



Knowing Your Why

A practical guide for finding purpose for your practice and your team.

For those in the medical aesthetics industry, knowing your “Why” can make the difference between having a marginal practice or an extremely successful practice and career. Your “Why” is your purpose: Why did you choose to pursue medicine and, more specifically, aesthetic medicine? Why did you seize the opportunity to launch your own private practice or medspa?

Knowing—or finding—the answers to these questions allows you to then communicate that vision and passion to your staff and patients, which can inspire your team and impact your long-term success and career growth.

As Simon Sinek, author of *Start with Why: How Great Leaders Inspire Everyone to Take Action*, explains, “People don’t buy what you do; they buy why you do it. And what you do simply proves what you believe.”

In his book, *So Good They Can’t Ignore You: Why Skills Trump Passion in the Quest for Work You Love*, author Cal Newport posits that it is the mastery of skills

that determines one’s purpose, not the other way around. This bears out. Most doctors did not go to medical school to become business owners. Yet, as they begin their careers and learn how to diagnose and care for patients, many medical professionals have a moment where they realize, I can do better. This inspires them to create a practice that is more efficient, provides better follow-up care or allows them to select their own technologies and spend more time with their patients.

Similarly, many medical professionals working in aesthetics started their training with the goal of becoming a different type of specialist—perhaps a cardiologist, pathologist or a general surgeon. But during training, they realized they were really good at diagnosing skin diseases or working with lasers, or more commonly, they realized that patient interaction was their strength—something that would be underutilized if they pursued a surgical specialty.

Knowing your “Why” can inspire your team and propel your practice above and beyond the competition.

This is all good news when it comes to employee management. You don't need to find people whose purpose or goal in life is to join a medspa or work in an aesthetic practice. You need to find conscientious, trainable people, and then help them build their skills and inspire them with your purpose.

FINDING YOUR WHY

If you're struggling to find motivation or communicate your vision to your staff, think about why you chose your profession and your current position. There are many different career options and paths to follow within each field, so why medicine and why aesthetics? Think about the patients you serve. Consider their demographics, such as age, gender, income and/or education. Maybe you prefer to serve an older, more affluent demographic because you wish to practice state-of-the-art anti-aging medicine, or perhaps you prefer a younger clientele because you want to focus on preventative care. In addition, think about the community in which you practice. Perhaps you chose a specific region or patient group you felt was underserved.

Next, consider the types of procedures and treatments you provide. Is your goal to offer the newest and most advanced technologies and procedures, or are you focused on providing proven treatments at a more affordable price point to reach a larger group of patients?

Think back to your original business plan. Why did you choose to open your own practice? Entrepreneurs typically step out on their own because they worked for someone else and felt they could do better—create a better product, offer a better experience, or create a better business model that was more efficient and would cultivate a team-based approach to care.

Answering these questions will help you solidify your “Why.” Then, you must communicate it to your staff so that it becomes the foundation upon which your practice culture grows.

GETTING EVERYONE ON BOARD

Once you rediscover your passion and goals, it's time to share them with others. This starts with a mission

statement you can refer to as you hire new employees, investigate new treatments and develop marketing campaigns and materials. Your mission statement should incorporate your values, your goals for the patient experience and your reason for doing what you do.

Hubbell Dermatology and Aesthetics in Lafayette, Louisiana, developed a mission statement that is an excellent example of communicating the What, How and Why. “Hubbell Dermatology and Aesthetics delights in enhancing your unique inner and outer health, beauty and wellness through expertly customized education, products and services. We inspire CONFIDENCE...one beautiful, bright life at a time!”

Share your mission statement with your staff members. Provide job descriptions for every position in your practice and reiterate the important role that every single position plays in meeting your practice's mission. Doing so gives everyone a sense of how their efforts support the patient experience and success of the practice. Second, walk the talk of your mission statement. As the leader of your practice, you must lead by example and live your mission's values.

When speaking with employees, highlight how their contributions are improving the practice and patient care. Invest in staff training to help employees grow and master their skills. This helps them find their own purpose within the practice and profession of aesthetic medicine.

Knowing your “Why” can inspire your team and propel your practice above and beyond the competition. Finding and regularly communicating that purpose will bring new meaning and joy to your life and new life to your aesthetic practice. **ME**



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