



Leadership Emails

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Today...Choose to Be Extraordinary!

February 22 – March 14, 2024

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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Framework (Part 6)

Today, as we continue our series, I am going to combine two pieces of my Framework that go hand in hand: Honesty and Forgiveness.

I believe one of the most destructive internal forces is harboring ill will towards another human being. When you allow ongoing anger and/or resentment for someone in your life, it creates a barrier to achieving a state of true personal peace and freedom. The only way to move on and remove this barrier is to forgive.

Here is how I define Forgiveness:

“An INTENTIONAL decision to let go of anger and/or resentment for another person.”

There is a heavy weight that is lifted when you let go of these destructive feelings. What is so ironic is when you do not go through the formal process of forgiveness, the person who you hold anger and/or resentment towards will continue to have a negative impact in your life...in other words, they will continue to WIN the battle of being a destructive force against you.

To get to a place of peace regarding your ability to forgive someone, especially when it is an emotionally deep hurt, you must be Honest with yourself and work towards a personal resolution to breaking free of the wound created by the wrongdoing of others.

When I say be Honest with yourself, I encourage you to face the reality of the hurt or betrayal you feel, why it feels so wrong, and how you can move on from the situation so you no longer allow the wound to fester and become a permanent scar.

This applies to all wrongdoing—regardless of the level of significance.

What does it mean to be Honest?

There are two powerful ways to consider it:

1. Be sincere! (With yourself and others.)
2. Do NOT be deceitful. (With yourself and others.)

Both of these angles are derived from a single definition of what it means to be Honest:

“Free of deceit and untruthfulness...sincere.”

There are many different applications of these principles in all of our lives. For the sake of today's message, I want to focus on your relationships with patients and your team members.

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When it comes to patients, I cannot emphasize enough the importance to tell “the truth, the whole truth, and nothing but the truth.” Every patient deserves to know the problems they have without judgment...Be Honest.

Release any guilt when it comes to telling patients about their health. You did not create the problem. You are the solution to their problems, which is such a gift!

When it comes to your team members, they deserve to know they can trust you and count on you. The only way for this to exist without question is for everyone to know you are honest to your core. You can be honest about your feelings when it is conveyed with Respect and Kindness.

They say, “the truth hurts,” which I disagree with passionately. “The truth hurts” when conveyed recklessly and without attention to your words and delivery. Being Honest allows you to have authentic relationships with your team members and patients.

If a team member hurts your feelings or does wrong by you, kindly let them know how you feel about it so you can move past it, which starts by Forgiving them after you have an Honest conversation about the occurrence.

Anytime you leave things undone or unsaid, there will be an air of uncertainty and anxiousness because there is no internal resolution and peace, therefore making it impossible to be truly connected and cohesive as a team...and patients deserve the highest level of Excellence when it comes to being cared for by a Connected Team.

I encourage you to explore these two powerful topics within yourself. Identify any lingering transgressions you have not resolved. Check in on your commitment to being Honest.

You deserve to experience the true sense of personal peace and freedom. It is a wonderful place to be in life!

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Framework (Part 7)

Today, I will share with you the final component of my Framework, which is dedicated to being Committed.

I intentionally left this one for the finale because without it, the others will never come together consistently to experience the true level of Significant Influence you can have on the world around you.

I appreciate the following simple, yet profound, definition of Committed:

"Wholeheartedly dedicated."

Unfortunately, this term is used far too loosely by most people:

- "I am Committed," sounds good.
- "I am Committed," makes you feel good saying it.
- "I am Committed," can give others false hope as they wait to count on you in life.

You falter in your utterance of being Committed when:

- You put in a half-hearted effort in an attempt to prove to others your seriousness to the matter.
- You pick and choose when you want to stay true to your dedication of living up to your Standard of Excellence.
- You convince yourself of your dedication rather than letting your actions speak for themselves.

In the book, "War of Art," by Steven Pressfield, he shares a powerful perspective that directly ties into the difference between being Committed and not...

"Most of us have two lives. The life we live, and the unlived life within us."

The majority of people will wander aimlessly through life with no intention or purpose because they choose to avoid being Committed to something, anything, associated with tapping into the gifts God so graciously gave to each of us when we were born into this world.

We "live" life, but do we truly get the most out of what life has to offer, while simultaneously building a powerful legacy as time marches on?

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Those who are truly Committed stand out and gain a fervent following of people who want to have some sort of relationship with them; people who deeply crave to feel the energy of a Committed person who can shine a light on their path.

I passionately share this message today because I am in the middle of an all-out war against the Resistance that lies within me. It would be easy for me become complacent and ease off of the dedication I made to being Committed to those I love and serve.

I could easily justify “taking a break” and simply lean on the excuse of, *“Well, I am giving the best I have right now, even though it is nowhere near my capabilities.”*

I choose to stay in the arena and fight to shine my light.

I can only hope I am following through, even during an exhausting time of life.

How Committed are you to your personal mission in life?

How consistent are you in your efforts?

Are you shining your light brightly, or is it dimly lit and close to being extinguished?

Last night, I had the honor of spending time with aspiring entrepreneurial dentists who are about to finish their schooling and enter “the real world.” I was not feeling well, was thoroughly exhausted, and had quite the day leading up to this evening event. It would have been easy for me to give less than my best as they would not have known the difference. Yet, I stayed Committed to pushing through and channeling energy from my “reserve tank” and believe I delivered the energy and enthusiasm they deserved from me.

I stayed true to my mantra in life, which is, *“To leave everyone better off for having spent time with me than had they not.”*

Committed.

I share the story above for no other reason than to make sure you know I battle through life the same way you do and have to make the same choices as to how I respond to all life throws at us.

If I can be of service to you as you develop your own Foundation and Framework, please reach out! Give yourself the gift of clarity by spending time on these important topics...**YOU DESERVE IT!**

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My Top 10 List

As we transition into a new series, I want to pause and share a list of “lessons” I presented to the group of future dentists I referenced in last week’s message. Here’s how I positioned my “Top 10 List” of powerful observations...

“If I only had one sheet of paper and 10 minutes to share my most important observations about the oral health industry—to make my best attempt at setting you up for success in your future career—here is what they would be (in no specific order of importance).”

1. Do not let insurance dictate the way you care for your patients or run your practice. Design your own Standard of Excellence and stay committed to it.
2. The quality of your team and their connectedness will determine what you will accomplish as a practice. Develop the person first and your practice will develop naturally.
3. The human-side of dentistry and oral healthcare will determine your future outcomes more than your clinical capabilities and brilliance.
4. The sooner you understand you are in the business of “marketing” dentistry and/or oral health speciality services, not in the business of “doing” dentistry, your ability to grow your practice will become easier.
5. Your responsibility is to guide your patients in making SMART health decisions, not to sell them your services. If you have to sell, you have done something wrong.
6. Always tell the truth and leave judgment at the door...a problem is a problem without any additional labels attached to it (i.e., small, big, etc.). Everyone deserves to be aware of their health status and have the opportunity to say “YES” to a solution.
7. Present your diagnosis in the spirit of “Problems, Prevention, and Possibilities.” This allows patients to feel less overwhelmed and more easily compartmentalize the “good” (opportunities) and the “bad” (problems).
8. Patients have to say “YES” to health before they will ever say “YES” to investing money into becoming happy and healthy.
9. Ask every patient, at every appointment until the day you are no longer in the industry, for referrals. If you do not ask, they do not believe you need/want any more patients. It is your duty to ask, not for the patient to figure it out on their own.
10. Always challenge yourself to learn and grow, personally, so you can continue to expand your level of Positive Influence and consistently raise your Standard of Excellence.

Is there more I could say? Of course! However, the challenge was to come up with the 10 most important principles I could summarize, fit on one sheet of paper, and share in 10 minutes or less.

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If you took the same challenge, what would be on your “Top 10 List?”

How could creating your “One Sheet” help keep you focused on your mission and purpose as a team?

This would be a wonderful team exercise to see what each person comes up with and how your perspectives compare. Are we all on a similar path or are we all adrift and disconnected on understanding our “why?”

I would love to read your list and come to know how you will use it as a source of motivation and consistency in your day-to-day life...please share if you would!

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Over, Under, Around or Through?

I find the comparison of water to life to be fascinating and powerful. There are many characteristics that stand out, yet the one that stands out the most to me is water's determination to stay in a constant state of motion as it forges its way to its desired destination.

Water will find its way over an obstacle.

Water will find its way under an obstacle.

Water will find its way around an obstacle.

Water will find its way through an obstacle.

Water will change course to any direction necessary to find its way.

Water is unemotional and undeterred.

Water is the epitome of being true to its mission at all times.

However, when water becomes stagnant, it is at risk of becoming impure, or even find itself at the brink of evaporation when combined with excessive heat, leaving behind a dry, empty space once occupied by life.

Let's explore two definitions for further clarity.

Stagnation is...

1. The state of not flowing or moving.
2. Lack of activity, growth, or development.

Translating the principles of water to the principles life, our well-being depends on our ability to navigate all the obstacles life brings us.

How do we stay in the flow, every day...avoiding Stagnation?

How do we stay active, grow, and develop...avoiding Stagnation?

There is only one way: moving forward.

For those of you who choose to press on, "in the good times and the bad times," I applaud you and stand arm-in-arm with you.

Unfortunately, there are many who choose to go backwards, making it harder and harder to regain momentum as the days go by.

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There are others who choose to stand still, which is equivalent to falling back. Standing still does not mean you are creating a “pause” in life to take a break or regain your senses. Instead, it actually means you are losing ground and moving backwards because life does not stop and wait along with you. You will be left behind and it is no one else’s fault but your own.

The moment you decide to stop moving forward with intention, you risk falling into a Stagnant state, which will lead to a slew of negative feelings and emotions. It is important to be aware of your state of mind every day in order to know what you need to stay the course as you aim your sights on joy and fulfillment.

When life is tough, figure out a way to stay in a state of forward motion.

It is easy to give in when life gets tough...fight the Resistance to give up.

When life becomes mundane, figure out a way to stay in a state of forward motion.

It is easy to adopt a mindset of negativity...fight the Resistance to be a victim.

When life is riding high, figure out a way to stay in a state of forward motion.

It is easy to ride momentum and forget to fuel it...fight the Resistance to take life for granted.

What path will you choose?

Over?

Under?

Around?

Through?

All of the above?

The first step is to ask yourself...

Will I choose to be like water?

Then you can figure out the best way around the obstacles life will throw at you.

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