

Results Creation Begins in Your Mind

By Dr. David Blanchard

Part One: What Exactly Have You Been Doing in Atlanta??

Simply put, when I look in the mirror today I see a very different person than I did 10 months ago. This new guy is 56lbs lighter, better dressed, physically fit, meticulously groomed, with an intensity behind his eyes - but it's what you can't see in the mirror that really matters - a completely different mindset and a powerful new way of thinking. Someone with a mental commitment to knocking down whatever barriers are in front of him - someone who never puts himself in neutral, makes excuses, or gets as distracted as he used to. Someone who behaves intentionally - who executes, finishes, and then goes back to the drawing board to analyze what he could have done better. Someone who has taken off on a wild transformation from the inside out, landing firmly on the trailhead of a lifelong path to results and success.

Many people in my life have noticed this wild turnaround taking place over the last year. They've wanted to know, *what started all this?* It's funny: for a while I struggled to answer these types of harmless questions, including one I'd been repeatedly asked by non S.I. dental colleagues, friends, family, and my wife: *what exactly do you do in Atlanta and what is the purpose of this program you're in?*

I'm not sure why, but I couldn't find the words to explain it at first. When it comes to training programs for dentists, there are clinically based dental C.E. courses for improving your dental skills, there are technical trainings for improving all aspects of the dental practice as a business, and then there's this - the so called "Results Creator Boot Camp", which is neither.

After much thought, the best way I could describe it was like having a garbage disposal installed for your brain - getting rid of a bunch of mental blocks, bad ideas, negative thinking loops, and outdated thought processes that slow you down. Finding out how to get out of your own way, so you can set off with intent, motivation, and a clear picture of where you're going and how you're getting there. And that's when it hit me - this is really ALL about developing a completely new way to think.

Not just a new way to think about production numbers, monthly goals, and case acceptance - it's much, much bigger than that. It's a reckoning akin to a religious experience about self actualization, analysis of your own thoughts, how you see yourself, why you have goals in the first place, and what you really want out of life. After this, you learn to understand what you need to be doing differently, how to think differently about money and goal setting, how to use ideas like the 80/20 principle to ramp up efficiency by trimming the fat off your approach to work and life, how to use different words, be more confident and likeable, and most importantly how to see yourself as what you are - a healer who can literally change the course of peoples' lives.

Part Two: Start the Flywheel Spinning

At the time I was told that I would be going to RCBC, I was already no stranger to big life changes - in the previous 4 years I had moved 6 times, gotten out of a long toxic relationship, climbed out of a deep depression, finally dealt with a chemical dependency issue by admitting I had a problem, going

to rehab and getting sober, and working at 3 different jobs as a dentist. I had taken major strides to turn my life around - finally settling into a great job with a mentor I really looked up to, Dr. Bill Carini, and I married Alexandra, an incredible woman with whom I'd welcomed a beautiful little girl named Gabriela.

Things were seemingly good on the surface - I was proud of my sobriety and the family I had started, but I still had serious issues that needed to be addressed. I'd been carrying around a lot of extra weight for years, making me feel sluggish and fat with a negative self image, a mountain of student loan debt, a savings account depleted from the cost of going to rehab and managing 6 relocations, and when it came to work, I had been feeling dissatisfied and stale for years. The motivations for the next big positive change in my life had been building up inside of me like a tinderbox filling with dry brush, and once I learned about the RCBC program, I felt the spark that would set it all ablaze.

Jay's coaching sessions drove home some key points that helped me get started. I was making excuses in my mind for all those things I was unhappy about, and that needed to stop immediately. I was putting myself in neutral while at work, just going through the motions and not taking steps to turn myself into someone who commands higher earnings. I was often distracted, both at work and at home, mentally floating around in the 80% instead of the 20%. I didn't know what path I was on, and I didn't have a sense of mental commitment to my goals because I didn't know what my goals really were.

The first thing I did was make a personal commitment to eliminating excuses. I had been telling myself that having a child at home kept me busy and I didn't have the time or energy to exercise or lose weight. I had been telling myself that there was no point in making a financial plan because I didn't have much money anyway after depleting my savings, and I kept putting off the advancement of my clinical skills with the bogus excuse that I wasn't ready yet and didn't have time, when the truth was that my fear of failure was keeping me from taking action.

As Jay taught us, this process of accurately addressing shortcomings, confronting weaknesses, and developing a better relationship with fear allowed me to clearly see what I needed to change. I sat down with Dr. Carini and devised a plan to become competent in Endo and Implant Placement. I started an online CE course in endodontics, started saving every tooth I extracted and coming in on weekends to perform root canals on them. I scheduled a hands-on course in implant placement and took multiple online CE courses in implants. I came up with a detailed diet plan along with an intermittent fasting program. I began waking up at 4:15am with a goal of burning 750 calories per morning before work, and I went through the Scheduling Institute's personal finance course, analyzed all my expenses, cut up credit cards, set budgets, and began automatic transfers to savings.

Part Three: Change is coming

By August, I could feel some early momentum from Jay's coaching sessions and the changes I had already made - it was finally time for my first live RCBC session, and I was pumped. At that session, the feeling I had while listening to Jay, Lance Panarello, and Phil Jones was like pouring gasoline on my burning desire to up the ante. I was hungry for real results, and each minute of that first session was teaching me so much. Jay's lesson on seeing yourself as a healer was moving for me to hear. Too often in dentistry we get bogged down and feel reduced to 'tooth technicians' when the job is truly much more than that. His discussion about gratitude and positivity also hit home - those sorts of thought exercises had helped me stay sober after rehab, but I had largely given up on

them, and it was time to start again. He helped me realize that my goals weren't aggressive enough and showed me exactly how to set better ones. He inspired me to devise a 'master look' on the job and to recruit help to do so. Dr. Panarello, along with Jay, made it very clear to me that I was overcomplicating things for patients - overwhelming them with details and technical terms, leaving them confused, getting in the way of helping them make a decision and going forward with it. Then, Phil Jones filled me up with amazingly simple and effective phraseology to help conversations with patients move faster toward action.

I left feeling reinvigorated and inspired. I hired an image consultant before I had even gotten on the plane home. Once I worked with her, I revamped my wardrobe, changed my hairstyle, and started spending more time making sure I looked as sharp as possible before work. I added meditation, positive mantras and gratitude exercises to sessions in the sauna following my morning workouts, and I loved the new name for this I had learned, the 'early morning success ritual'.

Before the first session I had already recorded video of myself in consults with patients but I hadn't analyzed the footage yet. When I got back and reviewed it, I was appalled at what I saw. It confirmed what Jay and Dr. Panarello helped me realize. The videos revealed long, drawn out conversations in which I used terms like 'bucco-lingual width,' 'cusp height relationships', 'line angles', 'obturation', and 'non-carious cervical lesions'. As you might expect, many of these consults were accompanied by blank stares on patients' faces and treatment plans not being accepted. At our next staff meeting, I gave the treatment coordinators a heads up - I was going to start drastically simplifying treatment plans, using different words, and doing more chairside than in the consult room to move the process along more quickly.

By mid-September, I started to notice things were changing. I was feeling better mentally and physically at work, more energetic the entire day after working out at 4:15am than I was when I slept in until 6:30. I had lost almost 25 pounds at this point. I felt more positive, more purpose driven, and translational instead of transactional when talking with patients. I found my original concerns about not having enough time or energy to be laughable. I was routinely adding online CE work outside of office hours and on the weekends. My confidence began to noticeably increase. I re-read Phil Jones' book and created a 'phrase of the week' chart at work, reminding the team every morning during our huddle what this week's phrase was and how to use it. I started getting better, faster, and more confident at root-canals. I placed multiple implants. Our new patient numbers had been increasing, and along with them I saw significant increases in my case acceptance rate and production numbers.

My savings account started looking much healthier, so I hired a financial planner and a student loan specialist to help me devise long-term plans. I set up a college fund for my daughter, I paid off my car, and started putting a dent in my loans. I joined a nicer gym, hired a personal trainer, and started losing even more weight.

Before I knew it, I even started talking like Jay - my wife was trying to replicate the success I was having losing weight, and I found myself saying things like 'babe you have to understand that goals have to live somewhere - you need to have them written down and they have to be specific and include a deadline'. I will never forget the look she gave me when I just wouldn't stop talking about 'never using time as an excuse ever again for the rest of your life' and 'getting rid of habits that will keep you in the bottom rung of all performers'. It was hilarious, but it just showed how much this stuff had really hit home with me. I was truly living it.

Part Four : The Realization of Results

In the months that followed, I set multiple personal and professional records. The highest number of molar root canals I had ever performed in a day (3), the highest number of implants placed in a week (5), my highest day of production (\$16,192), my highest month of production (\$119,000), and my highest monthly case acceptance rate (87%). By the time I showed up for the second RCBC session, my monthly production average had increased nearly 50%, an increase of almost \$30,000 per month! By surpassing the goal I had set with Jay and hitting my highest month ever, I officially doubled the monthly production number that was my average before RCBC. I had never actually thought doubling that number would be possible, let alone so quickly. I am deeply proud of this accomplishment. Additionally, my initial weight loss had skyrocketed from 25lbs to 35, then to 45, then to 50lbs, and I ran the fastest 5k race I had run since competing as a Cross Country runner in high school.

The second RCBC session helped me even further. It grounded me, helped me review the important parts of this process, gave me a chance to discuss the implementation of these principles with colleagues, and sharpened my ability to talk with patients even more. Nathan Jamail's presentation was so inspiring that I read his entire book in the 2 days following my trip to Atlanta.

I am simply blown away by this program. If you could put the RCBC program in a pill, it would be the best selling drug on the market. I am a different person now - and the best part is that I actually feel like I'm just getting started. I've learned to conquer my fear, to never let time be an excuse, to believe in my ability to change peoples' lives and see myself as a healer. I am more in touch with my own thoughts and how they affect me. Every day I am more energetic, more positive and full of gratitude than I have ever been in my life.

Life can be very hard, and it can seem very complicated. Stress and confusion can lead you down a road of negativity and failure. Despite this, there are concrete steps you can take to simplify it and turn everything around. You just have to take action - and even when you do, there is always more to learn and improve upon. Take it from me - addiction and depression brought me down to my knees and humbled me beyond words. I almost lost everything - but even after turning my life around and starting a family, I still had so much to learn about truly finding success.

I have come to believe that professional success, self-image, fitness, debt management, and really everything in life is all one big mind game. When good core ideas direct good thoughts, the right behavior ensues, which in turn produces the outcomes we want.

Everything starts with the way you think, and the RCBC program has given me the proof to take this concept with me for the rest of my life. I used to be afraid of the future, and now I can't wait for it, because now I know I have the tools to make it what I want. What this program has done for me is beyond words. It's a feeling that exists deep within me, and it's a feeling I get to experience every day - one that propels me through my day and carries over in my home life. I'm happier, healthier, and hell bent on taking on whatever the future throws at me. For now, I just have one more thing to add to my morning gratitude list - the change in mindset provided by this program and the people who made it possible.

