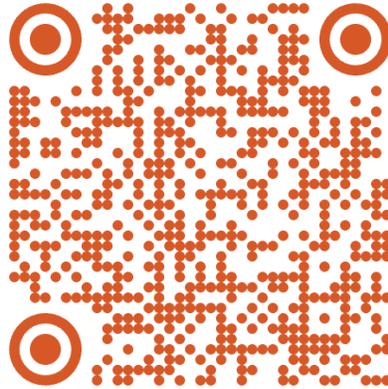


# PPA Podcast



## September 10, 2025

### The Enduring, Life-Changing Principles in “Acres of Diamonds”

The Importance of Finishing Strong by Taking Care of the Constants

Recognizing Your Potential, Digging in Your Own Backyard, and Chasing Greener Pastures

How It Only Takes One...Patient, Appointment, Phone Call, or Personal Interaction

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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. Welcome to the latest episode of The Dental Success Today Practice Profit Accelerator Podcast. The one and only, my dear friend and chosen brother in life, Scott Manning, welcome to the show.

Scott: Hey, Kevin, as they always say, thank goodness there's only one of me that's true, but usually it's because I drive people nuts. But hey, listen, back at you, feeling's mutual. We got a lot to do. This is the special halftime show and really as we all see in the sports season turning into the fall football, the halftime can make or break this baby and by what adjustments and where the focus is. So let's see what we can do.

Kevin: Yeah, I love it. And how appropriate talking halftime, as you stated, football has kicked off and is in full swing. In fact, I believe that I read some headline where a team made the greatest, overcame the greatest deficit in the last four minutes of a football game in the history of football to come back and win. And how appropriate of all the things that we talk about, about how time doesn't matter, there's always time. There's always the next day including the day that we're currently in, of course. And so as we think about all of that, given the time of the year we're in, today's show just happens to be a week before our highly anticipated Annual Retreat that we do with all of our doctors. And I believe it's fitting Scott because we've approximately two more weeks to create positive momentum and energy that will fuel all of our efforts to have the strongest Q4 of any of our teams have had in order to achieve extraordinary results.

I love using the word extraordinary, helps expand the vision of what's possible. And the whole thing is it's also regardless of circumstances happening around you, what's happening today doesn't mean it has to happen tomorrow. So this is a significant moment of pause for our doctors and team. It is an opportunity to be able to guide what's going to happen next as we go into the Q4 fourth quarter, right, using football because having a powerful mindset of abundance and opportunity that's going to carry us strongly into the following year. So I'd love it if we could begin our time together today by really speaking on the principles that made the book "Acres of Diamonds" a true classic and recognizing the simplicity of personal awareness that leads to capitalizing on opportunities that exist in our own ecospheres. And what do they say, "a diamond is a girl's best friend." So all the ladies should love this one today, we're talking diamonds. Scott, take it away.

Scott: Well, Kevin, thanks so much for all that. So just to be crystal clear, yeah, it's hard to believe about that situation, but the funny part is, at the end of that game, the quarterback who's just a down to earth normal person, that's who we like. And he said, well, they said what message? They interviewed him. He said, what message do you have for all your fans? He goes, yeah, next time could you just have a little faith? Like nobody on the planet Earth believed that they were going to be able to do it because they pretty much scored more points in the last whatever it was, 2, 3, 4 minutes, then they had the entire rest of the game. But it's funny, I was just doing a video on the top 20% and how the fact of the matter is the last 20% may be the best 20%.

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Scott:

That's why you got to run it out. And so that makes up the difference for the entire rest of the game. To be very specific, you can listen to this at any point, it doesn't really matter because it could be the next three months, the next four months, it could be two years from now. It doesn't matter. The idea is you have to have higher expectations of yourself. You have to set bolder goals. And so specifically to the next four months of this year, because we don't mind time-stamping these because we do 'em in real time, we expect you to out-earn the first six months of the year. Don't just be okay pacing out at the same as you have the last four months or the first four months. Set bolder expectations. Nobody ever outperforms their own expectations. And I'm very confident that, that quarterback included, had full faith in himself that they were going to get it done if only he had a chance.

And so you have to start with that mindset to have people, it's like six months ago somebody was drinking from a fire hose and they couldn't fit any patients in forever. And now that same person's like, oh, we got a little holes in our schedule. And then today, if somebody's like, "I'm drinking a fire hose, I don't know what to do, I can't put people in my schedule so full in six months from now." That same person's going to be saying, "Whoa, I got no patients." So it's like everybody has to understand their ebbs and flows and those are natural. That's not what matters. The variables are not where you put your focus. You put your focus on the constants and you take care of the foundation. So Kevin referenced this, whatever, one of the oldest books in the history, except for the Bible, called "Acres of Diamonds."

And the whole point was, and everybody has heard this probably, but do you really embrace it? Because I'll tell you something, it applies to everything. So, "Acres of Diamonds," basically is there's some guy looking for a promised land and he constantly thinks everybody else has the better land. He wants to keep swapping. He could find somebody who's got a more fertile ground. Lo and behold, it turns out down the line, the person who took over his land ends up finding diamonds underneath. And if you would've just stayed put and dug a little deeper and paid more attention and gave a damn and had some gratitude, then it would've all have been fine. So most people are constantly looking for the easy buttons, the silver bullet, the winning formula. And while they're wasting time constantly in search of more bullshit, they are missing all the opportunities laying in front of them.

And so specific to dentistry, we're talking of course about the patients flowing in. And I mean, I can say this to everybody. We always say, listen, there's more treatment leaves than stays. That's number one. You're getting less treatment accepted every day than the amount of treatment that you otherwise could have obviously if you're doing it comprehensively. So that's number one. So what that means is there's always more to get. That's number one. The second thing is that the only patients you can make a difference with are the patients that are inside the, this Kevin said, your eco sphere. So that means in your schedule. So worrying about the people who ain't showing up today, is it going to help the people who do show up today? So where you put your focus is where you're going to reap the rewards. That doesn't mean you're negligent, but it also means that it's real easy for somebody to be down for dollars, scoot

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around with insurance, or trying to fill the schedule and hygiene, and all the while there's 4, 5, 6 people one an hour at the minimum walking out the door because you're too busy trying to fill tomorrow's schedule to deal with the person you've got.

So you just have to always remember. Now everybody listening to this, you would already say you're a level above, you're way beyond. You are advanced minded people, you are resourceful, you are positive. So you already have the muscles built, but human nature tends to sort of flatline, it goes to what the problems are, where the gaps, where the holes, where all this stuff. And then you miss all the opportunities that are presently flowing through for our specialists out there, which are all specialists in a sense, but for our specialists out there that are thriving off of other doctors, trusting you with the patients that they're seeing. So first of all, if you're at the mercy of those doctors and they're all losers because they're not with us, hey, they're going to ebb and flow their patient flow to you based on seasons and months in the economy and all these other things.

So it's not real great to be putting your feet in their hands, but let's just say you have all these referral sources. It's the same deal. You focus on the ones that never do, you focus on the ones that send you the opposite patients. You focus on all the negatives or you go back to the well of the people who are doing a great job sending you what you want. Let's go reward those people. Let's double down on the opportunities that already exist. So it doesn't matter whether we're talking about cultivating health out of hygiene, out of operative, out of restorative, if we're cultivating higher value and also more deal flow, more quantity from our primed referral sources. It's always goes to this. It's the same reason why every doctor since the beginning of time would say, our best patients are referrals. Our best patients are word of mouth.

You would always say you want more of those people because it comes from the same ground, right? It's already fertilized. So that this is a big long speech, Kevin, but the whole point is, here's a thought. How about look around your life and think about all you have? Look at what you maybe one time didn't have and now what you do, whether that is a house of car, your health, ideally like relationships, kids like other things. Listen, one point in your life you had less than you have today. And so now we look at all this, we say, holy cow, so let's make what is better instead of always looking for more and different. And the same goes like greener grass could be applied to a lot of shit such as relationships, marriage, the next workout program, all the things, none of those other things failed you, failed you if you're not focusing on taking care of the constant instead of being a feather in the wind to the variables.

So this acres of diamonds I just think is super important. Kevin, the last thing I would say in our life, what do we do? Well, it's called shine. Every rock. That's what we do because we're never sure because the low hanging fruit already has a sparkle, but the ones that are going to be the sweet spot, those the bigger carrots I guess we keep at the diamonds, they didn't look that way at first. And so you have to make sure you shine every rock, you look at every opportunity, and then now if it doesn't such a promise, you move on. You don't

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Scott: beat your head against the thing that's dull and has no hope. So you have to learn the discipline to a, shine every rock, but B, only continue the effort down the stream where there shows potential and promise. And that's a real fine line of maturity that has to be gained because almost every person's natural instinct is the opposite. They go just looking for where a sparkle already is or they're pig headed and only focused on the things they're trying to turn into something they aren't. And so it's the 180 degrees psychology. That's why Kevin and Megan and I and the great DST universe, we say, you don't have to sell anything because all we're doing is encouraging people to do what they would want to do anyway had they been properly informed, educated, and enlightened and empowered. So these are the diamonds in the rough, just waiting for somebody to polish 'em up. Alright, Kevin,

Kevin: Scott, I love it my friend. Listen, every person on every team, and by the way in your life team to family, friends, whomever, every person has the opportunity to literally achieve extraordinary results on things that matter to you that are important to you simply by leveraging the understanding of these assets that let's call it assets of time, assets of relationship, assets of proximity. They're available to all of us because they're literally within our immediate surroundings and in this concept of acres of diamonds. Just to give a brief summary again, for those who aren't familiar with it or maybe haven't reviewed it in a while, there's four key principles that I would pull out of the book. Number one is recognizing your potential. Like every thing to achieve success is at our disposal. The second thing is the concept of digging in your own backyard, which Scott alluded to focus on.

All that surrounds you. Community relationships, the industry itself, that'll lead to fulfilling defined objectives. And the third one being avoid chasing the whole concept of greener pastures. And everybody uses that in a lot of different contexts. And what I would say is be mindful of constantly adopting the latest and greatest opportunity, bright shiny object syndrome and remain steadfast in your foundational principles that lead to consistent and welcomed results going. And then the fourth one, real quick, just service and fulfillment. When focusing on serving others, success naturally finds you. You find the joy, realize the joy that your efforts can bring. And specific to this concept of greener pastures, we most people who enter our lives in the early stages, like I need more new patient to more new patients. Every once in a while we get someone who don't have that request, but it's usually that.

And then we have to shift the focus say, listen, I get it. We'll get more. Okay, you'll do a great job, you'll get the referrals, things of that nature. Yet what about the patients you serve and haven't served to the full capacity of optimal pathway to health? And so it's like we have to be careful to not always be seeking new, in this case, new patients and say, what can I do to further everybody along another 10% down their pathway? And what about that person who ends up going all in because literally one patient a week could make a significant difference in anyone's practice regardless of where you're currently at with regards to production, collections, things of that nature. So although new patients are important, of course they breathe new life, they

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Kevin: breathe new energy, we have new opportunities to expand the influence and impact we have in the community.

We want to make sure that we're treating everybody like a new patient, which you guys know is one of our main mantras. And even from the standpoint of those who choose to get highly focused into a specialty is don't forget about your referral sources. It's our responsibility to build a better referral source in the people who send us patients to care for. It's not for them to figure it out. It's not for them to put more effort or energy into it. It's for us to breathe life into it. How do we make it easier? How do we make it more seamless? How do we give better ongoing in the moment feedback? How do we get the patient back to the referral source in an easy way so they don't have to go chase them and they can continue on their pathway to care with the other provider.

So it's all these things, friends, where if we simply focus on the fundamentals, what exists today within our own backyard and we focus on being of service to all patients, referral sources, other providers, whomever the case is going to be, we'll then be able to truly recognize the potential that we, because then it's easier to ask for referrals. The key is you got to keep asking though, we can't just do it for 30 days because we put together this deal. Okay? If we ask for 500 referrals this month, we're going to get a bonus asking for referrals to get high quality individuals who are like the patients who you appreciate, demands consistency every day, every patient, every your appointment. And so friends, this principle important based upon this really incredible book says, one more diamond. I mean, heck, my wife talks about 'em all the time. Scott, let's transition to the next thing my friend. What comes to your mind after hearing me say all that?

Scott: Well, Kevin, thanks for being super specific on the principles of it all. I think it's worth a team lesson in reading and application to their life. That's what I would do. Yeah, look, let's do some specifics. First of all, in the morning huddle, what can we do to up level our approach on mining for diamonds in our own backyard? What does that mean? Treat every patient like a new patient. That's fine. How are we engaging people with scans every time? How are we preparing people for the consultation? How are we following up on said people and not letting insurance or money or whatever, a stopping point, but a continuation. So I would just say this goes to inside of our day, the bookends, the general success system, morning huddle. End of the day, you need to place energy, time focused, prioritizing with a bullet pointed list their names on a whiteboard or something to where you are habitually refocusing on your, I'm trying to think of the words, to take an inventory of your diamond opportunities.

Yes, we treat every single patient like that. You got to say, what does that mean? Because we're not just farming the treatment plan for app, pending treatment or stale treatment. We're talking about a refresh every time. I think secondly, Kevin, the same concept applies to each other, to team members who has capacity for more, who has desire and willingness to learn and grow, who wants to step up and do the extra initiative. There's always things that could be done more preemptively, more proactively with greater preparation.

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Scott:

So whether that's a treatment plans, whether that's your social media, whether that's more testimonials, whether that's every day we teach pre-print the treatment plans for every dollar that's already pending. So that at the very least, even though it should be the least, not the most, because you should discover new ways to help people every day, but at least you have that as a baseline.

We teach everybody selecting the referral patient of the day so that if we got six or eight or 10 or 22 people, we at least got six or eight or 10 or 22 opportunities for referrals. And it all ain't the same person. We talk about. All of this is mining for diamonds. All of this is your own backyard. So I just want you to extrapolate from this podcast how you bring that to life and how does each person level up in this way? It's no different than the treatment acceptance to follow through the relationships, all the other aspects of it. So Kevin, I would say everybody needs to think about their own life too. Where is there a sense of neglect or maybe even taking something for granted or a lack of gratitude where you just need to remind yourself where you're at in your life and how far, Hey, here's the saying, look at how far you've come.

It ain't mean you're there yet. You never will be. There's no arrival in life, but look at how far you've come and just being aware of that. And as Kevin said, recognizing your potential. So Kevin, that's it important, that calibrate concept with the mining, the digging isn't the point. The diamonds are the point. So remember, if you go through the task, the motions, the checklist, the protocols, even the plan, you're missing the point. So everything needs to be tied back to outcome. You need clarity on what success looks like. And that just goes to show a full day doesn't mean a great day. A busy day doesn't mean a productive day. Okay? X number of new patients doesn't mean that we have any treatment to show for it. Taking new pictures, no matter how many doesn't matter, right? All of this is about purposeful execution. What are you doing with it and how is it leading to the outcome that you desire? Ultimately making an impact on patients, but also as Kevin would always say, making sure we're working smarter and we're putting our effort into places and our time and best in the places that are going to actually lead to something. Wonderful. Okay, so I'll throw it back to Kevin because you got some great finishing points there on the energy and mindset and attitude side.

Kevin:

Yeah, I love it, Scott. And friends, I want you to reinforce on a regular basis the principle that it only takes one. Scott talks about this concept of positive expectancy, which I love, and he explains that far better than I. And if you think about it like in a day, in a week, in a month, you could point to one patient makes a difference. One appointment secured could make the difference. One phone call could lead to something extraordinary. One personal interaction where you get the chance to share a story of hope, share a story for a patient to be able to see an outcome that they never thought was truly possible, I would want to be seeking those out. And that's why it's so important to work on the skill of seeing opportunity throughout your day in the unexpected moments, in every conversation you have in your own thoughts, when you actually have a moment to ponder the day in others, as you see others creating around you, any of the daily occurrences that happen

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Kevin:

pre-work, at work, post-work, whatever the case is going to be, and what I like to call in the non-obvious places, and I'm going to give you one very specific example.

I had an assistant who came to me and said, "Kevin, I feel like I've plateaued, and although I do believe I'm doing a great job, I just feel like I've become bland in connecting with patients." And she says, "I keep hearing you and Scott talk about, and then you write about, this whole concept of asking better questions, having a better conversation." So her and I talked through it and I said, "Well, I've got an idea for you..." And then she actually went and ran with it. And here's basically what she did. I told her that the next time that a patient didn't give the, what you guys know, we call the "clinical yes," and doctor leaves the room, and now we're starting to wrap up before doing our last triangle back to the treatment coordinator, which in this case there's really not a lot to talk about because the patient has been a little resistant.

So I said, "In those moments, I want you to engage with a patient in a different way, and try to extend the conversation." And so she did it. And here's basically what she did. I encouraged her and I said, "Doctor leaves the room, do you still have all the photos?" "Nah, for whatever reason you pull them down." I said, here's what I want you to do: "I want you to pull back up everything that you were showing visually before, and then this is a lesson to keep it up by the way and say, 'Patient, I understand. I can feel and sense that everything doctor talked about was relatively unexpected, and I'm sure you felt very overwhelmed. So what I'm going to do is I've got a few things I have to do over here while we wait to get you back out of here. I'm going to pull back up everything that doctor went through. So you can just sit here in quiet and reflect, and then I'll be back with you in just a minute or two as I wrap up doing some notes, things of that nature.'" And I told her, I said, "Then just be quiet and let the patient just soak it all in. And you never know what happens."

No joke, patient comes back to her and says, "Well, now that I've had this chance, I think what really is bothering me is..." and she just opened up, the patient opened up and basically said everything that she was feeling and the reason why that she was hesitant. And the two things that came from it is, number one, she was embarrassed that her mouth got to the state that it was. And number two, she was so nervous about making this big commitment because she just didn't have confidence that she was going to make the right decision.

So that opens the door for this very thoughtful and mindful assistant to then just set everything aside, shift her body, lean into and just say, well, let's talk a little bit more about that. Tell me some more. And ended up, now patient didn't say yes to all bit, but she said yes to get started. I mean, that's a huge victory for that is a moment of opportunity that is not just shutting it down, looking into the next patient, the next thing, and being like, oh my gosh, now I got to turn on the other. It was slowing down the pace, seeing the opportunity in the unexpected, in the non-obvious place because you tried something different, tried new conversations. So anyway, I just wanted to give you guys a practical idea of how to get creative in the conversations that we're having

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Kevin: and the engagements that we're having literally all day long to try something new and creative. Because guess what, if the patient's at no, what's worse? It ain't get worse. They're not going to say no twice, right? There's only something positive that can come for it. Scott, why don't you maybe clean it up there and give us a final word of encouragement.

Scott: Well, the final word is that's "badassery" right there. That's what we're talking about. Kevin just gave you a way to engage every single patient and when you feel like they stop, they stymied, they blocked you, and I think it's fantastic. And Kevin, if people go back to our original stuff, we have an expression basically, and in dentistry it's always called co-diagnosis, but I don't know how long it's been our first dentist, 22 years ago, you and I have been doing this show for a long time now, dozens of years. So I coined the term self, actually self-diagnosis because what the self-diagnosis you can never not see again, right? You can never ignore it. You can't go to sleep tonight and not sing it if it's somebody else's, even if it's co, it's okay. So I just think Kevin just gave the perfect example of let the patient play, let the mind wander as long as it's not scrolling on their phone and Facebook when you leave the room.

So you have to make sure, but you're giving them props. That goes back to pictures, people paint. I got nothing else. Just the perfect stuff, Kevin. Here's what I would say. I remembered the Zig zag quote and it said his major stump speech went like this is you were endowed with the seeds of greatness, and you have absolutely no idea what you're capable of, what your potential is, but you have to know the seeds of greatness are within you and what we would say, and the anchors of diamonds are all around you. So let's get to work friends, trust in your power, believe in yourself, and set high expectations for what you can accomplish. Kevin, thanks so much. I'll jump and appreciate another great meeting, power Pack punch for positivity and prosperity in all the ways. Take care everybody.

Kevin: Great job, Scott and friends. I'm going to leave you with today's what happens to be my out of the year of Positive Thinking book, which I recommended many people, friends, you deserve it. You deserve to smile, you deserve to laugh, you deserve to love. You deserve to experience happiness. You deserve all the goodness that the world has to offer. What a great and wonderful opportunity we all have to pass that on to our patients, our team, and those who we love. So friends, thank you for listening in to the latest episode of The Dental Success Today Practice Profit Accelerator podcast. Friends today choose to be extraordinary. We'll talk again soon.