

Finding a New Mindset in a Changing Marketplace

What kind of change do today's business leaders need to make?

We're transitioning from what I believe to be the most significant marketplace shift of the 21st century, from the business defining the individual to the individual defining the business. We need to shift from looking out for the business to looking out for the individual. We need to anticipate the unexpected. We need to take our own experiences and our own ability to ask how do we begin to be more comfortable with risk taking — trying something new? When we take a step back we begin to see the opportunity in everything. Business leaders should accept the new reality that we must learn to lead in the age of personalization.

One of your key points is that practitioners need to see themselves as "thought leaders." What does that mean?

The practitioners need to view themselves as thought leaders, and see themselves as subject-matter experts based on what they're learning from their patients. They don't realize the influence that they have. Those who get into healthcare typically love serving people. So this should all resonate with them. This is the mindset practitioners have to have, to better prepare them to continuously renew and reinvent themselves as a practice.

What is the importance of inclusion and individuality in a business culture?

We're moving from consumers or people in the workplace believing that the business has all the answers. This means that individuals believe that the individual believes the business should value their perspective because they have diverse experiences. Individuals now say, "You have to know me well enough to know how that technology will benefit me." For example, they want to know how that technology can help their eyes or their vision correction. The doctor needs to convey "I'm going to find out what's right for you."

Llopis' take-aways

- ✓ Anticipate the unexpected
- ✓ Disrupt the status quo
- ✓ Avoid the traps of complacency
- ✓ See opportunity in everything



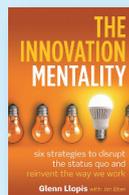
Glenn Llopis

Entrepreneur, speaker and senior advisor to Fortune 500 companies

STRATEGIES FOR CHANGING YOUR MINDSET

In his book, Glenn Llopis outlines a mindset that empowers leaders to evolve and stay ahead of the rapid changes in the workplace and marketplace. Included in the mindset are concepts such as:

- *identifying and closing opportunity and performance gaps to remain relevant;*
- *avoiding the traps of complacency and unknowingly creating tension to thrive in a wisdom-based economy; and*
- *maximizing the full potential of everyone in the workplace.*



Glenn Llopis is the author of *The Innovation Mentality* and chairman of the Glenn Llopis Group, a workforce development and human capital consulting firm.

ANTICIPATE THE UNEXPECTED AND SEE THE OPPORTUNITY IN EVERYTHING

Take your experience as practitioners and ask, "How do I grow more comfortable with risk taking?" Take a step back and begin to see the opportunity in everything. Create an environment in your practice where everyone is given the resources and tools to thrive. Challenge your staff to try new ways of doing things in their jobs to improve outcomes.

WORK WITH A GENEROUS PURPOSE AND LEAVE A LEGACY

Stop just looking out for yourself. Share growth strategies and build stronger relationships with your staff and with your patients. Strong bonds occur when employees and patients are treated like family. The way you multiply success is your ability to share. Leave a legacy — that means strengthening the overall value of your profession.

UNLEASH YOUR PASSIONATE PURSUITS

Don't let the pressures of the marketplace define what your career opportunities are. Set your own goals and focus on those things that matter most to you and what you believe in. This approach will let your unique talents and those of your staff emerge. Learn from the experiences of others. Don't let negative feedback disrupt your goals — appreciate feedback, good or bad, and learn from it. But don't let it disrupt your focus.