

EP.7

The 4 C's Formula

When talking about Confidence, ask yourself: How do we apply this to your clinical life? When was a time you had to step out of your comfort zone?

One area we often lack confidence is in Treatment Presentation. We know and understand what we are recommending. We know why what we are recommending is best for the patient. So, why don't we feel confident in this area?

Confidence is an internal state. We wait for someone to tell us we are good in order to be confident. You create your own confidence.

- You can pump yourself up! "I'm great at _____!"
- Get out of your own way.
- Take yourself out of the equation.
- It isn't all about you. Make it about the patient.
- Connect with them and help them understand what is best for them.
- Start with identifying what you ARE good at.

4 C's to Gain Confidence

Commitment: You have to commit first and stick to it. If you aren't committed to it, you'll never gain confidence. Set yourself up for success. Be willing to try new verbiage and new techniques.

Courage: It takes a lot of courage to stick with your commitment. You're stepping out of your comfort zone. You have to feel the fear and be willing to do it anyway. Keep showing up. You aren't failing, you are finding your way.

Capability: When you commit and find the courage to keep showing up, you will develop a new capability.

Confidence: Once you develop the capability, you hear, "That was awesome!" And you think to yourself, "I am awesome!" You create the feeling of confidence in your mind.

We want to hear your stories! How have you gained confidence in your role? When have you had to step out of your comfort zone?

Go to **hygieneprofitleaders.com** and submit your stories now!