

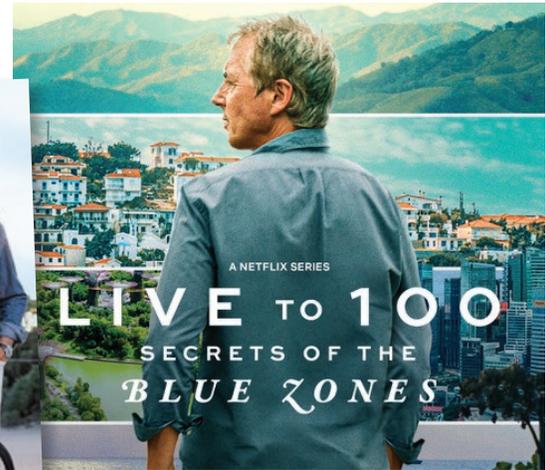
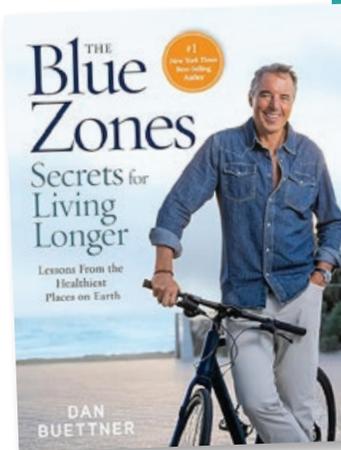
DEDICATED TO YOUR SUCCESS

The Top Practices Summit in Chicago in September hit it out of the park!

The 17th Annual Top Practices Marketing and Management Summit was bigger and better than ever. There are very few opportunities for podiatrists and their teams to attend a podiatry-focused business meeting like this. The positivity and fantastic ideas are inspiring.

CEO and Founder, Rem Jackson, opened the Summit with a challenge to shift the attendees mindset and leave the Summit by beginning a 90-day blitz to explode their practices upward trajectory. Rem shared examples of doctors who retired early at their time and on their terms, and examples of brand new practices preparing to hit 1M in collections while having a life, simply by following the Top Practices plan.

Dan Buettner, Founder of Blue Zones, whose Netflix documentary premiered on August 30 only to be one of the most popular shows in America, keynoted the Summit sharing the key concepts from around the world that create clusters of vibrant, happy, joyful people who live to 100 and even older. **Join us next year!**



Rem Jackson with
Keynote Speaker Dan Buettner



Dan Buettner with
Tina del Buono



Dan Buettner with
Dr Peter Wishnie





Dr Andrew Schneider Winner of The Top Practices Inspiration Award



Dr Richard Graves Top Practices Drive Award Winner 2023



Pete Turnbull of Swift with Dr Christine Bui



Jill Walter Top Practices Manager of the Year 2023 with her team at Advanced Foot and Ankle Centers of Illinois



Dr. Peter Wishnie and Tom Foster, CEO of Foster Web Marketing



Drs Corey Fox and Justin Lobello



Dr Josh White of OrthoFeet addresses the Top Practices Summit



Rem with Stu Witner of OrthoFeet with a copy of Stu's newly published book, A Win a Day



The Power of the Right Mindset Over Having the Right Skill

A Lesson From the Wright Brothers

By Peter Wishnie, DPM – Director of Physician Programming, Top Practices



Which is more important? Having a skill to do a job with a poor mindset, or having a great mindset but not having the skill? As owners of our medical practices, we come across this situation time and time again.

How many times have you interviewed people that have tremendous experience working in a doctor's office, but they don't appear to have the right attitude. They don't smile on their interviews, they appear complacent, or appear they don't care. We love their skill set so we ignore their not so bubbly attitude as simply shyness or nervousness. When you do so, you are focusing on trying to make things easier for you, but a true leader thinks with the end in mind. What is the true result you are looking for? You will have better results when you focus on hiring a person who will stay with you for a long time and will stick with you in times of thick and thin.

You don't have to look any further of why a great mindset and attitude is more important than having the right skill then just by looking at the example of the Wright Brothers. In the early 1900s, there were several people trying to invent the airplane. The person who was most likely to be first in flight was Samuel Pierpont Langley, a scientist and Secretary of the Smithsonian. Langley was not only a scientist but had government funding to support his dream. In contrast, the Wright Brothers were not engineers and used funds from the sale of their bicycle shop to work on their invention.

The Wright Brothers were fueled with taking a risk and having the right mindset to persevere. Their lack of formal skills in engineering was offset by their willingness to learn from each experiment and to adapt accordingly. Many highly skilled engineers of the time dismissed their efforts, and yet it was the Wright Brothers who achieved the first controlled, sustained flight of a powered aircraft. Their accomplishment wasn't the result of superior skills or resources. It was the outcome of the right mindset, which fostered creativity, resilience, and the ability to see possibilities where others saw only obstacles.

The brothers encountered numerous failures and setbacks but considered each one a stepping-stone towards their ultimate goal. They understood that failure was not a dead-end but rather a learning opportunity. They took calculated risks, which is a hallmark of a growth mindset. Their willingness to risk failure, but also to learn from it, put them ahead of their technically skilled yet risk-averse counterparts.

The story of the Wright Brothers serves as a compelling testament to the power of mindset. They may not have had the skills or resources that others possessed, but their perspective enabled them to accomplish what many thought was impossible. This is an important lesson for individuals and organizations alike. Skills can be taught, but mindset is the fertile ground in which skills can take root and flourish. In a world that's constantly changing, being skillful is less important than being adaptable, resilient, and committed to continual learning. As the Wright Brothers demonstrated, with the right mindset, the sky is not the limit but just the beginning.

So, when looking for your next team member, look for characteristics like persistence, consistency, and positivity. These traits will serve you better than skill alone.

Dr. Peter Wishnie is the Founder of Family Foot and Ankle in New Jersey. He is also the Director of Physician Programs and Practice Management Consultant for Top Practices Virtual Practice Management Institute. You can find out more about Top Practices Management Programs [here](#).





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Top Practices Hits a
Home Run in Chicago
(SEE PAGE ONE)

Spend a **Transformational Weekend**

in Las Vegas with
Rem Jackson
in a Limited Seat
Mastermind Meeting

[REGISTER NOW](#)

WHEN: Saturday and Sunday, February 17-18, 2024

WHERE: Las Vegas, Nevada at the Red Rock Resort and Casino