

Weekly Fax 2015-29 - Rarely by Design

By Dustin Burleson

In 1943, Nazi Germany released the world's first fighter jet, the Messerschmitt 262. The outcome of the war was extremely uncertain and the Allies were in big trouble. Kelly Johnson, the chief designer at Lockheed, guaranteed an American fighter jet in response to the German threat – and he promised it in only six months. Johnson hand-selected his team and went to work, locked away in a tent next to the main factory and produced the Shooting Star P-80 precisely on schedule.

Today, the U.S. government's latest fighter jet, the Lockheed-Martin F35 Lightning, has already cost over \$400 billion and will not be combat-ready until 2019, nearly 15 years after the initial concept was approved. Fifteen years versus six months. Think about that for a minute. Today, government teams are so large and bloated that it takes 15 years to get a finished product. Kelly Johnson did it in 6 months. Parkinson's Law sheds some light on the reason why. **“Work expands so as to fill the time available for its completion.”**

Doctors with offices both large and small can feel the pain in this law when they come home excited to implement something new in the practice. They can feel the team resisting the change. They often know their initiative will be “slow walked” to death. Ask yourself today, “How does my team handle new projects and initiatives and how do they respond when I press the timeline for results?”

For how important our teams are in helping us achieve high-quality results in our practices, it's amazing how little scrutiny we give them. The teams in most of our lives are created by random chance, luck, happenstance or circumstance...

The teams in our lives are rarely created by design.

The most impactful and serious work on the planet, however, often gets done in small and intentional renegade teams, working in the shadows out of a tent or garage, sheer genius assembled with a BIG objective and end-result in mind so that the group can react to change and cope with the unexpected.

Quiz yourself on your ability to create, lead and manage great teams*

1. Can you quickly and easily spot when a team member needs to be moved from one area of the practice to the next?
2. Do you know how to reassign that team member or shut down a team without killing morale?
3. Do you know how to intentionally assemble a team for a specific task?
4. Do you know how to compensate the highest level of performance with your teams?
5. Could you quickly reorganize and deploy a replacement team so that it is just as effective without losing any time?

If you can't answer these questions with confidence, you are not alone. You can start with acknowledging the fact that nearly every orthodontic office on the planet has a team that was organized by luck, random occurrence, happenstance or situational circumstance... not by design.

Assemble the best teams, by design, in order to achieve massive practice success.

** For those with interest, you can see how I'm able to answer these five questions above quickly and effectively in my Wealth Attraction and Time Management Academy taking place April 29 – May 1, 2016 in Orlando, FL (earliest registration discounts outside of my Platinum and Titanium members are now available via request only.) Send a fax to 866-253-1590 requesting more information. Dan Kennedy will be my special guest. He has assembled teams inside Pro-Activ, Weight Watchers and Miracle Ear that have generated billions of dollars in recurring revenue. Those kind of results simply are not possible through the efforts of any single person.*