



THE 19TH TOP PRACTICES MARKETING AND MANAGEMENT SUMMIT

ELEVATE YOUR PODIATRY PRACTICE TO NEW HEIGHTS

Real World Strategies for Building and Sustaining a
Thriving Podiatry Practice in Today's Complex Environment



The Keys to Success



Welcome!

“In times of change, the learners will inherit the earth, while the knowers remain beautifully prepared for a world that no longer exists.”

–Eric Hoffer

“There is no shortage of good ideas;
what’s missing is the will to execute
them.” –Seth Godin



It's tough

- Only 2/3 of Medical Practice Startups survive beyond two years
- By year six that drops to 50%



%?



Some good news

- Most podiatrists love treating patients
- Many love working with their teams
- In spite of it all, compensation potential is high







MEDITATIONS

MARCUS AURELIUS

Embrace Obstacles

"The impediment to action advances action. What stands in the way becomes the way." – Marcus Aurelius



The Key to Success is Simple

**“Learn what you need to do,
and then do it. Just do it.”**

-Rem Jackson (or maybe Nike)



The Mastermind

- Wise individuals seek out those who've found the way forward and absorb everything they can from them.
- Then they do the same for others



The Key to Success





THE #1 NEW YORK TIMES BESTSELLER
NOW WITH NEW FOREWORD AND Q&A SECTION

EXTREME OWNERSHIP

**HOW
U.S. NAVY
SEALS
LEAD AND WIN**

JOCKO WILLINK AND LEIF BABIN





Shift Your Mindset

Move beyond frustration and anxiety to cultivate a positive, profitable, and peaceful practice environment.



If it's a problem

- It, by definition, has a solution
- If it's not a problem it's a situation
- If it's a situation then it's here to stay, like gravity...
- ...now what are you going to do about it?





“Life
is about solving
interesting
problems”
–Seth Godin

Marcus Aurelius

"Our actions may be impeded but there can be no impeding our intentions and dispositions because we can accommodate and adapt. The mind adapts and converts to its own purposes the obstacle to our acting. The impediment to action advances action. What stands in the way becomes the way."



Mindset is Everything



Develop Your Leadership Skills

"A team is not a group of people that work together. A team is a group of people that trust each other."

-Simon Sinek



Create Your Own

"Things Rem Shouldn't Be Doing"



WHO

THE FORMULA TO ACHIEVE BIGGER GOALS

NOT

THROUGH ACCELERATING TEAMWORK

HOW

DAN SULLIVAN

FOUNDER OF STRATEGIC COACH

WITH DR. BENJAMIN HARDY

What are You Trying to Accomplish?

- Do you have Whos in your life that give you:
 - Perspective
 - Resources
 - Ability
- ...to go beyond what you could do alone?

What are You Trying to Accomplish?

- Are you keeping your goals so small to make them easier to accomplish on your own?

What are You Trying to Accomplish?

- Do you really think you must be the one to put in the blood, sweat, and tears, bearing the whole load to prove your capability?

A New and Better Question

How Can I accomplish this?

A New and Better Question

~~How Can I accomplish this?~~

A New and Better Question

Who can help me
accomplish this?

You absolutely need a Who if you're trying to accomplish something new and challenging, unless you're fine not getting the result you want in the near future.

We have whos in our life now

- List yours in the next three minutes

Remember: Ask A New and
Better Question

Who can help me
accomplish this?

Whos: Start with

- Spouses, parents, mentors, teachers, coaches, collaborators, co-conspirators, AI, and EVENTUALLY when you're ready
- Employees and other people who work with you.

Self Assessment

- Where are you lacking collaboration and teamwork?
- Where is your vision so small that you're doing everything by yourself?
- What relationships do you already have that are being under-utilized?

More questions

- Do you have Whos in your vision for your health?
- What about Whos your vision for your family?
- Are there potential Whos involved in any other passions or hobbies you have?
- Do you have additional resources and efficacy in all areas of your life, or is your vision limited by what can do on your own?

Getting Whos involved is an investment.

Our eyes only see and our ears only hear
what our brain is looking for.

Always be the buyer

“Never allow someone to be your
priority while allowing yourself to be the
option”

-Mark Twain

We also must open our minds and hearts
to generational differences.



Shape the Global Workforce by 2035

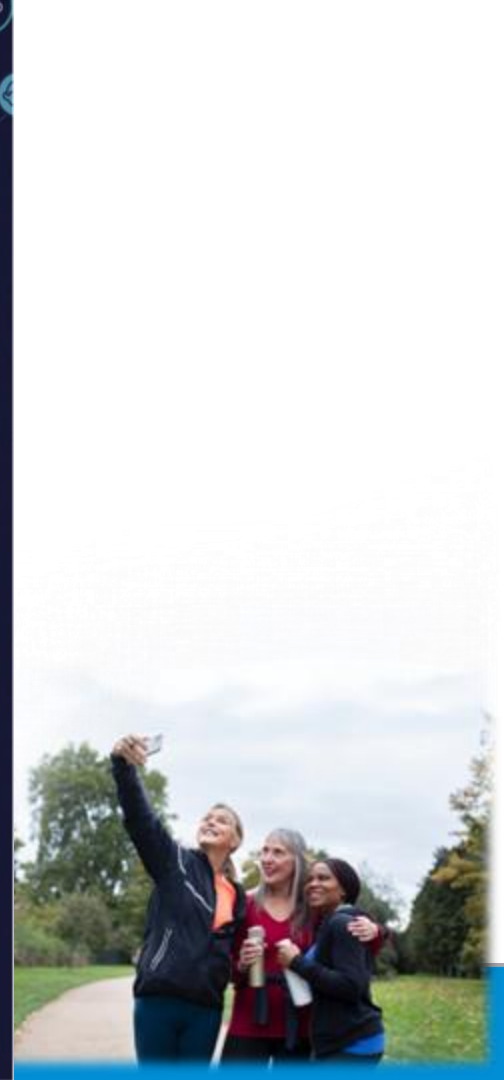
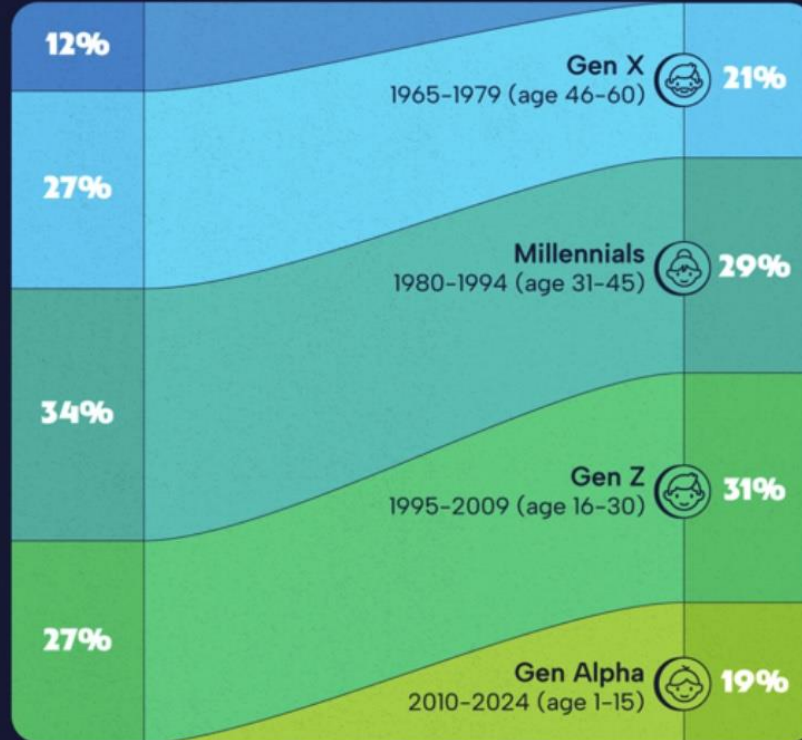
Current
Workforce
Share

Projected
Workforce Share
(2035)



Boomers

1946-1964 (age 61-79)



Know Your...



The future—YOUR FUTURE—is what you make it.





The Only Thing You
Have Complete
Control Over are your
Thoughts



You Have Control Over

- Your Mindset
- Your Marketing
- Your Management
- Your Leadership



Everything is Mindset



Stop Being So Critical of Yourself



Stop Being So Critical of Others



Our Goal for the Summit

- You Leave here
 - Informed
 - Inspired
 - Ready to **TRULY** do what you can do to get your marketing, management, and mindset...

Serving You and Funding Your Ideal Lifestyle



1 600+ Podiatrists

- Exited private practice on their terms
- Changed their lives
- Did nothing and quit (99.9% politely)
- Working the plan right now



Summit Success

1. Meet other Attendees you don't already know
 2. Tomorrow – sit with people you don't know yet
 3. Ask questions, get names/emails/phone numbers and create a small group –set up your first zoom meeting before you leave here
 4. Use the breaks wisely –be in the room during sessions –we begin and end exactly on time
 5. Drink plenty of water
- ...and...



...Have Fun ☺...



...but not too much fun 😊





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TOP PRACTICES

THE HOME FOR PRIVATE PRACTICE