



# Leadership Emails

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**Today...Choose to Be Extraordinary!**

**December 22, 2022 - January 12, 2023**

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Kevin's Leadership Emails are powerful explorations into personal development, both inside and outside of the practice.

Enjoy reviewing all this transformational, thought-provoking content.

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## Believing

We have arrived at the time of year where we are in the middle of Hanukkah, Christmas is a few days away, and the New Year awaits our cheers and celebrations! It's the most wonderful time of the year, as Andy Williams expresses in his hit Christmas song from 1963.

The spirit and energy that is created during this season is profound! Regardless of what I have had to endure to get to this point in the calendar, I do all I can to slow down time and bask in the warm glow of our Christmas lights as we embrace the beauty of all God's gifts and grace that have come to us.

I am reminded of the popular words uttered by the Conductor from the movie, "The Polar Express..."

*"Seeing is believing, but sometimes the most real things in the world are the things we can't see."*

My mind always goes toward the God given gifts each of us have been born and blessed with. When experiencing "The Shift" from Accepting to Embracing, there is an internal voice that amplifies Believing our gift is worth sharing with the world around us. We become better managers of destructive thoughts and feelings so our gift can be deployed as a warm, bright light unto the world.

Embracing all of our flaws and imperfections allow us to shift our focus to priorities where we can embolden ourselves to become who we were destined to be! We all are capable of more than we know and have influence in ways that are unimaginable. If we are willing to trust the instincts that are built into our DNA from generation upon generation who have come before us, we can be the catalyst for so much goodness.

I pray this season will bring you peace and joy. Take a moment to bask in the glow of the goodness that exists. Be grateful and extend kindness to others. May your spirit and soul be filled with an abundance of light!

As I sign off today, I will end with that familiar quote from the poem, "The Night Before Christmas," by Clement C. Moore...

*"Merry Christmas to all, and to all a good night!"*

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## 2022...Living a Life Worth Remembering...2023

Friends, the New Year is nearly upon us. We have made it to the end of another stroll through the calendar of life, while another awaits our arrival. This upcoming year is going to be special, as we are going on a focused journey to live out our daily life at a level of excellence we have not experienced before...should you choose to come along with me for such an adventure!

Today, I will be brief. I am committing the next 52-weeks in honor of the passing of both my brother, Gary, (February 2022) and my father, Dennis, (October 2022). They each lived lives worth remembering, being the best version of themselves that they could offer.

My mission is to encourage as many people as possible to make a commitment to being the best version of themselves every day, not just some days. My desire is to be the catalyst who sparks the flame of excellence in a way that shines brightly and becomes magnified in a way not seen before by the collective effort of all who are willing to strive to be better.

We all have the capacity to do so, we simply have to put aside our fear of the unknown and increase our desire for creating a tidal wave of goodness, all while moving from a state of acceptance to a state of embrace...or as I call it, committing to "The Shift!"

Starting the first Thursday in January, we will focus on all things related to striving for excellence—being our best—and living lives worth remembering! I will complete my vision board for what the future holds for all of us and the impact we will have on others. It is going to be extraordinary!

Thank you for the opportunity to serve you.

Thank you for another meaningful year together.

Thank you for all the love and support you offered from afar during the most difficult year of loss I have ever experienced, with the passing of my brother and my father in 2022.

I am grateful for all of you!

Happy New Year, everyone! Be safe and be well!

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## The Pursuit of Excellence

Today is the first message of our 52-week journey as we focus on Excellence. The objective is to expand our vision as to what our “Best” efforts can become.

**Author, Ryan Hawk, created a wonderful book titled, *The Pursuit of Excellence...The Uncommon Behaviors of the World's Most Productive Achievers*, which was the basis of inspiration for my latest presentation I delivered at our annual doctor retreat in 2022. Hawk interviewed people who have achieved extraordinary results and documented the “why and how” behind their doing what so many others could not. I will do my best to share valuable excerpts from this fascinating read.**

Hawk begins his opening chapter with the following quote, which I believe is important to digest in order to understand the commitment at hand so you can build up your endurance for the road ahead.

*“The key to pursuing excellence is to embrace an organic, long-term learning process, and not to live in a shell of static, safe mediocrity. Usually, growth comes at the expense of previous comfort and safety.”*

Josh Waitzkin, World Class Chess Player

**To be on a journey focused on Excellence, it is imperative you adopt and fuel a growth mindset. It is important to become comfortable taking risks knowing you may make a wrong decision along the way. When was the last time you were wrong? If it hasn't been recently, then it is likely you are not taking enough chances in life.**

**People who are stuck in their own ways have a “fixed mindset” and are the ones who hold up progress. They avoid doing the hard things, have deep insecurities, and are afraid to find out they are not as smart as they think they are. Thus, they avoid opportunities to grow and expand their horizons in an attempt to push their limits to understand their true capacity and abilities.**

**Another underlying principle that gets in the way of someone making a commitment to grow and expand is their hesitancy to “compete” with others. They are worried about being “successful” or “better” than the next person. Hawk shares a powerful perspective from high school basketball coach, Brook Cupps, where he states...**

*“Success is based on a comparison with others. Excellence is measured against your own potential.”*

**Please read this as often as you need in order to fully grasp the difference. This is one of the most thoughtful and clarifying perspectives I have ever come across when working on framing your own mindset in order to set yourself up for success.**

**You are part of a team who collaborate TOGETHER in an effort to achieve the most-desired outcome for your patients. You are NOT competing with each other to see who is the INDIVIDUAL who has the greatest impact on the patient. Thus, if each of us focused on**

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**achieving our highest level of Excellence, the probability of an ideal outcome being achieved will become more likely.**

**Take this deeply to heart in order to fully understand the mindset one has when they become a High Achiever:**

- A mindset of Excellence drives you to lift others up, not put them down.
- A mindset of Excellence is focused on the outcome, not the credit.
- A mindset of Excellence leads you to have the highest level of self-awareness and personal accountability, not worrying about pointing out the flaws of others.

**Hawk builds on the simple perspective shared by Coach Cupps with the following collection of thoughtful commentary and questions.**

*"His (Brooks Cupps) answer is so simple, yet so true. The only comparison I should be making is with myself.*

*Will I be better tomorrow than I am today?*

*Will I be more thoughtful, more intentional, more purposeful in the future than I am right now?*

*Do my habits, routines, rituals, and actions match my intention to be better tomorrow than I am today?*

*These questions are the gateway to Excellence because living a life of Excellence is the fanatical pursuit of gradual improvement."*

**As Maegen says all the time, "It is progress, not perfection." Consistent, gradual, and forward-moving progress is what expands our influence over time, which can lead to a tidal wave of life-changing outcomes for others and yourself!**

**I am often asked what someone can focus on in order to create a growth-oriented environment in their own minds. I will share a brief list in the hopes one of them could be the catalyst for YOU to heighten your focus and awareness in order to fuel your commitment to being your best each day...your pursuit of Excellence!**

- Commit to consistent action.
- Focus on what can create a valuable principle of lasting change.
- Become better at assessing what Smart Decisions look like.
- Be unwavering in your ability to focus on each task at hand throughout a given day, both at the office and at home.
- Commit to having belief in yourself and your own process.

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- Be steadfast in creating an atmosphere of positivity around you so others are attracted to you wanting to be in your presence.
- Lastly, BELIEVE you deserve to achieve a higher level of Excellence where the benefit you receive from your attention, energy, and focus will result in an amplified positive impact on others as a result.

**Today's message...message no. 1 of 52...could be used as an insightful tool for a team building session where each person shares their priorities, their "why's" and their requests for support in order to advance the connectedness of your team. The culture you create will either lead you to having a welcoming, friendly, open, airy atmosphere in which wonderful outcomes naturally emerge—or—create a thick, heavy, stressed-filled atmosphere that radiates vibes of negativity and blocks everyone's pathway to Excellence.**

**It is your choice...your team's choice.**

**What will you choose?**

**Excellence or Mediocrity?**

**Time will tell!**

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## Success vs. Excellence

On a recent phone call, a team member asked me what my answer was to one of the questions listed in last week's message: *"Do my habits, routines, rituals, and actions match my intention to be better tomorrow than I am today?"*

I answered, "Yes," with the additional comment about an opportunity I came across when reflecting on how I was going to make adjustments/additions to my current approach in order to stay on course to achieving daily excellence.

As I was reflecting on 2022 and all that I had to contend with, I realized I was missing one critical step in setting myself up for success everyday, which was to document, in writing, what was on my mind that was distracting me. I am not sure why I was not always doing this, as I have done it in the past with positive results. So, I took the time during the last week of the year and brought it out of my mind by transcribing it to paper. The freedom I felt was immense and I believe I have more clarity because of it.

This phone conversation inspired me to share another set of excerpts from the book I introduced last week, *The Pursuit of Excellence...The Uncommon Behaviors of the World's Most Productive Achievers*. The insight therein provides continued perspective on our own pursuits, with the addition of several more exploratory questions to help guide us along our personal paths of achievement.

*"Why not be satisfied with the attainable goal of 'success' rather than opting for the hard road of continuous but never finished improvement?"*

*Why pursue Excellence when winning can be had for less?"*

When I read those words from the author, I paused to let them sink in. I pondered why I pursue Excellence...

The first answer that always comes to mind is, I pursue Excellence because I believe God has blessed me with a gift and it is my responsibility to share it with the world around me. I did not always feel this way or even believe I had a special gift. Because of that conditioning, it still is not the easy, default choice for me to believe there is something special within me, though now I know there is, and I fight to allow it to shine a light each day.

Reading further, I was pleased to see the author's follow up comment, as it was a powerful reminder of what I now know to be true deep down in my soul.

*"The words of famed long-distance runner Steve Prefontaine accurately capture how I feel: 'To give anything less than your best is to sacrifice your gift.'"*

Please share your gift, do not sacrifice it! This brief segment from the book sums up my motivation for spending an entire year on the topic of Excellence in a concise and profound way.

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Over the last decade, I have become hyper-aware of the gifts God has bestowed upon all of us. I apply a tremendous amount of energy to identify it and help people tap into their gift to a greater degree than ever before.

**The author goes on to say...**

*"This is a different way of viewing what a race is all about: as a test of yourself, not a means of comparing yourself to others.*

*Can you be better this time than you were last time?*

*What are you doing to intentionally improve yourself?*

*That's what Excellence is all about. The primary comparison you should get in the habit of making is the one with your previous self.*

*What are you doing to be better tomorrow than you are today?*

*Who are you surrounding yourself with to ensure that?*

*What habits are you creating to consistently improve over time?*

*All of these actions and thoughts come from intention and living with purpose. I won't say this is the easiest way to live, but I think it's the most fulfilling."*

**Read that last excerpt again: you now have five more questions to add to your repertoire as you develop and refine your approach to constant improvement.**

**I could offer many more words, but instead, I'll keep it to just two...**

**Why not?**

**Why not invest in yourself? Why not meditate on Excellence? Why not put your gifts on full, radiant display? Truly, what is the alternative?**

**The more awareness you have of yourself, the more empathy and encouragement you can have for others. I will continue to encourage you to use these messages as a catalyst for insightful dialogue with yourself and everyone on your team. All the while, I will be supporting you, rooting for you, and hoping those conversations ignite the fire of commitment to expand the Excellence of your practice's performance...that's the Connected Team Experience.**

**Go! Embrace the journey more than ever before and reap more benefits than ever before!**

**Why not?**

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