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November 9, 2022

Going Further Into Your Gold Mine

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The Practice Profit Accelerator call is where we dive deep into the most pressing questions we're hearing from teams across North America.

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Kevin: Yeah, all right. Welcome everybody, to the November 2022 edition of the Dental Success Today Practice Profit Accelerator podcast. Scott Manning, your official welcome to the show.

Scott: Well, Kevin, listen. First of all, thanks everybody for hanging in there. We pride ourselves on being timely. It's taking care of a couple actually, wonderful, actually 20% year-over-year growth in 10 months above last year, 12 months with a great practice and had to wrap up a couple important maneuvers, because they are blowing the doors off and not happy to settle with where they're at and made a commitment to see if they could make that number tick 30% of plus-plus by the end of the year. It's pretty special stuff to be on offense.

You know Kevin, it's that wonderful month, which I know you'll talk about at the end, just the appreciation of everybody. We appreciate everybody every day. November is that time when we have a little Thanksgiving celebration and it's just a special time to kind of reflect and take inventory and I know the topic is very much about that as well. So I'll let you make it happen.

Kevin: Yeah, sounds good. Well, of course in November...Now, as you all know, I do my best to be grateful every day I try to start my day in that manner to get into the right mindset and to position myself to be able to take on the challenges that will be faced both in professional and personal settings, because let's face it, that's in our control. And then we've got to manage the rest that comes. And in November there is just a little bit more of an emphasis on it. Now our friends north of the border here have already celebrated their Thanksgiving, which happens in October and we're about to do ours here in the States.

And so what a perfect way to be able to just keep going and extend the conversation that we've had last month where we were focusing on the topic from the Doctor Retreat about all the gold already in your mine because let's face it, that's something we should be grateful for. We got more gold to be mined and we don't even have to go look for it. So Scott, why don't we pick up where we left off and you take it where you want to go and let's really drive this home. We only got this month and next month left my friend to be able to encourage everybody to end the year strong before we turn the calendar.

Scott: Yeah, well listen Kevin, you came up with a little follow up on the retreat last month with the mining for gold and talking about really again the assets that are within the practice. And everybody has a human nature tendency that is to want more. And in dentistry that's more new patients, more team members, more space, more this, more that. And really first of all, more is seldom the answer and even less often the right answer when it is an answer. And the key of the "mine for gold" idea is that everything around this is gold, it has value. The space, the team, the patients, the skills, the time, the ability to do things in a way that puts the same variables, equal a better result, than if we are working harder instead of smarter or spinning our wheels.

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Scott:

So we talked about so many things last month with the money math, the value of the assets being our responsibility to maximize such as technology, including patients, and also just procedures in general being more comprehensive.

So today I really wanted to shift gears to talk about the human mine, M I N E, not just M I N D, and talk about how we ourselves really have the source of creation of opportunity, of the ability to not just become more valuable, but to really embody the value itself. And I guess what I mean by that is first and foremost is with our perspective, our attitude. And if we choose to see problems, we're going to see problems. We choose to see opportunities, see opportunities. The funny thing is that people can be looking at the same thing and some see problems, some see opportunities, and it's the same thing. So it's not just that we are naive or looking the other direction. It is that people choose the way in which they're going to interpret things and the value within a practice, it's no different than a patient.

Whereas some people, Kevin, as we just talked about this Champions Event, they're seeing insurance money resistance, they're seeing a patient who is going to be offended by diagnosis and the size of the treatment plan. Whereas everyone else would say, okay, the insurance, as we say, the coupon a tool, it's a token towards the health, the investment, the money is not a payment or expense, but something that the patient is worthy of because of what it does. The treatment is not a negative problem, it's a positive facilitation of health that our skills which allow us to increase fee, increase case size, are assets, not liabilities. So it's the same shit, but the difference is which mindset that we approach it with. It's the same concept of somebody who comes to the morning huddle, a little bit bad mood, beat down, late, maybe scattered, whatever, and the deal is that it's like a ho-hum or maybe even a resentment feeling of having to show up to work today.

Whereas someone else is filled with pride and excitement that's like, "Beats the hell out of the alternative!" Got a cool place to show up to today, to do meaningful work—by the way, that you signed up for, none of it was forced upon you—and people around you that if it's being done right, it's a positive, uplifting, nurturing culture. And so, I'm just giving examples, but all of this is just all from within. This is from within. Attitude and the mindset. And I guess I will just piggyback on one more thing to this and I'll let you play with it. And then that begets this acceptance of the most important superpower every person has, and that is their personal responsibility and their capability and choice to be reliant upon themselves to choose their mood, to choose their actions, to choose their intensity and their commitment to an outcome.

And so many people, they give these things up, they put their attitude at the reactivity of the environment around them. They take their outcomes at the mercy of lots of other excuses and variables versus treating it such as gold and holding it dear and sacred value and not giving up your personal source, your personal energy, your personal choice to be able to do, have a great day, have a good attitude, to see opportunities versus the other and to take responsibility for all of the above. So that's where I would start. Now to me

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Scott: that's the greatest wealth. It's not about money, it's not about really anything else. It's about that you are so important and you are too valuable to throw yourself up like a feather in the wind to the whims of the weather and let other people or circumstances affect how you are going to feel, act, live, think, be, believe.

Kevin: Yeah, it's a great message and a wonderful way to start Scott. And I knew where you were going with this, which is why I started off making the mention of how I like to kick off my days in a mindset of gratitude because it's so powerful to get that energy moving forward. So I get to say it again here, if you struggle at all or by the way, if you're doing really great at it, do this gratitude thing in the morning because all it does is it solidifies and strengthens your ability to stay in this opportunistic mindset. And for those of you who struggle a little bit, I'm telling you, if you take a moment to say, "Wow, there really are some things in life that I'm grateful for." And puts it in a whole new perspective, it's hard to go back into the doldrums and it's hard to go back into the frustrations and things of that nature because let's face it, we're always going to have this stuff coming our way.

And the second step in that is to always be aware of what you're able to control, which is very little in life, really control yourself, your responses, your words, your actions, all those kind of things. And what it is that you've got to manage. And I think that's where people get frustrated is because they want control. Whether you're a control freak or not or whatever case is going to be, you just want to have more control and it's just not how it is. The best know that things are always going to come their way, what are they going to do to be able to pause, reflect, figure it out and then go for it. And this is part of having that shift to the "Sage Mindset." And many of you have heard me do my presentation on the book, "Positive Intelligence," and how you go from these saboteurs, these mind saboteurs to the Sage Mindset, which is: everything that comes our way is a gift and opportunity.

And it's such a wonderful way to look at it because you can either wallow in what's not happening or the frustration that exists in front of you or you can actually do something about it. I so appreciate people who want to do something about it. This is our opportunity to innovate and be creative and do things, be curious about what's possible to come. And a lot of that can begin with gratitude. And another thing is, you went into this Scott, and you started talking about personal responsibility and self-reliance, and all those kind of things, a step that you can take too as a reminder for those, cause I've talked about this forever, is when you wake up in the morning and you get started for the day, who are you doing this for? Beyond you, right? Let's not even look at itself.

Who are you doing this for? Are you doing this for your kids, your family, whatever? Who's your guiding light? Who's your true north? Who's the compass? Who helps you to make decisions with regards to what you're going to do with your daily life? Well, have that person in mind. Would they be disappointed with your effort for the day or would they be proud of your effort for the day? Would your kids, if you have kids as an example, would

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Kevin:

your kids be proud of your attitude, your effort, the whole deal? That's personal responsibility, that's self-reliance. Those kind of things can help to encourage you, especially when life gets a little bit more challenging. And when life is great, which is what we hope for, well man, that continues to fuel our inspiration to want to do more, be better, grow, to provide the most amazing experience for your patients as anybody on the planet has ever given before.

And that's a big part of prosperity attitude, personal responsibility and self-reliance. Not waiting for others to encourage you and push you and give you a pat on the back. Nice to get those. They just don't come often enough and that's the reality. So you have to take personal responsibility to do it. And Scott, that's where I'd leave it and let you take it on, because boy oh boy, you want to talk about mining gold? There is so much gold within each of us that we'd have nowhere else to look and what we would create if we all dug deep on that. I don't know my friend, forget about it.

Scott:

Well look Kevin, I think the first... I guess the place I would take that just in terms of tangibility and I love what you say and you lead by example, as I said to people when you had left the other day, they, "choose to be extraordinary and lead by example." There's three things I would point out to that. So the responsibility to use your skills, embrace your talents to own your what I call superpowers. And that is based on your position, it's different, okay? So when you're on the phone, superpowers to build rapport and emotionally connect and to set proper conditioning and expectations for a great appointment. If you're in the practice, a clinical team member, whether it's doctor side or on the hygiene front or for our many, many specialists out there, countless specialists, whether it is your ability to again, engage interactively with the patient, to elevate their view and value of health and to be eye opened, mind opened, I'm thinking... I'm trying to think of a different word, I'm not thinking about it.

To where—enlightened, enlightened—the patient to be enlightened about their opportunity to achieve optimal health and then why that's substantiated based on the downside of them remaining where they are or falling short of the state of ideal. These are all superpowers. And of course our doctors, which we mainly are speaking to everybody on this call, so I won't just say, but to our doctors, the obvious superpowers of leadership, of clinical skills, diagnostically and then in the delivery of the care. So it's across the board, everybody has them, but overall your superpowers are your ability to turn knowledge into action and action into outcome. And then you insert the details, the customized based on who you are and what you do. And this is vital that you first take ownership over these things, otherwise you feel like you don't have as much power and control as you do to make a difference. And you want to be indifferent to outcome or you want to make a difference to outcome.

The second thing is that all of us, and I'm always speaking for Kevin and me too, we all, and Maegen, our team, we have a professional responsibility, all of us, to continue to be hungry to learn and acquire knowledge. And the best

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Scott: word is wisdom, because that's knowledge, I believe, gained through experience. But you can also adapt other people's wisdom, their knowledge gained through experience, and then you can bring that to you. The thing is that we always say knowledge is not the power. Actually knowledge is worthless if nothing's done. So it's application of knowledge. It's knowing, learning, I should say learning, knowing, doing, and really be hungry for that part of it. So this is how if you take one thing from today, if it's Kevin's gratitude in the mornings, apply! Start the day tomorrow: go journal, notepad, sticky notes, in your phone, text to yourself, whatever, it doesn't matter. But get something... What can't happen or what they won't do or what they're not interested in. Instead go to the opposite...

Kevin: I think we lost you Scott, so I'll take over there and I'm just going to build on what you were able to share so far. I love the point you were making about knowledge. Because to me, you're right, whatever that phrase is, knowledge is power or whatever. Yeah, well it is, maybe it makes you feel powerful. In the end though, what ends up happening is that when you put knowledge into motion, it's all about energy. Energy going to action, which then like you said, knowledge to action, action goes to outcome. And when we create outcomes, that's where the power is. Scott, I can hear you back so I'll let you take back.

Scott: Yeah, that's okay. I got so excited I was jumping in place and I dropped the phone. Not really, but anyhow, sorry about that. I really don't know what happened. I thought Kevin voted me off the island, but I thought they bleeped out the bad word. But anyways, so Kevin finished the sentence, but I would start there and always apply these things and say... And by the way, we don't want to just talk about your role in the practice. I give a patient example. And you got to think about your interaction with patients. You got to think about your interaction with team members. You got to think about your interaction with yourself, you got to think about your interaction with your families. We're talking about all this, be resourceful and do something because your superpowers when owned properly, when you accept them and then use them, magic can happen. And then when you take knowledge and you're hungry to keep learning, but you're not satisfied with learning, you're not satisfied with taking notes, you're not satisfied with having a nice discussion, even like this call, you are excited about putting it into action to see what happens.

And then when you add those two things together, that's how... Now we're talking about alchemy. Now this is probably going to be something we have never, I don't know if we've ever even used the word on this Accelerator before Kevin, but so alchemy now we're talking about not just mining the gold that's here, but actually being creators of gold and turning things into gold. And so when you take the right person, which by the way is every one of you listening, you have the ability to make something out of nothing. You have the ability to make something even better out of that's not so great. That's a circumstance in life. That's an obstinate patient. That's a small treatment opportunity turned into a full mouth state of ideal optimal health opportunity. That's a specialty case for a patient that came in with one thing, but now educated, has broadened into more, and the list goes on.

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Scott: So I'll let Kevin chime in there to that. And the third thing I was going to say was just learning that activity is not the key, accomplishment is, and the time that and value learned through leveraged superpowers and knowledge can give you leverage to then be able to do more with less, to achieve more in less effort and/or less time. And then we get to this place to where the gold we had when we started is now worth infinitely more because of all those things. And that's as we always say, Kevin and I, that all life is equal when it comes down to hours and minutes, but yet the outcomes of the people with the same amount of time are vastly and dramatically different. And it all boils back down to everything that we've shared here on this call.

Kevin: It's interesting that you bring up the word, "alchemy." I agree with you. I don't know that we've ever introduced that before and some people may be familiar with it, others not. Your description of it though is, I believe, something that everybody can grasp on to, which is, how do you make something out of nothing? And what's so interesting about this, and I'm so glad you... I'm going to have to put this word into my vocabulary more often, because do you know where alchemy all begins? It begins when the phone rings! Everybody's calling in, they're expecting one thing and we get the opportunity to take that and turn that into something that nobody thought was going to be a reality. And that's through time, it's through focus, attention, being present, it's about establishing trust and belief of the patient, which all of that together equals relationship. And those relationships is where everything is established as well as relationships that we're building as team.

I think a lot of time we take for granted our relationships as team members. We've been together for a long time. We forget about how much we value each other and how much each of us together as a unit turns into something. You want to talk about leverage? Leverage of a connected team versus a disconnected team is astronomical, and in the end, tends to be the defining detail with regards to who gets to see positive growth, major influence, incredible outcomes. And it's interesting because yesterday we finished up our last training event of the year together, always great to be together. And I thought it was an extraordinary group of people who are highly engaged and I have high expectations of what's going to come from them. I've already received messages today, which is always a great sign, because what are they doing? They're already beginning the process of leveraging relationships with us, and us back to them, in order to be able to create outcomes that weren't there before.

And that's like the beauty of it, is we've got to, every once in a while we just got to slow it down for a minute, recognize what's in front of us, recognize what we already have, and recognize the opportunity that exists, because I promise you, it is far greater than you'll ever be able to extract from. And that's why the beauty of this message from last month to this month about all the gold that already exists that we get to mine within the practice, within the patient base, within us, within the team, within everything. It's truly extraordinary.

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Kevin: And I hope that everybody takes a minute to step back and to assess and value and appreciate what exists. And then take the next step—action—which is, “What more can I do to pour into all of these aspects in order to create something truly extraordinary?” Which are good outcomes, not only for our patients and not only for our team, but for those who we are really working hard for, those that we love, those in our family, those that we go home to. Because in the end, if we’re not happy there, we’re not going to be happy anywhere else. So it all starts and begins with where love exists, which is in your personal life. So use it to your advantage and have it be the springboard to some really incredible things.

Scott: Well listen, Kevin, thank you. And what was so powerful, what you just said, is you looped this right back to what you mentioned earlier, which was, “What’s your reason? Who you’re doing this for?” And so it’s all out of love and it all loops back to not the people that you see in the practice, but the people you leave every morning and come back to every night. And now you embrace the patients, you love the team, but at the end of the day, I won’t go into the self-interest speech, but this really is about something more for everybody here than just a paycheck, than just seeing patients, than just a dental career. It’s about something more. And that’s called you, your family and your life. And that really brings us to this just sharing with you. You are a big, one of our reasons why, and we could all do a lot of things, Kevin and I, Maegen, our DST family, we all very deliberately, every single day we wake up, choose you.

And that only works if you choose us back. So thanks so much for being here and I know Kevin will share the happy Thanksgiving stuff, but I just want to say we most appreciate and are most grateful, not just for you showing up to listen, but you’re taking it all back home and doing something amazing with it because we know what you’re capable of. So go mine for your gold, friends. Take care of what you got, create more for everybody, and keep remembering just how special you are. Embrace your superpowers and we’ll maybe pick up here with a little bit more alchemy in the coming months.

Kevin: Great message, Scott, thanks for being part of it. Thanks for being the catalyst for a great discussion. And I echo exactly what you said, which is, we value your relationship so much and we’re so excited to be part of it because we’re choosing you as much as you’re choosing us! And I don’t know, I’ve been so grateful to be part of this now for, goodness, I think it’s been a decade or more that I’ve been with Scott. And so I just want to say thanks to all of you. I just want to say thanks to the DST team that I’m honored to be part of because we’re on a really big mission, which is not only to do great things with patients and get them healthy and beautiful and feeling good about themselves and functional and all these different kind of things, but we get to spend time and to develop all of us as human beings so that we can be brighter lights unto the world, which to me is the greatest thing that we can do in life.

So a happy early Thanksgiving to all of you who are going to celebrate it. And let’s get hunkered down. Let’s focus. We’ve got six, seven weeks left. Let’s finish off strong. Let’s go mine that gold that’s already there and really put

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Kevin:

ourselves in a position to start off the turn of the calendar in 2023 in a great way. So until we're with you next month, last month of this great year of 2022. Just want to say thanks for being part of the latest edition of the Dental Success Today Practice Profit Accelerator podcast. Until next time everybody, take care.