside out
 - f. Understand what the difference is
 - g. The challenge: How do you communicate with your patients
- 5) Discussion of the neurobiology of human behavior
- a. The brain is a complicated structure
 - b. Two major components
 - i. Neocortex
 - 1. Controls higher level thinking and processing
 - 2. Controls communication, critical thinking, etc
 - ii. Limbic system
 - 1. Is a more basic component of the brain
 - 2. Much more primitive in nature
 - 3. Where many of our emotions reside
 - c. The limbic system can over-ride the cortical system

- i. Example – think about the last time you “lost your cool” even though afterwards you knew it was the wrong thing to do
 - d. An emotional connection can override many of the challenges that we see on a day to day basis that we think will influence or guide our success or failure
 - e. How do you intentionally create an emotional connection?
- 6) Create your own practice why?
 - a. Take a close look at your current mission statement
 - b. How much does it differ from any other mission statement
 - c. Are you communicating from the outside in on the golden circles?
 - d. The Challenge: create your practice’s “why?”
- 7) Why is this so important
 - a. Creates the culture in the office that will help the team work towards a common goal
 - b. Is constantly reinforced to the patients you care for
 - c. Ultimately, it will create an unprecedented loyalty that is based on an emotional connection that when created, is very difficult to break