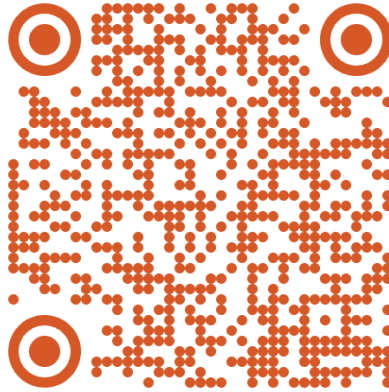


# PPA Podcast



## November 12, 2025

### **Creating an Oasis of Opportunity Together**

What the Standard of Excellence Actually Is

How to Create an Environment Where You Can Win

Defining Next Steps to Dismantle Distraction and Create Enthusiasm

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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 episode of The Dental Success Today Practice Profit Accelerator Podcast. The one, the only, I like to call him the maestro, Mr. Scott Manning. Welcome to the show, my friend.

Scott: All right, Kevin. Thank you so much, everybody. Great to be here, and you know, I actually love that, thank you so much. I wear it very proudly and take it very seriously. So we'll see what we can orchestrate here today, Kevin.

Very good. I wanted to tell you the quote I had today: "Don't apologize for asking for what you deserve." I want to apologize for being called the maestro, but I will say this, Kevin, we tell people every single day that you don't apologize for being able to help people, and we're not going to apologize for being here; whether you need the cheerleading, the pats on the back, the encouragement, or the kick to get you up out of wherever you might be. You're being reminded of your power and your personal responsibility for your own life and results. We're very proud and honored to be here unapologetically to deliver it.

Kevin: I love that. And that reminds me of a quote I read recently. I've got to tell you, Scott, this takes me way back. When I was on my own personal journey of figuring out life, at a moment of arrogance where I felt I had it all figured out, and then that came crashing down. The quote is this: "If the path before you is clear, you're probably on someone else's." When I read that, I had to take a step back and let everything go, because it's so true. Of all the stages of life, nothing has ever been completely clear. There's always something in the way, some different path we have to take.

And so that's why I'm excited to be at this moment of the year, because you, Scott, and our whole Dental Success Today team, and of course, the majority of people we're honored to serve, understand the importance of gratitude. We're coming upon America's Thanksgiving season, and there's so much to be grateful for.

One specific thing I'm grateful for each year is the opportunity we get, with your vision and our team's dedication, to host all of our doctors at our annual retreat. This year it was in Arizona, and it was absolutely stunning. The feedback was truly incredible, arguably the best we've ever had. I had people pulling me aside throughout the event, from the first session through the very end. The commentary was, "Man, I'd love to get this to the team."

So something we did last year was to take a popular component from the retreat and bring it to life here on the podcast. I thought, what a great idea to do again this month, because we're at a pivotal moment, and the content you created, Scott, that set the stage so powerfully early on at the retreat, was titled "Creating an Oasis of Opportunity Together," and together being the key word.

Where I'm going with this, Scott, is that I believe this can be the foundation of the game plan for all of us as we finish the year strong, like we've been emphasizing, while also preparing for what's to come as the calendar resets

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and everyone starts fresh with new opportunities. So, Scott, I'd love to recreate that magical moment from Arizona for all of the amazing people we have the honor to serve. Take it where your heart leads you, my friend.

Scott:

Oh, man, Kevin. Thank you for saying all that. Let's start with the first thing: whoever's listening to this, if your doctors aren't staying engaged with everything we're doing, they're not being good leaders. It's simple. Everybody understands that high-performing athletes don't take days off. They may not train hard every day, like sprinting or weightlifting, but every day they eat like a champ, stretch, breathe, exercise. They do the things winners do.

So first: only be in a practice where someone is leading by example. Second: if people aren't fully engaged in our community, it's simple, the best people are. If someone listening isn't fully engaged, they need to look in the mirror or step down to a lower level, because they aren't ready for this one.

People say it's the best retreat ever every year because we set that standard. We take great pride in the Dental Success universe, people who take personal responsibility for their lives, outcomes, and attitudes. But you also have to be smart about it and put yourself in an environment where you can continue to win.

This team, this culture, this environment, your practice, that's why we're adamant about zero negativity and zero drama. This is a positive zone, period. If anyone says it's okay to have up and down days, then it becomes okay to have up and down months, and then up and down patient outcomes. It's a slippery slope.

The standard of excellence says not every day will be perfect, but if every day it's okay to be mediocre, you'll never find greatness. Kevin's speech is a good one, and everyone needs to take it seriously. This is a way of life, not something you turn on or off. It has nothing to do with us; it has everything to do with you. We're here to provide consistency and support.

Regarding the retreat and the oasis of opportunity, Kevin, you mentioned the single most important thing: gratitude. I'll talk more about this later, but the most powerful force for good on the planet is gratitude, because you cannot be a victim and be grateful at the same time.

Opportunity is all around you; it depends on what your mindset is willing to receive. Stay in gratitude for this profession, your team, yourself, your patients. I recently released something about patience, everyone thinks they need more patience, but patience is unlimited. What's limited is your availability. Everyone has the opposite focus.

The theme of this retreat was to stop looking externally for solutions and start looking internally at owning your greatness, owning your fertile ground. The oasis of opportunity is your schedule, your patient's mouth and life, but really, \*you\* are your own resource. You have the power inside you: your connections, family, friends, team, everything you need. It may not be obvious in the

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moment, but with belief, conviction, and gratitude, you will attract what you need to win, succeed, and stay whole and healthy. You must believe, and back it up with action.

Another reason the retreat matters is because we're human. People drift away from what makes them successful. You can listen to negative people all day, they start a sentence and finish it like two different people. We have to stay aligned, because alignment creates harmony and leverage. This is why team meetings and listening to this podcast matter, not because you need new information, but to ensure what you say and what you do stay aligned so you don't give up your power.

I talked to Kevin recently about slow times. When you were having record months in August, September, October, others were saying it was slow. Now, when you say it's slow, others say they can't keep up. How can that be? There's always an opposite experience. If you're like a feather in the wind, blowing to each side instead of firmly planting yourself and doing your best with what you've got, it will never be enough. Don't focus on filling a void somewhere else. That may not have much to do with the retreat, but that's my answer.

Kevin:

I love it. I have four points after hearing you set the stage, Scott. I'll jump ahead to one and then you can take the baton. First, when I think about opportunity practically, one area is follow-through with every patient after every appointment and every day. Follow-through means not random follow-up or checking a box, but making a positive outcome happen. Ensuring every patient knows we aren't giving up on them, that we support, love, care for, and advocate for them. That's follow-through.

I don't know if it was you or Megan who made the analogy about the difference between following up and following through, but it's a powerful concept. People use the term "follow-through" regularly now. This applies to business teams, hygienists, assistants, doctors, everyone. Imagine focusing on that one thing.

Also, commit to ensuring every patient, no matter how simple or complex, has a clearly defined next step. Too often, the next step isn't defined or committed to, creating distraction and mess. Then we end up following up instead of following through, because nothing was defined.

If we commit, patient after patient, appointment after appointment, day after day, to closing things out, it leads to less distraction, less angst, more excitement, and the feeling of being on top of our game. Will everyone do it? Probably not, but maybe one day.

The last piece is discipline and focus. I talked about this at our recent training and always will: the biggest difference maker in championship teams and top 1% performers is discipline, doing the mundane, showing up each day prepared and focused.

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The key benefit of discipline is this: if you commit to it, you can close out every day knowing you gave your best. Then you don't have to think about anything else, because you did everything you could with your knowledge, abilities, time, and opportunities.

On focus: we must become more disciplined in avoiding the outliers that drain our time and energy, and focus on the 95% who create amazing outcomes. Ignoring the 5% who complain or don't follow through allows us to better serve others. So the key is to be at your best every day when you open the doors and start running. Scott, I'll pass it back to you.

Scott:

Wow, Kevin, that was amazing. People operate from guilt, chips on their shoulders, arrogance, envy, playing not to lose instead of playing to win. At this time of year, Kevin, I'd add this: discipline is about ensuring the pain of achievement is less than the pain of regret. If you detach emotionally or play the victim, the pain of follow-through will feel greater than the pain of settling. You have to get those scales right.

People put things off until tomorrow. There's a place and time for perfectionism, but if worthless tasks eat into family time, that's backwards. High-value, intimidating tasks must be done, they can't be avoided. You must find that place within yourself and arm yourself with daily discipline. It has to be a way of life.

Drive to set new goals: finish a book, clear out junk food, go to bed earlier, unplug from brain-killing technologies. You can have goals of your own choosing, nobody gets a vote. Without goals, you won't achieve them and you'll be at the mercy of others' agendas. That's why we have strong protocols in practice. Kevin, let's talk specifics:

1. Create a gratitude list for your practice. Include all the things you're grateful for, your success, how far you've come, your clinical evolution, starting or buying the practice. Don't just say "we're grateful for our patients." Give yourself credit. Your patients are better because of you, and you're better because of your patience.

2. Assess team focus and culture on a scale of 1-10. If everyone is a 10 but one person is a 2, that lowers the average. Understand the positive mental attitude and cultural energy, and work to improve it.

3. Implement daily discipline into your lives. The Practice Focus this month is on success systems: bookings, morning huddles, day flow, and patient engagement tools.

Credit to Dr. Chad Thorpe, who crystallized follow-through. I've talked about FU and FT (follow-up and follow-through) for 20 years, but Dr. Thorpe clarified it: be outcome-driven. Follow through on outcomes, help patients find money, source cash, and get care. Follow-through is a pathway to health. Follow-up is accountability.

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Add this to Kevin's daily disciplines: In what ways can every team member improve follow-through? What do we need to follow through on? How do we know if we are? What outcome are we after? Kevin, I'll throw it back to you. We're grateful for everyone. We're proud of you. And we won't let you settle, because you deserve your best.

Kevin:

I love that, Scott. Gratitude is a big deal. I recall times when I did not start my day with gratitude, I was in a "woe-is-me" mindset, feeling sorry for myself, undisciplined, and getting poor outcomes. When I returned to starting the day with gratitude, and continued it throughout the day, it became easier to push through challenges, personal or professional.

To connect with what you said, Scott: it's important to strengthen our ability to prioritize, not doing the easy checklist items just to knock out seven things instead of the one most important thing. Doing them in reverse order makes the day easier and more productive. Be bold and courageous. What holds people back is the fear of committing to something different, new, or bold. Just do it for one day.

I recall about two months ago I had a skin-related health issue that disrupted my life and eating habits. The person helping me said, "You have to do it." I told myself, "I'm going to do it for one day." That one day turned into 33 days in a row, because I took it one day at a time, made it achievable, and created a simple, relatable, repeatable pattern.

This goes back to principles I share: keep it simple, make it relatable, so you can repeat it. Do those three things, in life and business, and you'll have more success and feel better about your achievements.

Along the way, eliminate distractions that keep you from staying disciplined and focused on what leads to good outcomes.

Scott, we could do an entire weekend on this, which we pretty much have, but we've come to the end of the show. Give us one last piece of wisdom to send everyone off fired up for the next 30 days.

Scott:

Kevin, thank you for being vulnerable and sharing those personal examples. We're all human, and that was excellent. You gave everyone lessons and reassurance. I'll finish with a Zig Ziglar quote: "Today is the first day of the rest of your life." You're all amazing people. Life is not about yesterday, it's about tomorrow. Today makes tomorrow possible. Be your best self because you deserve it, not because anyone else expects it. That's all I've got. We're grateful for all of you. Have a wonderful Thanksgiving.

Kevin:

Great job, Scott. Thanks for being with us. Friends, thank you all for listening to the latest episode of The Dental Success Today Practice Profit Accelerator Podcast. We are eternally grateful for all of you and look forward to being with you again next month. Let's go get 'em.