

| What | Who | How | Why



The world evolves, we adapt.

Whatever happens in 2018 the world will evolve to a point, then we will have to catch up and adapt. We might prefer it to be that way, we might not. In some ways, the most fascinating part is how do I feel about change and this is reflected by the notion that past observations enable us to apply learned knowledge to predict the future. Predicting the future is hardly an exact science, but by paying attention to what's happening in our industry now we can learn and add to our knowledge to stay ahead of what's next.

Who amongst us remembers hand casting gold restorations with the bucket, chain and naked flame (it was nerve wracking), hand mixing and following the manufacturer's instructions with the powder and liquid ratio (was that ratio correct I sometimes wonder). These are all processes but are they predictable and repeatable and we will evolve to a point where digital technology enhances and some cases completely replaces what we're used to. This is the world of evolving integrated processes and workflows. Digital is precise in its outcomes.

In my travels I've noticed the trend that everybody loves data nowadays and the internet more to communicate easily without need to interact with each other. The catch phrase "you're only a click away", from what I? I ask myself?

I regularly utilise technology to talk with clients here in Australia and overseas. Whilst technology allows you and I to communicate – I'm thinking Skype®, TeamViewer®, WeTransfer®, Dropbox®, WhatsApp®, etc. – could this slowly weaken our personal connections? My relationships are personal and are formed generally through face to face interactions, which are generally meaningful and fun. In the end my personal relationship provides a level of trust and interaction that technology maybe weakens with a simple misplaced click of button. Meeting with partners and client's face to face helps to personalise and reinforce our relationship which in most cases become long term.

At this level or any level really the most important aspect of business is the relationship. Learn to distinguish between partners and clients. I classify partners as supporting manufacturers and distributors who wish to potentially sell and support your business. Whereas clients are those who you support through your business whether it be services such as products, advice (education). It's about having respect and earning that trust of your client through this relationship.

As an example, when you start looking and hearing from all directions "on what to do next"? Maybe you start thinking "I'll do that to please that client". I hear this cliché in regular discussions. Draw on your experience and relationships (professional and personal) when sifting through information (from partners and clients) as there are a myriad of ways that digital dental technology can positively improve our everyday workflow.

Digital Dentistry Consultancy

PO Box 1234 | Stirling | SA | 5152

M: +61 466 788 797 M: +61 466 788 797

E: info@digitaldentistryconsultancy.com.au

W: www.digitaldentistryconsultancy.com.au

ABN: 60 604 212 714

All material presented here-in is commercial in confidence, all rights are reserved. All rights are reserved, copyright and intellectual property of The Trustee for KTNJ Family Trust trading as Digital Dentistry Consultancy.

So what does this mean to you if users of your services don't trust your technology or you in their technology? It doesn't matter how good, how big, how fast or transformative it is, it could be the biggest anchor to your business. Understand your clients' needs by listening to them, making the time and meet and understand what they need, why do they use what they have and importantly how can you interact and work with them?

The take home message is take the time to invest the relationship with your partners and clients with face to face interactions. Base the relationship on respect (you will potentially disagree at some stage), trust and share your vision, discuss the big picture and seek to understand their business. You can then actively build and maintain the relationship with clicks and conversations.

The old adage of *What, Who, How and Why* along with listening skills should still be front of mind in your dealings with your partners and clients. There are genuine concerns expressed by all, so the potential answer is you may needed to have stayed firm to use what has worked for you and the way you work before jumping to change for the sake of it. *"Hindsight is a wonderful thing"*.

Overall I'm very optimistic about the future of the profession, in spite of some alarming starting to happen in our industry. Like the world, our relationships will also evolve to a point, then we adapt, but we will need to continually revisit the need the human interaction to maintain and grow that relationship.

That is what Digital Dentistry Consultancy (DDC) is to help you with - your big picture plan. DDC can engage with you at the level matching your needs when and where you require specific advice or support. I look forward to hearing from you or where possible meeting with you to form that longterm relationship.

Geoff

Geoff Staples can be reached at DDC on
E: enquiry@digitaldentistryconsultancy.com.au
W: www.digitaldentistryconsultancy.com.au
M: +61 466 788 797

Digital Dentistry Consultancy

PO Box 1234 | Stirling | SA | 5152

M: +61 466 788 797 M: +61 466 788 797 E: info@digitaldentistryconsultancy.com.au W: www.digitaldentistryconsultancy.com.au

ABN: 60 604 212 714

All material presented here-in is commercial in confidence, all rights are reserved. All rights are reserved, copyright and intellectual property of The Trustee for KTNJ Family Trust trading as Digital Dentistry Consultancy.