

THE FUTURE IS BRIGHT...

For Those Who Choose A Bright Future

There is a very old adage that goes, "it's your attitude, not your aptitude, that determines your altitude."

We must set our own goals. We must set our own plans. We must set our own standards to attain these goals. Goals, plans and standards are all set, and then executed by the leader of an organization. What happens down the street, across town, or across the world, shouldn't set the bar or standard that impacts each of us.

As owners of small businesses (like the dental practice), responsibility for the ultimate success or failure of the business falls on no one else. The attitude that we carry each and every day to the office, is the attitude that will permeate the entire office. An attitude of success or failure will be the driving factor of the business, regardless of what else happens anywhere outside it.

Realizing it would not be smart or responsible to distill our lives from the factors that are present in the world, it's important to spend the largest part of our time and energy working to make the business the finest regardless of what Dr. X down the street is doing, or how well the stock market is performing.

Instead of fearing what's going on in the outside world, we should be focusing on making our world the best it can possibly be for all who enter it.

Another old saying... "don't expect anything from something you don't inspect". Let's pay attention to the things right under our noses...things we can improve upon, or adjust, to make the practice the one that others are asking about.

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I was watching the news and...

The Dow dropped 300 points!

Housing in Florida is at an all time low!

How are other doctors doing in this area?

I'm having a RECORD year!