

## NOBODY WORKS WHERE THEY DON'T WANT TO WORK



I said that to someone the other day in jest, but it resonated.

Leadership is critical yet often fleeting.

If you spend time on professional social media, you will be bombarded by self-anointed gurus and experts telling us we must nurture culture and improve our leadership skills.

The list of things we are told to learn and practice to be a great leader and build a wonderful culture is overwhelming.

It is encouraged so that employees are empowered and enthusiastic about work.

If the culture is genuine, the customer experience is materially elevated.

Referrals will follow once the client becomes your marketing voice.

It sounds great in writing.

Gurus are making billions because of our desire to be better leaders.

In the organizations where it really happens best, it is mostly organic.

Not bought. Not imported by consultants. Led by leadership.

Those leaders who are intrinsically enthusiastic.

You know them. They show up early and stay late. They have unbridled energy and inspire others.

I have it - most of the time. But not always.

Last week I got attacked because of my Open Letter. It hurt. But I am back!

**It's hard to be an enthusiastic writer/leader every day.**



It's hard to be that leader when you are also the number one revenue producer, with most of the clinical and legal responsibilities thrust upon you.

You know what it feels like to have pressure.

You have a regulator.

You have mandatory continuing education.

You have the threat of failure but backed by professional liability insurance.

You have both your career and household finances at stake.

You have to get up, dress up, and show up with a smile – every workday.

If you bring a bad attitude to work, it makes for a dreadful day for everybody.

So, you suck it in and smile.

But then it happens. That day that gets on top of you.

The regulatory pressure, the insurance claim drama, the staff, that one difficult patient. And you slip.

If that happens on a frequent basis, it will start to permeate the culture of your practice.

Your staff will become demotivated.

When you are no longer fun to work with, they don't want to collaborate with you.

That is the beginning of your internal office culture collapsing and it is extremely hard to buy it back or hire a consultant to breathe it back into the office.

It is distinctly an early warning sign that it might be time to move on and try another career.

Exit ownership. Become an associate. Let someone else manage it.

**All this leadership and culture-ship mantra can be exhausting.**

Sorry – I am doing it right now! I should just shut up...

Watch out for the grifters who light candles and chant at the burning incense (while charging \$50,000) to teach you and your staff how to show up at work with enthusiasm.

Don't be ashamed if you have lost your passion.

Either you still have it, or you don't.

Be cool, be a great clinician, and your pride will remain intact. A great clinician never harmed anyone.

But we all know that the greatest success will come to those with passion.

Charisma, good looks, fancy offices, expensive equipment. It all shines brightly. But...

Yet when it's all measured, the passionate practitioner will own the most valuable practice.

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Written by:



Timothy A. Brown,  
FRI, CEO & Broker of  
Record



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