



Leadership Emails

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Today...Choose to Be Extraordinary!

March 20 - April 10, 2025

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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Impossibly Good

The toughest question that will ever be asked will come from YOU.

In Seth Godin's book, "*Linchpin*," he writes a chapter titled, "*Thinking About Your Choice*," where he points out the qualities of a highly-valuable team member are personal choices, not talents.

The following is one of my favorite questions to ask (which admittedly can be tough to face if you've never spent time in self-reflection) because it gives you the opportunity to explore whether you are truly giving your best effort, from your best self, on a daily basis.

What Would Make You Impossibly Good at Your Job?

If your organization wanted to replace you with someone far better at your job than you, what would they look for?

I think it's unlikely that they'd seek out someone willing to work more hours, or someone with more industry experience, or someone who could score better on a standardized test.

No, the competitive advantage the marketplace demands is someone more human, connected, and mature. Someone with passion and energy, capable of seeing things as they are and negotiating multiple priorities as she makes useful decisions without angst.

Flexible in the face of change...

Resilient in the face of confusion...

All of these attributes are CHOICES, not talents, and all of them are available to you.

Seth Godin is referring to the gift that lies inside of you...the creativity that lies within...that special something that makes you REMARKABLE.

The question is meant to expand your level of self-awareness. It is meant to seek opportunities to expand your positive influence by enhancing your skills and intentions.

Why is it we tend to hold back and not share this part of us?

Why do we make the choices we make?

We all have a gift...a beautiful gift deep inside that others can benefit from. We were born with this unique gift to share it far and wide in pursuit of being a bright light unto those who choose to be with you in life.

My intention is to have today's message be an encouragement to find the next level of goodness that you have to offer in this worthy pursuit of helping people live in an optimal state of health.

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What would make you impossibly good?

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There Is No Map

There is a tremendous amount of value in someone, a linchpin, who is willing to face the unknown with a level of confidence they will find the way to the other side in a good and better place. Uncertainty is the fuel that drives someone to choose to be courageous in these moments as, subconsciously, they know they will evolve as a human after going through such an experience; forging a pathway no one can see.

In his book, *“Linchpin,”* Seth Godin succinctly explains the difference in value between someone who creates the “map” versus someone who follows the “map.”

“Indispensable linchpins are not waiting for instructions, but instead, figuring out what to do next. If you have a job where someone tells you what to do next, you’ve just given up the chance to create value.”

There are countless reasons why we, as a collective team, do not accomplish more in a given day. One of the most significant reasons is there are too many team members who are waiting for instructions...who are waiting to be told what to do next.

In today’s experiential economy, it is important to make thoughtful decisions of what to do “next” throughout your day; to make those decisions with peace of mind, knowing that you do not have to make the “perfect” decision each and every time.

Instead, there is tremendous value in staying in motion...in creating positive, forward-moving energy in an effort to create positive outcomes for those we serve (patients), those we are working in collaboration with (team), and most importantly, for ourselves.

With that in mind, I present to you three dynamic questions for reflection and action. Document what comes to mind so you can shift some of your energy towards “blazing a trail” in an area(s) of life that would benefit from your creativity, courage, and focus.

1. In what aspect of your professional life could you make a commitment to be a “mapmaker?”
2. In what aspect of your personal life, with friends and/or family, could you make a commitment to be a “mapmaker?”
3. What commitment could you make to YOURSELF to be a “mapmaker” for YOU?

Life is an adventure worth experiencing, especially when you are willing to be the author of your story. You have an unlimited opportunity to “Choose Your Own Adventure” as you turn the page in your life’s storybook. Every moment of the day provides an opportunity to begin again—to make choices, to navigate your path, to shine—illuminating a way for others to join in and walk joyfully alongside you.

Choose to be the “mapmaker” where there is no map!

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The Culture of Connection

It all begins and ends with the human interaction and connection you make with each person you choose to have in your life each day.

Your influence goes so far beyond your technical knowledge and abilities. People first come to you with the hope you can be the solution they are seeking when it comes to their oral health. They stay because of the experience they have, which is why we spend so much time on the "human side of dentistry."

I still remember the exact moment in my professional career where I understood this principle at a deeper level than ever. Before this experience, I was absolutely convinced it was my knowledge and experience that people prioritized when choosing to do business with me. It became quite clear why I reached a limit in the growth of my business...my focus was in the wrong place.

Seth Godin supports this important principle with the following observation.

"Linchpins don't work in a vacuum. Your personality and attitude are more important than the actual work product you create, because indispensable work is work that is connected to others."

I point this out because it's important to prioritize your personal development and efforts in being an effective communicator equally to the time you spend on your professional and technical growth.

One of my mentors also made this quite clear when he constantly reminded me that I wasn't in the mortgage business (you all being in the oral health business), but instead I was in the **MARKETING** of my mortgage business. It all begins with how you connect and communicate with your audience before you earn the right to show off your technical brilliance.

A game-changing moment for me.

This message, this moment, is a reminder to be fully present and engaged in your human interactions: everyone deserves your commitment.

You may be the only person who offers kindness, love, and respect to someone you connect with on a given day.

Be generous with an encouraging word.

Smile.

Look each person in the eyes when speaking to them.

Make them feel as if they are the only person on the planet at that moment.

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One day, you may desire and benefit from similar effort from someone you come in contact with during a challenging day.

My promise to you is to be the person described above.

As I wrap up this message, I realize I need these words of encouragement as much as anyone. What a wonderful reminder for myself as well.

Here's to going through the journey of focusing on the human side of relationship-building together!

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The Seven Abilities of the Linchpin

What is a descriptive makeup of a linchpin?

This was a question posed to me by one of my most engaged team members. I appreciate her commitment to being the best version of herself, as she is always assessing her efforts to find an edge to set herself apart from others.

What I appreciate the most about this particular team member is there was once a time she would not have had the confidence to believe she could be a linchpin. We had to begin with her BELIEF that she was blessed with a gift (talent) that had a tremendous amount of worth and value. Once she crossed the threshold of believing she is a special person, the rest began to fall into place.

To her credit, she spent the time creating her own list of who she wanted to become with her newfound confidence. The pathway to the significance she would offer to others became clearer and clearer as our conversations continued. To this day, this team member is one of the most prolific examples of personal growth I have been blessed to witness.

Although we did not specifically use the term “linchpin” in our discussions, the objectives we created together was in the same spirit of what Godin describes in his book. I have helped individuals, in industries far and wide, create their own lists so they know exactly where to direct their focus while raising their standard of excellence.

To create a starting point, I decided to defer to Seth Godin’s simplified list, as mine could fill a book!

Is There a List?

Linchpins do two things for the organization. They exert emotional labor and they make a map. Those contributions take many forms. Here is one way to think about the list of what makes you indispensable:

- 1. Providing a unique interface between members of the organization.*
- 2. Delivering unique creativity.*
- 3. Managing a situation or organization of great complexity.*
- 4. Leading customers (patients).*
- 5. Inspiring staff (team).*
- 6. Providing deep domain knowledge.*
- 7. Possessing a unique talent.*

Each of these points deserves an Individual message in order to go deeper and find the opportunity to further advance our efforts.

I am curious, what is on your list?

What is something specific you associate with a linchpin?

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I love the fact we have so much influence on what our future self looks like.

As I like to say, *"The future proves the past...past proves the future."*

What we do today will influence the outcomes of tomorrow...and when we take a look back, our prior efforts are directly connected with where we arrive.

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