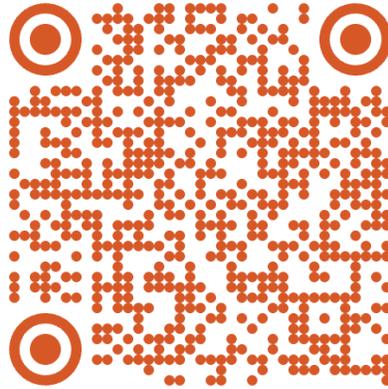


PPA Podcast



July 9, 2025

July Is the New January

How to Double Down on Your Mission by Pacing Yourself Ahead of the Calendar

Figuring Out Your “Fresh Start”

Framework for the Delivery of Your Message: What, Why, How, NOW

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

Enjoy listening to all the insight shared in this action-packed podcast.

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Kevin: Good day everyone, and welcome to the latest edition of the Dental Success Today Practice Profit Accelerator Podcast; the one, the only, Mr. Scott Manning, welcome to the show.

Scott: Well, if you ever needed a pick-me-up, you just listen to Kevin's introductions. I actually, I don't know where he gets that stuff that he takes to makes him so hyped up and happy, but we wish you'd spread it around a little bit. Hey, Kevin, thanks for having me. And most of all, really appreciate your willingness to do these because I think that it's just one of those pithy little things that we do in addition to our daily emails and motivational articles, we have this, meant to be just a jolt, a refocus of some kind of little sense of direction. And I really think that of all the things that we do, we like to provide a buffet of information and ideas to consume and trainings literally with our website, with our Practice Focuses, with all the things. There's no shortage of stuff to do, but this may be the most significant thing we do because it provides that motivational refocus. And I just really appreciate your leadership in hosting these

Kevin: Well, I love any opportunity you and I get to intersect in our daily lives is always a good day as you often mention, which is so true, is you and I, it's tough to have both of us in the same room at the same time. We got to be doing things right?! So it's good to be with you on these. I don't even know how many we've done now. It's been a lot of fun over the years and we'll continue to do it. And you know what's interesting just in the spirit of twist, is in life, there's so many distractions, right? Distractions of people, circumstances, craziness of the world, the whole thing. Well, guess what? The daily insertion of a DST something: Scott's message Monday, Scott's message Tuesday, Scott's message Wednesday, mine on Thursday, yours on Friday, PPA, Maegen's mastermind she does for the Wealth Group. All these things, those are healthy distractions, right?

They distract you from the distracting to remind you and to be focused upon what is most important, both professionally and personally. And so Scott, with that having been said, I mean, there's already a lesson right there, and we haven't even begun. It's just amazing. Love when you and I get together, the energy is crazy, but I would like to say welcome back, Maegen substituted for you on the last episode. And she did magnificent as she always does. And so as I was mentioning before, let's put a twist into this whole thing because we're coming to you in the month of July, regardless of when you're listening to this. And we're going to stay in the spirit of a writing you had at the first Tuesday of this particular month where we say, "Let's make July 1st the new year." Why not, right? Because we get to choose. So let's act as if this is the new beginning. Let's have our enthusiasm be high, looking at the future being bright. There's hope every morning as we begin all things are new. Why? Because we choose to do so. Scott, take it away. Get us started where the energy is taking you.

Scott: Well, yeah, Kevin, listen, first of all, really appreciate the enthusiasm, but you really give just a key principle right there in that point, which is, "the daily something." And we throw around the term personal trainers and other things,

PPA Podcast

Scott:

and I think it's really the best term probably, but you just have to say, if everybody listening to this, what are you doing for your own daily success system? And that's from your morning routine to your evening routine that has nothing to do with your professional work. And then you have your drive time to and from the practice, and then you have the success system throughout the day. So these things are vital and for any person to stay proactive with their attitude and their mentalities of just not being victims or at the mercy of circumstance, or as you said, of the world.

So now with that said, interjecting something positive and leveraging, that's the reason we're here, but it is up to everyone else. It's like the horse and the water. This is the bottom line. You got to drink this stuff, and you're only going to benefit from it. So let's just talk about today. So Kevin, you gave the great concept in midyear. We call this, "the halftime." So I want to just make two critical points. The first point is it doesn't matter how you finish the first half of the game, when you run into the locker room at halftime, it matters how you run out of the locker room and how you start the second half of the game. It doesn't matter how you finish the game, first half, it matters how you start the game, second half. And so that concept, that's the number one piece when people are listening to this, it's going to be deep into July. You still got a long time left between now and the end of the year, but it's coming into this because some people, they kind of get the doldrums, or it's not usually the wintertime depression, but the summertime people want to be outside doing things and they almost come to resent the work.

And it's unfortunate because it's the work that makes all the other things possible. And so right now is the chance to double down on your goals and to pace yourself ahead of the calendar. Many people, they practice, Kevin, our reverse engineering structure. And you know what they do? They peel off weeks at the end of December, and they basically look at the next 26 weeks and they cut it down to 24, 22. And then they have to figure out their goals inside of that segment of time. So this second half actually has, you might say, is weighted. And the expectation is that you'll outperform the first half even though there's fewer days. And that is how we absolutely have to start this principle of the second coming out of the halftime show.

Now, let me tell you how I pragmatically do this. And Kevin, I know I write about this; you've brought it up and it's not new concept. Instead of thinking about this as the start, the second half though, I think of this as a new year. You have two years in one year, and you live in six month chunks instead of 12. And yes, I mean twice as much progress. I don't mean twice as much production, but what I really mean is imagine the motivation that you had when you started the new year. Imagine the clarity of thought, the removal of baggage of anything that was bogging you down, and nothing mattered. You didn't care about last year's anything. You were just so excited about a fresh start. Then we come into the middle of the year and the only thing people think about Kevin is finishing it, basically. And I think that that's the wrong, we want a sense of urgency, boy, oh boy, we do. What we don't want where the whole point is just to get it done.

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Scott:

And that's where you get confused by checking off lists. You get confused by going through the motions instead of understanding the bigger mission at hand. So you want a little cliché in your head, a little word swap. Instead of going through the motions, you double down on the mission. And I think that means that you look at this start to the next six months as a brand new, fresh beginning. And that new year mentality, that is wildly different positive energy than it is if it's, "Oh, well, half the year's over glass, half empty. Let's finish it off." And that's why I want you to reverse engineer your goals from the end of the year backwards to right now. But start the motion, excuse me, start the motivation around as though it's the beginning of something great. So I'll let you tangible-ize that a little bit, Kevin, but that's my mindset here today.

And this comes with incredible discipline of building battle plans, having quarterly objectives, not just starting and saying, "rah, rah, go team." When you start January, you have a plan, you have goals, you have this priority list, these things that you want to implement. It's just so much vigor and excitement. And then the middle of the year, it's like, "eh, almost finished." And so we have to get rid of that. That's not a championship mindset, that's not the winner's mentality. And instead, that's why I say, "It's January all over again, it just happens to be in July."

Kevin:

I love it, Scott. And there's so many different ways that everybody can customize this concept that you are bringing up. And one of the things I speak about on a regular basis, most specifically with new team members that are being hired, and how do we track their progress? How do we know they're going to fit? Things of that nature. And I say to my doctors and our leaders on a regular basis, I say, "Most people have a difficult time thinking beyond a 90-day period of time." So, quarterly, makes a lot of sense, right? People talk about seasons. We have spring, we have summer, we have fall, and then we have winter. And our brains are just worked that way, are managed that way from being kids.

And so it's like we have this opportunity to not just think of a calendar year, because of course, that's how a business is basically done. And instead of just thinking, "Oh, I got 365 days, 200 and some of those, or 160 and some of those, whatever the number is, that are working, and it's easy to say, "Ah, plenty of time; ah, plenty of time to make up for it if we don't now..." All these if, but, rather than, why not just customize it so that you can, as you said, Scott, be enthused on a regular basis. For me, and I can admit this, I've evolved to now where every day is exciting for me, some more exciting than others, of course, just based upon some of the challenges that you're running through ongoing basis, where every day, every day is a gift and a blessing, which is why starting out in gratitude makes it easier to get through it. Being prepared at the end of the day before so that you can get off and running when you wake up and you get through the four into the door and four walls of the practice so that it's like, bam, I am here to have an impact, to make a difference.

And so figure out each and every one of you can figure out what is your fresh start? Where does the enthusiasm start to wane, where you can put measures

PPA Podcast

Kevin:

into place to bring that back. And I just think quarterly is a wonderful place to be. And so look at us, we're doing it after the second quarter of the year, just coincides with the halftime. And the key on this is this: we don't want to get caught by surprise. As you stated, Scott Summer, all these wonderful things we want to do, even though people complain, oh, it's too hot, this and that and the other. complain about, it's too cold now, it's too hot. There's always just complaining, it's like this state of negativity. We got to move that out of the way because we bring that energy into all of our patient engagements, whether we realize it or not, which is why resetting enthusiasm is so important at whatever interval works for you as individuals, works for you as a team, so that you can bring it each and every day, because every patient matters.

If we gave our all with every patient and we never pulled back and we never got lazy, or I can't think of the word, but it would make it easier come the end of the year when all of a sudden we're trying to make up for it. Oh my gosh, we're like—the schedule. We always say, always pay attention two weeks ahead. This way you can anticipate what's coming. You can fix it today rather than two weeks from now when all of a sudden it becomes like an emergency and all these crazy things are going on. Financial objectives, the same thing. So let's not get caught by surprise. How do we do that? By being engaged, by being present, by being fully aware of what's happening and treating every patient as if it's the last patient you're ever going to treat in your entire life.

One, they deserve it. Two, because it then makes your objectives that much easier because you're giving equal effort, equal attention and focus to each and every one of those. And so if you can think in a concept that allows you to tap into, as Scott said, the mission and not just going through the motion because it's, man, I can't wait to get to this day so I can get on with life, it happens be summer, whatever, it's, there's always an excuse. Oh, Thanksgiving, oh, it's Christmastime. Oh, it's the new year. Oh, it's spring break. I mean, insert any of it. And if we get caught up in that, the worldly things, it's difficult to maintain enthusiasm for the choice that we made to care for people in the single greatest thing on the planet, which is health.

Scott:

Well, listen, Kevin, I love that you bring it back to the patient-facing points, and what else are we here to do if not take care of other people? But oftentimes we do that at the mercy of ourselves, or at the detriment of ourselves. And then the other thing that happens is that we actually end up with this when we take care of patients, we can't do that if we are not also already equally motivated. If we are not filling ourselves up, then how are we going to be the best we can be for other people? And this goes back to one of our top 12 principles. We call 'em the sabotages, and we talk about the opposite. We're talking about the ability to take a patient—enthusiastically—and share with them about the hope for the future, the possibilities of their health. That requires you first to be excited.

So that's why we spend so much time on mindset. That's why we double down on attitude. That's why everything that Kevin and I talk about every single month first begins with you. Because people love the checklist, they love the action plan, the strategies they want, the new tips and tricks, but at the end of

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Scott:

the day, those things are only going to be as good as your own ability to be self-motivated and to remember your purpose and your why. Now, Kevin, I do want to just mention a few things heading into the second half of the year. There are three things that I really do want to have everybody commit to organizing a plan around. The first one is, and we talked about this a little bit earlier when I said the end of year, but about the reverse engineering. The reverse engineering, everything from your goals, from the clinical days, to your total collections, all the way backwards to your weekly benchmarks and your daily production.

Reverse engineering is something that is required at this moment in time because you're going to course correct from the first half of the year, whatever your top level goals are. The other thing is, is it gives you a perfect opportunity to set yourself up for a schedule review, to assess your effectiveness at the schedule right now. If you were to look at the next 30 days, how many days to goal, if the days aren't the goal, why? And then also understanding the math of the day. A lot of people have new team members from time to time, and you may have different team members that are here now versus a year ago or six months ago or maybe when you first went through DST. So taking this midyear moment and reflecting on what is the most effective method of your scheduling that you are holding everybody accountable to and looking ahead and saying, "How well are we doing and when it comes to this?"

So everything from reverse engineering big picture goals, all the way down to just the daily execution of value-based scheduling. So that's the first one. Second one is the creation side. Now, we go over to four pillars all the time, so I'm not going to walk you through all four pillars again, but just focusing in on having your daily target on the amount of treatment opportunity that must be available for you to achieve your goals. That's a simple concept. The definition of insanity: doing the same thing, expecting different results. But also definition of insanity would be playing with bad math. Okay? So bad math would say, "We have a goal higher than the opportunity that exists." We believe opportunity is abundant. And if you do what Kevin just said, you're going to find ways to help people in bigger ways to even imagine, certainly more than they imagined. But this is still a very important concept because otherwise we're going to be fraught with frustration, disappointment, but it wasn't because we're doing anything wrong, it's because we're starting with a lack of focus on creation and opportunity.

So morning huddle, we're talking about very specifically, what do patients still have on their charts, but more importantly, what are your health enhancement opportunities? How can you expand the case, expand the relationship, expand and increase your value of impact and benefit to this patient by your clinical philosophy? So these are all just aspects. So even though we're hitting hard on mindset, attitude, all these things for the new year beginning in July and your goals you have by the end of the year, we also want to have very tangible, moldable things that you can play with so that you're setting yourself up for success.

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Scott: Kevin, you hammer this home as however you like. And I got a couple, maybe, final points to mention in terms of success tips heading into the third quarter.

Kevin: Yeah, I would love to do that. And I'm going to do it with reminders, okay? Because these are the things that we preach, teach, get excited about in all of our interactions, whether it's live at a big group event, whether we're doing a team training via Zoom, one-on-one calls, whatever the case is going to be, is that we're constantly reminding everyone that there's two specific things that have to happen in every patient engagement. Number one is the processes, the experience that we're providing, all those kind of things: we have to first get the patients to believe that we are the source of their solution, right? They have to believe it and they've got to trust us. And that's why we do all of this, to create the opportunity.

The second thing is, is that you guys are selling hope for the future. You are selling hope for something better than what exists today, for many reasons. Disappointment in people not being able to serve them, fix their problems in the past. Disappointment of people not being willing to expand the vision the patient has, doesn't even know about what's possible for their future when it comes to something beyond problem-based dentistry. That's why you'll eventually get sick and tired of hearing us talk about problems, prevention possibilities: because the possibilities is what the majority of people have no idea about. Which could be part of the daily enthusiasm to want to get up every day and say, "Man, I get the opportunity today to share with each and every patient that walks through the door, something that's possible they never thought once was; that'll impact them far beyond just their health and their function, it goes deep into their soul of emotion and how they feel about themselves, their mental mindset." Because I mean, you all have shared a story, more than one story, of how people feel when they see themselves in a way they never saw themselves before. And that's through the work that you all do.

And so being pragmatic about this, is if it's ever been confusing before, I'm going to distill this thing down to as simple as it possibly can be. In every role in the practice, whether you're on the phones at the front, in hygiene, you're the assistant doc, whomever it is, there needs to be framework in the delivery of your message and your words in order to create consistency that sets you up to be successful in engaging with the patients, to create the belief, create the trust, deliver the hope, and it's this:

What am I doing? Why am I doing it? How am I doing it? And what are we going to do RIGHT NOW?! It's those four things. So if you never know what to say or you have forgotten about it in the past, that's your framework: what, why, how, NOW.

And if you can adopt that, regardless of where you're on the spectrum of comfortability in your engagement with patients, I promise you that it will help you to be disciplined, focused, and consistent in being the positive influence with the patients that we all encourage you to be. So this way, we get rid of any of the guessing. It doesn't have to be hard work pushing through. We'll

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Kevin: get it done. It comes down to having the framework in place to deliver your best on an ongoing relationship with your patients. Because in the end, final point, Scott, I'm going to turn it back to you, is you are not selling anything. You are guiding the patient into making a smart decision, by the way, it happens following the category of sales, if that's how you want to look at it. And I always tell you this, if you're not willing to sell somebody something that you're so passionately about, they're going to continue to suffer. And that's why "selling" is a form of leadership. Why we say, "Each and every one of you are leaders in the role in your practice." Scott, I'll let you wrap it up with some of your brilliance to bring it home.

Scott: Well, Kevin, listen, you crushed it. Yeah, I have a little sore throat today, so I'm not as energetic, but I just love how you make it so approachable, just people can bullet point it out and just execute the plan exactly the way that Kevin outlines. So I think great job to Kevin, and the last analogy I'm going to give you is I like to think of this day, this beginning of this month, this is like a bridge for the first of the year, or end of the year, whatever you want to say. So if you look at going from where you are right now and you're going to build a bridge to your future, who are you going to become? What are you going to achieve? What is required in order for you to be able to do that? These are the things that you have to think about. Because otherwise, you're just, again, going through the motions.

And we used this analogy a couple of times ago, Kevin, but it's like you can run on a treadmill and you still have exercise or you can run outside and you can actually make something happen in life. It doesn't matter what you're going to do, obviously you're working inside the practice, in your house, but if you're running on a treadmill, it feels not as great. Still exercise, not as great. And that's the difference between going through the motions and accomplishing the mission. And so my challenge for you is to consider what that run is outside, in a beautiful nature, in the life that you're designing, that you are getting the pleasure, really the gift, of living. And you say with that, where are you going to take it? So this is a bridge. You really know where the bridge every month you're making progress to get to a better, brighter place, but you're enjoying that journey along the way.

And I would challenge you to apply this same principle even to your patients when it comes to the pathway to health. So that's what I would say, Kevin. We're building bridges here. It's kind of, I guess a cliché these days, but that's what we're doing. And right now we have a bridge from the middle of the year, which is the new beginning, to the finish. But we also have a bridge of the pathway to health that we deliver to every patient. But it's only going to happen if you're properly reverse engineering and setting yourself up for success, and you're doubling down on creation of opportunity so that you are working with math in your favor. You can do those two things. You're going to absolutely crush it, provided that you always, first and foremost, take care of yourself, and know that the attitude of gratitude and the positive thinking are the things that are going to make all the difference. Go be excited to wake up on fire, running straight out into this brand new chunk of time, and let's go make it the best you possibly can. That's the way you live, that's what you

PPA Podcast

Scott: **deserve, and that's who you are. Kevin, thanks so much. I'm going to let you round us out, and I appreciate everybody being here.**

Kevin: **Wonderful way to summarize it, Scott. And friends, I'm going to give you my one last tip on being able to keep this all in perspective and see yourself from start to the finish, and it's this: it always starts with one. It starts with you showing up. It starts with you executing, connecting, dialoguing with one patient, and then it just keeps going from there. Don't get overly-consumed by anything that may seem too large, insurmountable, too far down the road, whatever the case is; just be present today, and just do your best today, and keep your eye on where you're headed in the future, knowing that your efforts for today are contributing towards that as long as you're giving your best.**

So friends, we appreciate you being with us. We love engaging with you in all the different ways. Most specifically, love this time that I get with Scott to be a voice of encouragement and support and enthusiasm for this meaningful thing that you choose to do each and every day with your lives, and we thank you for that. So friends, let's make the second half of the year the new beginning, the best one that it's been. So thank you all for listening in on the latest episode of the Dental Success Today Practice Profit Accelerator Podcast. Have a great start to the new year, friends! We'll talk to you again next month.