



What makes a successful leader?

Business specialist Alan Rajah shares his advice on how to be a successful business leader in medical aesthetics

I imagine that at some point this year you may take a step back to reflect on your current career position. This, of course, will be different for everyone as we all have personal aspirations and goals. Many of you may have been in practice for some time and are looking for your next career move, for others, you may have reached the pinnacle of your career and be in the process of identifying a successor to take over your practice, and looking to establish long-term goals. Each of us has all the characteristics of a successful business leader, but it is up to you to explore or enhance your individual skills. Here, I will provide eight key insights that will help you to lead your business forward successfully.

Utilise your team

In order for an aesthetic medical association, society or organisation to thrive, you and your colleagues/employees should have a common goal – to be as successful as possible. In this fast-moving and complex industry, no-one will have the ability to effectively plan and achieve organisational goals entirely on their own. Collaboration with a variety of people with specialist knowledge, skills and expertise is essential in obtaining unique insights and perspectives. Encouraging open communication and involving colleagues in the decision making process is key to future success and progression as a team.

Accept responsibility for your failures

Where there are ups, there are also likely to be some downs. When the latter happens, the sign of a true leader is one that accepts responsibility for these failures. This may be anything from a patient complaint to disappointing profit margins. Blaming others does not solve problems and can potentially create a culture of mistrust with fellow colleagues. Use these experiences as a learning curve for yourself and your business as a whole. What can you do in future to avoid this happening again?

Have a positive attitude

Positivity is contagious and it is a fact that when people are happier they tend to be more focused and successful. If a person exudes anger, it can have a negative impact on everyone around them. Adopt a positive attitude to motivate your team. If a particularly difficult patient is being rude to staff, assure employees that they should not take this personally and politely address the situation with the patient.

Embrace change

To be successful, you must not fear or deny change but tackle it head-on. As one of the fastest growing industries, medical aesthetics will continue to be subject to remarkable change and sometimes embracing this is one of the hardest and scariest things to do. Keeping up to date with the latest trends, consumer demands and competitor behaviours will ultimately force you to do things differently. Having the courage to experiment is not always easy; it requires personal courage and a strong sense of determination. But whatever the outcome, you will know that it was worth trying, and valuable lessons will be learnt in the process.

Focus on new and exciting ideas

Successful people engage with those around them to discuss ideas and welcome new points of view that challenge their own. This creates a positive and inclusive atmosphere, where everyone within the business is in the pursuit of a common goal. Your colleague or business partner may want to try offering a new product or treatment. Discuss both your preferences in depth and come to a decision based on what would be best for your patients, and thus your business.

Set goals and plan ahead

To become successful you need to know where you are heading. Whether it's compiling a daily goal list, annual strategic plan, three-year forecast or a ten-year plan, all of these are useful tools used by the

most successful business leaders in any field. There's no time like the present for getting goals down on paper. These could be anything from increasing your patient numbers, to winning an achievement award for your clinic.

Give credit to others for their hard work

Teamwork is the key to success. When working with other practitioners or therapists, always acknowledge the great work they have done. Letting others have their own victories and moments to shine will motivate them to perform to a much higher standard and improve their skills. Admitting that your associates may have come up with a better idea than you demonstrates a willingness to look at all points of view and treat others as joint collaborators. In the long term, this could earn you a great reputation as a manager.

Share information and data

Sharing knowledge is another key ingredient to success. When you share information and data with others, it can reveal insights and allow you to create a vision for your practice or organisation. It could also help avoid stagnation and influence competitiveness within your industry. Keeping information to yourself is counter-productive and is only likely to aid small, short-term gains. Often, those working in aesthetics are in a unique position, having trained in areas removed from the typical leadership or management disciplines. This training could be beneficial, offering a wealth of innovative insights. Utilise your experience in order to maximise your business' potential within the aesthetic market, and establish your reputation as a forward-thinking aesthetic leader.



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