ASPSN Leadership

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No products will be discussed in this presentation.
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Paid Practice Management Consultant, 2002-2014
Contributor, Dr. Oz, Zoco Productions, 2012-2014
Contributor, ABC Television, 2007-2014
Author, Quality Medical Publishers

This session is strictly informational and is not a solicitation for any of the above business entities or groups.
What Defines Successful Leadership?
President of Management Communication Systems, a company on the forefront of next-generation behavioral change technologies.

He is an organizational development consultant helping companies build their leadership competency throughout every member of the organization.

Charlie has delivered impactful programs and keynotes over his 23 year career to organizations like Genentech, Logitech, Pacific Bell, Sprint, AT&T, Chevron, Ford, Florida Power and Light, Placer Dome, BHP, Stillwater Mining, TECK, Chase Manhattan Bank, Merrill Lynch, Diners Club, JP Morgan, Federated Investors, Jefferson Pilot Financial, Met Life Insurance, Management Recruiters, CDI, Bayer, Pharmacia, GSK, Roche, Park Davis, Sun Microsystems, Yahoo!, Quantum, Blockbuster, Luxottica, Guardian Glass, Siemens, Rohm and Haas, Beck Manufacturing, MAC Tools, Holiday Retirement Corporation, Disney, Vistage, California Highway Patrol, Revance Therapeutics, Inc., Peplin, Seattle Genetics, Restoration Hardware, Allergan, and many others.
Basic Premise of Leadership Model

Leadership

- Visionary
- Adopt an Internal Locus of Control
- Be Accountable
- Focused
- Energetic
- Engaged

Choice

- Adversary
- Assume Negative Intent
- Resigned
- Adopt an External Locus of Control
- Angry
- Confused
- Avoid Accountability

- Rescuer
- Assume Positive Intent
- Coach
- Catalyst

Drama

Victim
Leadership vs. Management

**Leadership**
is a process of social influence which maximizes the efforts of others, towards the achievement of a goal.

**Management**
is the organization and coordinator of the activities of a business in order to achieve defined objectives.
“The greatest leader is not necessarily the one who does the greatest things. He is the one that gets the people to do the greatest things.”

– Ronald Reagan
Leadership Core Values

Leadership

- Visionary
- Adopt an Internal Locus of Control
- Energetic
- Focused
- Be Accountable
- Engaged
- Assume Positive Intent

- Catalyst
- Coach
Who is Your Audience?

- Patients
- Colleagues/Staff
- Aesthetic Peers
- Physician-Owners
- Interested Public
Who Are You As Leader?

- Visionary
- Coach
- Catalyst
What Do You Need to Lead?

- Focus
- Energy
- Engagement
How NOT to Succeed

Qualities of a Successful Aesthetic Leader

Roles
- Visionary
- Coach
- Catalyst

Tools
- Focus
- Energy
- Engagement
Leadership and the KIS Principle

Keep It Simple
Leadership with New Patients
Allergan Consultative Selling Model

- Credentialing
- Needs Assessment
- Educate on Solutions
- Define a Treatment Plan
- Closing (the Intangible)
- Action Items

Allergan Medical
Leadership with Existing Patients

- Catalyst: Staying Connected
- Visionary: Monitoring Progress
- Coach: Inspire Patient Advocates
Leadership with Patient Advocates

Visionary: Patient Advocate Roles
Coach: Ensuring Communication and Privacy
Catalyst: Making Valid Connections
Leadership with Difficult Patients

- **Coach**: Keep Calm, Create Respectful Dialogue
- **Catalyst**: Ask the Right Questions
- **Catalyst**: Assess the Situation
- **Coach**: Lay Out the Action Plan
- **Visionary**: How Do We Make it Right?
- **Visionary**: What Have We Learned?
Leadership with Unrealistic Patients

- **Visionary**: Educate, Educate, Educate
- **Coach**: Deliver the News
- **Catalyst**: Realize What You Cannot Control
Daily Leadership with Colleagues

- Visionary: Review and Set Goals
- Catalyst: Keeping the Flow
- Coach: Stepping Up and Stepping In
- Visionary: Opportunity
- Catalyst: Efficiency
- Coach: Teach, Problem Solve, Inspire
Leadership with Colleagues: Adversity

- **Catalyst**: Team Focus, Get the Facts
- **Coach**: Problem-Solve, Teach, Inspire
- **Visionary**: How Can We Avoid Adversity?
Leadership with Colleagues: Adversity

- Visionary: How Can We Avoid Adversity?
- Catalyst: Ban the Gossip!
- Coach: Ban the Drama!
Leadership with Aesthetic Peers

- **Coach**: How Do We Define Our Profession?
- **Coach**: What Do We Need to Reach Goals?
- **Catalyst**: What’s My Role on This Team?
- **Catalyst**: How Do We Stay Connected?
- **Visionary**: How Do We Evolve as Profession?
Leadership with Physician Owners/Directors

- **Coach**: What Are Your Goals?
- **Catalyst**: What Do You Need/Expect of Me?
- **Visionary**: What’s Our Future?
“I never dreamed about success, I worked for it.”

- Estee Lauder
Thank You!