



“Serious Results for Successful Dentists”

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DENTAL TRIBUNE

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Chairside Challenge

Weekly Article Contribution by Gary Kadi, founder of NextLevel Practice™

Chairside Challenge –

If dental practice management consultants were enough, why isn't every dentist happy, healthy and wealthy?

Poolside Solution –

This week I'm coming to you from our annual family reunion on Pleasant Road Beach, Cape Cod. I am feeling lighter than ever – the feeling you get when you clean out your garage or closet. There is something magical that happens when you do this; ever notice your mind is a little clearer? The excitement of filling up garbage bags and dumping them is actually very cathartic for most of us.

You might be asking, “What the heck does this have to do with building my practice?” Good question.

For my five hour flight from Phoenix to Boston I packed a suitcase full of dental publications that had been growing in my office. You know that stack of guilt and obligation that confronts you every morning? You know it's there and you beat yourself up for not getting to it. This stack of possible gems has been sitting dormant subconsciously screaming for my attention. Well, during my flight I read some amazing articles from the top dogs of dentistry. My brain is maxed. Reading was a great exercise in gaining more compassion for you, as I'm sure you do plenty of “advise reading” and end up feeling the same way I did – overwhelmed and not knowing where to start.

I share this with you to aid in addressing this week's Chairside Challenge. If information were enough we would all be healthy, wealthy, in love, fulfilled and happy. We all know we have the information to get in shape, but do we do it? What stops us? Moreover, what keeps us from having our practice deliver on everything we want it to?

The root of it all is the belief you have on how much you allow in. If you think you can, you will and if you think you can't, you won't – either way you will be right. You will always validate your beliefs. Humans are not naturally wired to accept being wrong, especially if it is something we believe. It is a lot easier to make others wrong and make ourselves right. The most challenging thing on the planet to do is to invalidate a belief we have had either about ourselves or something we are personally attached to. Most of the time we make dramatic changes only when we have hit bottom and are sick and tired of how things are. I say, bring your bottom up. Do not stand for

anything in your life that is not working. Life is not a dress rehearsal. If not now, when? We would rather guard the loss of what we already have than generate and create a bigger future. Focusing on not losing manifests more loss. Whatever you focus on you get more of. Start focusing on what is possible rather than what you might lose. You will experience many more wins and a renewed sense of joy and fulfillment.

I recently delivered a workshop in Las Vegas on Re-Thinking Your Practice and had noticed a dentist with eyes wide open, listening more intently than all of the graduating seniors in attendance. He approached me at the break and shared that his son (also a dentist) suggested he attend my workshop. He told me that he had been practicing dentistry for 44 years and had now decided to draw a line in the sand. — “Drawing a line in the sand” is a term I use for acknowledging your past so you can start with a blank slate, reinventing a future not tied to your past.” — When he told me about his decision, I was floored.

He continued to share with me that his son had been practicing with him but recently decided to branch out on his own because of the way his senior practiced – old school, old equipment, decaying environment. This father explained how he didn’t feel that he deserved to have an updated practice, being an “old doctor”. While talking with him, I seemed to recall the moment during the workshop when he let his limiting belief go. I could feel his energy at the front of the room. You know the saying, “What happens in Vegas stays in Vegas?” Well, I’m breaking that rule and I’m taking his story with me. It’s an example of why I get so fired up about this stuff: meeting a man who represents so many other guys and gals who are just sitting on the fence waiting. If you’re one who’s teetering, cut it out. You deserve it all, just as this man does. The end of his story is only the beginning: the veteran doctor ordered a dumpster, called his Schein Representative, and transformed his practice, not to mention the golden years of his life.

You see, once you truly make a commitment, everything conspires in your favor. The world around you figures out ways to help you get where you want to go. Most of our lives we spend going through the motions; wallowing in molasses.

Go ahead and dream again. The sixty-something doctor I met in Las Vegas had the courage to. He inspired me and left me feeling eager to share his breakthrough with you. So enjoy the story, learn from it, and most importantly do something with it.

Once you decide what you want, find yourself an expert in customized implementation. Let’s come full circle. Remember back to the beginning of this article where I spoke about the “guilt stack”? Great data alone has little to no value. It might make you feel a bit smarter but we have all proven that being smart doesn’t improve cash flow, retirement savings, team harmony, patient compliance or your satisfaction and fulfillment.

Step to the edge of all you have known and take a leap. You’ll be glad you did.