

## For the Paycheck or Life's Calling...You Choose!

“Kevin, thank you and your team for the effort and encouragement you pour into myself and our team each and every day. The message all of you bring to the dental industry is needed as I believe we all, at some point in time, lose sight of the reason we made a commitment to serve our patients. We end up going through the day checking things off the list without taking a moment to fully understand the impact we have on a single person. Over the last week I made it a point to pay attention to the words our patients speak when describing their experience at our practice. What I heard (I haven't been “listening” lately) over the past week actually brought on a rush of emotions I have not felt for many years. Thank you! Our recent conversation helped me refocus on the reason WHY I show up to work everyday. Yes, the paycheck is important and necessary, but it is the look in the eye of a patient who thanks us for making them healthy again that really motivates me to want to be better at what I do every day. Thank you for encouraging all of us to want to be the best version of ourselves!”

The above message is a one of the reasons “WHY” I show up to serve all of you, as you continue to make a commitment to advance your skills and grow every day. I believe it is important to remind yourself “WHY” you get out of bed, jump in your car and drive to your practice each morning. Taking the time get yourself focused for the day ahead of you will lead to greater clarity on what it is you want to accomplish. This is a perfect time to take 15-20 seconds to focus on what truly motivates you. When you get in the habit of doing this simple task you will find yourself feeling more fulfilled at the end of your day.

I would like for you to take a moment right now to think back to when you filled out our questionnaire at the beginning of our relationship. One of the questions we ask is: “Why do you work?...What really motivates you?” As you can imagine, I have read a wide range of answers, some that are very “simple,” and others with deep thought

and meaning. What is your “WHY?” Of course, we show up so we can provide for our family, hopefully you really love the dental industry, you want to see smiling faces on your patients, but what else? Let’s go deeper.

I recall one answer from a young lady, 23 years old if I remember correctly, who wanted to be a highly skilled assistant, work towards making bonus so she could save up that additional money and use it, along with her skill, to serve those who truly cannot afford quality dentistry. She shared with me the reason she feels so strongly about this is because there was a time in her life when her family had next to nothing and knows what it feels like not to be able to choose to get healthy. She would like to make her own “small” contribution to help someone who is in the shoes that she once walked. This, my friends, is a deep reason “WHY” she shows up to work every day. I am excited for her to see her desires become reality...I know she will make it happen, and I will be here to support her in her efforts however I can.

You may be asking yourself, “WHY” is Kevin taking the time to write about this topic this month? The reason is very simple, when we associate a personal, motivating reason for giving the effort it takes to create an extraordinary patient experience, you will become more committed to drawing out the greatness that lies within you. You will be more willing to try something new or different to create a better outcome. You will be OK with doing a little bit more, helping someone out with a task that “isn’t your responsibility,” or taking your own time to practice and test out what can help you achieve better outcomes. Without a meaningful reason, you will show up to work, punch the clock, go home when your shift is over, and go on with life the same way you did yesterday. But, when you focus on what really motivates and inspires you, it helps you understand and value your own self-worth, which leads to great accomplishments.

My “reason WHY” has evolved over the course of my adult life. Throughout the various stages I can say without a shadow of doubt the most fulfilling moments have been when I consistently focused and reminded myself “WHY” I was willing to put in so much time and effort. I have several reasons “WHY” I wake up every day focused on wanting to help all of you realize what it is you all can truly achieve should you make the choice to give it your all. I will share my list with you in case you could use

some inspiration to dig deep and find your true purpose behind your commitment to serve your community of patients in their pursuit to being happy and healthy.

**#1** – I believe God has blessed me with a talent to listen patiently and help people realize their greatness when they are not able to fully understand what they are truly capable of when it comes to sharing their gifts and talents. I am motivated to do the work to help people be more fulfilled in life. I want to receive messages like the two I shared with you and believe I had some influence on bringing good outcomes to life.

**#2** – The person who has had the most significant influence in my life is my grandfather. My grandfather taught me what it was to be an honorable man who could go through life with my head held high knowing I gave my best to those I serve. The lessons he taught me in life motivate me to have his influence live on to have the same kind of impact on others who are willing to listen to wisdom I can share through my life's experiences. To be certain his legacy lives on, my wife, Julie, and I will create a foundation in his honor. My grandfather had no idea how significant his life's work had on so many. This kind, strong and humble man deserves to have his story told so it can possibly impact more lives than ever imagined. We have a plan, and we will execute on sharing with the world lessons learned from all life has thrown our way.

**#3** – The final reason (I could list quite a few) is because I want to get better every day until the day I am called by my Maker. I want to go to my grave knowing I continually worked on becoming the best version of myself that was possible.

I am blessed to have the choice to work a little...work a lot...or not work at all...I choose to **DO THE WORK!** I want to help as many people as possible find their purpose, dig deep into their souls to tap into the desire they have to want to be extraordinary. I want people to believe in them more than ever before. I want people to develop their talents to levels they never thought possible. I want all of this for you!

There is one final lesson to this message. This same exact experience can be translated to your patients. Asking the right questions to go deeper to understand

the real motivation for a patient getting healthy...finding out why it is a patient keeps putting off treatment...why someone wants to have a brand new, beautiful smile...these are revelations that will lead to more patients saying "YES" to the treatment your doctor prescribes. Engaging your patient on a deeper level will help solidify their decision to move forward with regaining their oral health. Just like all of us, your patients could use a little coaching to know how to tap into the real motivation to take care of themselves and invest their hard earned money on dentistry required to get closer to an ideal state of health.

Here is a very simple example that has worked to encourage a patient to open up...*"Mrs. Smith, what have you been missing out on because of (insert problem)?"* You will receive a wide range of answers with this question. Once your patient reveals their answer to you it will be much easier to be able to connect the dots as to why it will be in their best interest to solve the problem once and for all. This is a much better approach than relying on logic to be the deciding factor. Fixing problems in the mouth is obvious to all of us, but not so much for your average patient. This is why it is so important for us to lead them down the appropriate path to identify and grab onto an emotional reason to fix the problem.

Just like each and every one of us, there are many ways to spend the money we earn. There are countless areas in life fighting for the dollars in our bank accounts. Giving more of an effort to positively influence our patients to make dentistry a priority in life is what is going to be the difference in earning the right to our patients' money.

Let's all choose to make it happen!

Today, choose to be extraordinary!

- Kevin