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Growing minds, growing people

[Tracy Stuart](#)

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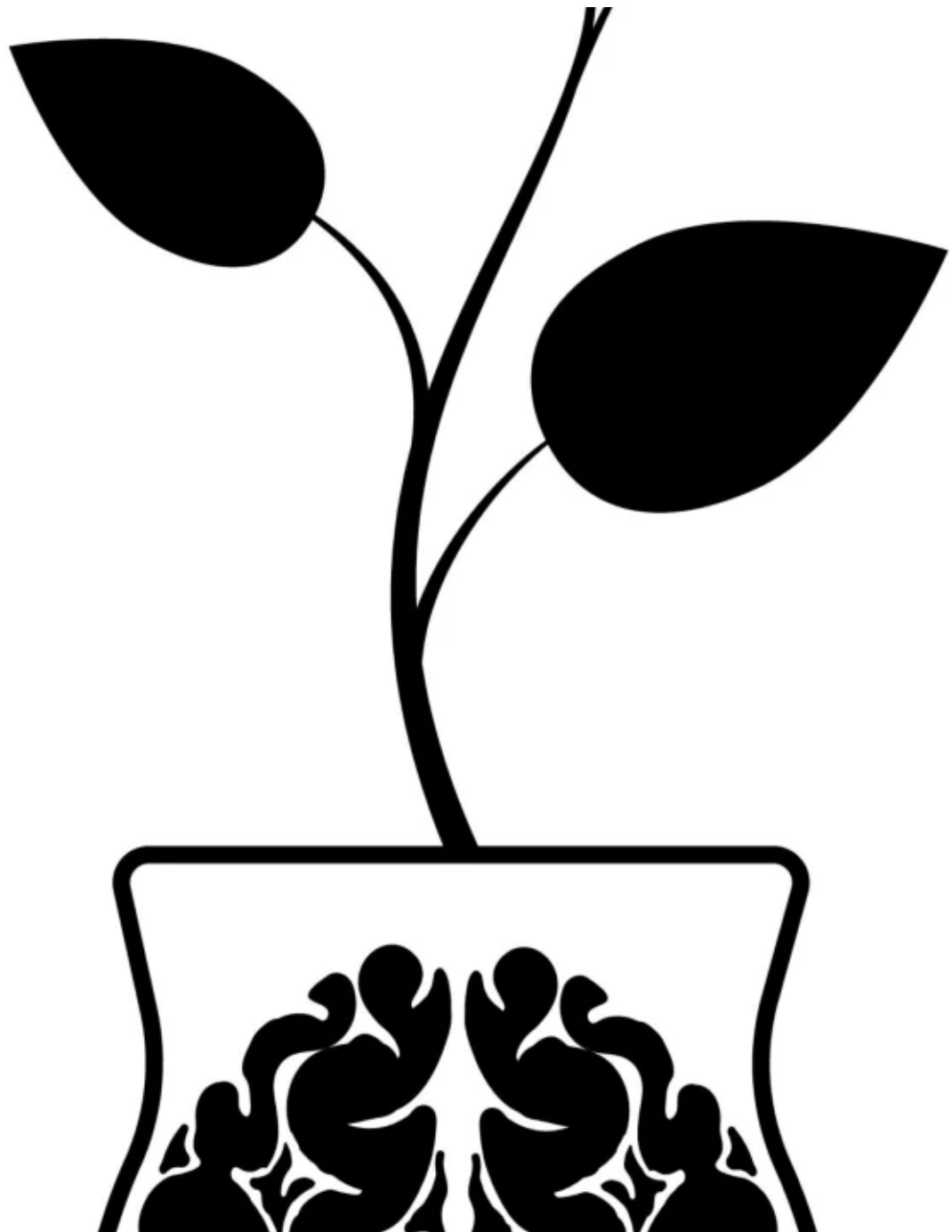
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Mindset and resilience are the missing pieces of the puzzle in many practices. Such businesses will inadvertently be operating a revolving door with recruitment if they don't address these issues, as you can't grow any business without growing your people, writes **Tracy Stuart**.

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There are many elements to running a successful dental practice but there is a fundamental truism that I hold dear - you can't grow your business unless you are growing the people within it.

Hands down, your most valuable assets are the people in your team, and it is only when they are content, motivated, enthusiastic, resilient and embracing a healthier mindset that success can follow in terms of growth and profit.

No-one expects the team leader to do this alone. Indeed, the most successful leaders

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Growth *versus* fixed mindset

Carol Dweck, an American psychologist, is a leading expert on mindset and motivation. She is perhaps best known for her growth mindset theory, which suggests that people with a growth mindset believe that intelligence and abilities can be developed through effort, persistence, trying different strategies and learning from mistakes.

On the other hand, if you have a fixed mindset, you assume that your personality, brainpower, and resourcefulness can't be changed in any meaningful way. This way of living life avoids the possibility of failure, which then becomes an affirmation of success. However, that isn't success. That is growth avoidance.

So, you can see why a growth mindset and making the effort to 'grow people' is so very important. The next thing to address then is this: how do you get started?

Six simple tips

Embracing change is challenging - we all know that. So, instead of chucking a whole load of pie-in-the-sky ideas at you, here are six simple tips to get you enthused about growing minds and growing people, to give you a taste of what you could achieve with the right coach by your side.

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change is our self-belief. That needs to be our go-to because what really matters is that we approve of ourselves. In other words, you need to build up your self-esteem so that others' views are interesting but not life-changing!

3. Foster a sense of purpose

You need to embrace what you believe in and work towards whatever that looks like for you for a more meaningful life. There will be bumps along the road, but ultimately, with determination and keeping that idea in your mind's eye, you can get there.

4. View challenges as opportunities

In the last few years, many of us have learned to view problems as challenges. I choose to take that one step further and view challenges as opportunities. Having a growth mindset means that you will appreciate opportunities and grab them with both hands, rather than being afraid of them and holding on to the status quo for dear life, afraid of failure.

5. Value the process

We all look to the future and imagine the end result. But when we do that, we tend to miss the wonders of the journey to get there. Dental team members are intelligent people, and it is those with the greatest aptitude who will enjoy the learning process, which then takes the sting out of the tail if things get delayed or something unexpected happens along the way. Enjoying and valuing the process is a fundamental

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The key to success

Ultimately, growing your mindset can help the team to grow in a positive way, which in turn makes for a more successful practice, because it will move the business forward, positioning the practice, the brand, and the team for success in the future.

Your people are your greatest asset and the key to a stress-free and profitable life - so invest now in growing minds and growing people for a growing business.

Find out more

You can take your first steps in the right direction for success in a post-COVID world with NBS Coaching's '12-Month Profitable Growth Plan for Dentists', which takes a deep dive into the four areas that drive performance, and with it your profitability.

It is perfect for every type of practice and provides the blueprint that all ambitious dental professionals and practice owners master to become the best in the business.

For further information and to book a free 30-minute discovery call, email clientsupport@nbstraining.co.uk or call 01438 217944.

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Tracy Stuart

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