

# Managing your Dental Practice better with a few Rules of Marketing - Part - 41



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Continued from IDA Times  
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Dear colleagues and peers in profession, I had discussed the Elephant theory in the April 2020 issue; let me continue further about the role of Me-Time and Feedback and their role in decision making in the practice. I shall delve deeper into the importance of Me-Time with details in this issue of The IDA Times.

## 20. Rule No. 20: Learn and develop the art to make calculated but quick decisions:

We often find ourselves complaining, sometimes to self or our family members that we just don't have enough time for ourselves, of late. The fact of the matter is that we surely need some time for ourselves and, if not in abundance; then in small doses but surely on a regular basis. We all voraciously chase this intangible and sacred space of time, pleasantly, known as the coveted 'me-time'. Sometimes we are able to find it, but manyatimes, we aren't able to because life gets in the way for most of us. Some are really lucky to get a portion of it but find it hard to utilize the same because of so many issues like tiredness, laziness or a few other priorities in life. As per various studies, me-time offers benefits like increasing productivity, happiness, gratitude and empathy. What exactly is the Me-Time concept; let us dig deeper into the same.

Today's generation is fond of multi-tasking – balancing multiple tasks and for them; me-time can really be an alien thing. Their life is such fast paced that finding ways and means (speaking time-wise) to succeed at a career level is difficult, so how do they take out me-time and what for. They may give different names to this exercise like a de-stress or a relaxation time but are usually unable to take out time for that

also. They are usually unaware of the physiological benefits of the same, a practically unexplored vista for them as they struggle to literally set aside time for a few moments of down-time. Different professionals actually associate me-time with different hobbies; some do it via running, dancing, watching TV shows, reading or fellowship and quality time with friends. For these people, me-time has no clear meaning figuratively, the free time they get is to rejuvenate, relax them and gain perspective into the aspects or facets of life they are missing. The amount of stress and pressure; present day active professionals are under, the first and foremost they should do is to take out time to de-stress, stay mentally and physically healthy as well as grounded and that is the most necessary aspect before taking up newer challenges at the next instance of work plus to stay motivated at work, continually. Me-time is not to be treated as an add-on responsibility to the already busy life schedule, but rather as an opportunity to rewind the life back a bit so as to run with full zeal again to reach our true potential speedily. Whenever we start thinking of

the me-time, a few questions pop up in the mind as per the gender requirements like clearing of the scattered mess, cleaning of the room, a due fellowship with friends which we have been postponing since long, study for some exam or for an important event coming up, getting ready, doing some cooking, have a dinner date coming up, commitment for any thing extra etc. When such commitments like the ones mentioned above are pending, the human mind tends to give them priority or even if such a 'me-time' is planned, these commitments keep on playing in the background like our first concerns and the mind thinks itself to be cruel for being biased and selfish and may sometimes get confused, guilty or bored to indulge in a me-time exercise and even, if someone forcibly does the same, the whole purpose of such an effort is diluted. Trust me that total free time from all responsibilities is never going to come in life when we can accord a special phase only for me-time. It surely has to go hand-in-hand with all our routine tasks. Colleagues sometimes confuse this me-time as a time for completion of pending tasks, but as I write this article for the May 2020 issue of The IDA Times in the last days of March 2020 amidst lockdown, like the one we are facing currently because of the corona virus mayhem in India and the whole world; I sincerely believe that this is that me-time; we all were looking for since time immemorial; more on this, in later part of this article. There are anyways a few different types of me-time associated with individuals:



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i. **Me-time where you do household chores like cooking or cleaning:** When the time meant for self-actualization is utilized for household chores like cooking, cleaning or similar things, it is gross injustice to the task itself. Remember, don't do these chores like a pending job before me-time but do it like a process even if you dislike the task

as the same would give you insight into the same because sometimes, in that moment, it is just that job (task) and you and the mind can focus on the area you want to. I know many people make career dreams and come up with newer ideas while driving alone on a highway. Remember, if you start making every single thing that you have to do into an enemy of the 'me-time', then you will find that you have next to no time for yourself. We can approach these tasks that we have to do with a comfortable and cozy attitude and always remember that we are doing these things because we want the end result and this is a step we are taking for ourselves. Instead of seeing these chores as a "job" try to enjoy the process and make the most of it. I have a quote written for it, some years back.

**Sometimes when we are more interested in the proceedings than the process itself; we need to really check what our priorities in life are!!**

- Bhavdeep S. Ahuja

ii. **Me-time where we pursue a hobby or an interest:** An important component of me-time is the time that we invest in a hobby or an interest. A hobby never takes away me-time, but it sure is difficult to pursue the same as an interest consistently and regularly for a longer period of time in this busy world. If any act makes us stress free, that sure is a part of me-time. Sometimes, we are dead tired after a really long tedious day but a hobby



(Image Courtesy: Google)

like cooking or dancing from whatever the energy left in us still makes the day count for us and thus, a part of the sacred 'me-time' should be dedicated to the interest or such hobby by practicing it and pursuing it.

iii. **Me-time of 'my preferred type' when you do nothing:** The last type of me-time that you need is the 'me-time' where you do nothing and kindly, don't count your sleeping time in this, for sure. This is probably the 'me-time' most of us are looking for always and is probably most likely the one; we will attain the least, surely.

We usually spend this time browsing the internet, meditating, reading, watching our favourite TV shows, listening to music or just plainly, staring into space. We have to understand that if we are looking for me-time, it is important to keep it real and proportionate as in reality, time will always be a limited and precious commodity whilst me-time in that aspect is an even more limited resource. The time we find for ourselves will always be less than the time we usually find for other things, but that only makes it sweeter.

The best place for such me-time is where we feel comfortable, free and not likely to be disrupted for some good amount of time. It might be a quiet part of the house, the library, going back to the nature, beach, garden or lastly, a/the friend/s who may be close confidant as well. There is actually no right or wrong place to spend your 'me-time', what truly matters is that it works for us and is an easy place for us to get to, given the time we have available with



(Image Courtesy: Google)

us. If you like silence, you can choose a quiet place for this activity but if you prefer the hubbub of noise, then find a place with a chaotic din caused by a crowd of people.

### Advantages of Me-Time

There are too many advantages of me-time, to name a few below:

**a. Lightens up your head:** We all have a magnitude of problems in life running parallel and accordingly for solutions, an equally bigger headache of information overload. So, the best way to clear our head and reset our mind as per me is to just switch off, reset and restart or to say it the other way, plainly taking a break from the mundane routine to recharge ourselves. It surely helps us to re-organize ourselves in a more appropriate manner by removing us from everything for a while. When we spend some valuable time alone, it gives us the whole world of opportunity to sit back, relax and look at our life in a micro aspect and prioritize everything accordingly. It also gives us a pretty clear perspective of things going on around us and how we can change our focus and visualize better on what needs to be done and in what order in our life.

**b. Insight:** We will get to know ourselves more and, as I always say, knowing yourself is a bigger art than knowing others. (Knowing thyself is a bigger art than knowing others). Having me-time teaches us those things about ourselves that we would have never come to know otherwise. It is also a good time to get a bird's eye view of our thoughts and feelings and also search out the reasons as to why and how we react to situations in a particular way, for example. A free time helps us to sieve through all the thoughts in our head and make sense of what is really going on and why we do some things that

we do in a particular situation (reaction-wise speaking). Life is a great teacher, there is no doubt about that and when we get a feeling of 'Eureka' in such moments, the same comes a lot handy in other situations in life in future.

**c. Less dependence:** Dependency on others for trivial tasks, as per me is a cardinal sin. There is usually an associated stigma to doing things alone, that it spreads the message that we are anti-social or not worthy of our loved ones. Please don't misunderstand the above as the mode to adopt social banishment in the guise of solitude but only the fact to realize that our happiness need not be dependent on other people. It is perfectly alright to feel lonely at times, so don't over-do it although this is an added advantage. If we look at the rosy side of it, we all get used to being alone without being lonely whilst primarily understanding that we don't need to interact with others as much as we think for petty tasks. Learn to do things by yourself, thereby achieving more fulfilments along with of-



(Image Courtesy: Google)

course, saving the money as a side-effect, occasionally.

**d. Enjoying Own Company:** We are our own best company, only

if we are absolutely ready to believe so. If we can't be happy with ourselves, how else are we going to achieve joy? We are the only thing we truly and really have and the job to nurture oneself falls completely on our own shoulders. Believe me, it is just a matter of time to get used to one's own company and once we get used to it, we will never be lonely as one is one's best company. Me-time accords us that luxury of spending more time alone and thus, helping to appreciate the same (our own company) more. Learn to enjoy this novel experience when doing it for first time and also from time to time, our own company, without being in fear of being all by ourselves and do start finding happiness in it. In this way, we begin to look at everything else around us that comes our way as a bonus and appreciate them and, of-course, our own self a bit more.

Are there any more advantages of the Me-Time?

What can we dentists do, taking a cue from the above mentioned 'i', 'ii' or 'iii' sections from the three types of me-time?

It is a good time to reflect upon ourselves using this me-time.

This is the time; we need to really make full use of.

How?

What role does me-time play in decision making?

We shall find all that out in the next issue of The IDA Times by continuing the above mentioned points.

Stay tuned!!!!

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