

**Ep #62: The Power in Finding Your Why with Linda Lakin**



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**With Your Host**

**Allison Watts, DDS**

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## Ep #62: The Power in Finding Your Why with Linda Lakin

Welcome to *Practicing with the Masters* for dentists with your host, Dr. Allison Watts. Allison believes that there are four pillars for a successful, fulfilling dental practice: clear leadership, sound business principles, well-developed communication skills, and clinical excellence. Allison enjoys helping dentists and teams excel in all of these areas. Each episode she brings you an inspiring conversation with another leading expert. If you desire to learn and grow and in the process take your practice to the next level, then this is the show for you. Now, here's your host, Dr. Allison Watts.

Allison Watts: Welcome to Practicing with the Masters podcast. I'm your host Allison Watts and I'm dedicated to bringing you masters in the field of dentistry, leadership and practice management to help you have a more fulfilling and successful practice in life.

Alright, good evening everybody. I'm Allison Watts. I know most of you that are here live and welcome. I'm so excited to be with you, and Linda, I'm super excited to have you here. I'm going to go ahead and officially introduce you and then we'll get started.

Linda Lakin RDH, MS is a nationally recognized consultant, coach, educator and speaker. She is President of Linda Lakin Consultants, a dental management and speaking company based in the New York metropolitan area. A highly respected and sought after professional, Linda is best known for converting dental practices into extremely productive, efficient, and rewarding 5 star businesses. It is Linda's greatest pleasure to spend time with other dental professionals creating the environment to provide ultimate care, an outstanding customer experience, and heart-warming dental careers. Linda's entertaining presentations inspire hundreds of doctors and teams to rise to the next level of

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success with joy and passion. Linda is honored to serve as the current president for the American Academy of Dental Practice ...

Is that what it's called now? American Academy of Dental Practice?

Linda Lakin: Yes.

Allison Watts: Okay. It sounded funny. I know Linda, you're the first consultant to be president of that group. I think that's amazing. Congratulations. Linda is also a member of the Academy of Dental Management Consultants, the National Speakers Association, and various other professional groups. Linda if you want to at the end, you can give out your contact information if you want to provide that. But I'm so excited you're here and I'd love for you to start by telling us a little bit more about your company. I know you're going to talk to us about how, you know, the 'Why' process for dental practices. But I'm really curious about your 'why' and what you do, and why would we come to you?

Linda Lakin: Okay, great. Well, thank you. Thank you, Allison, for inviting me to participate. This is really, really fun and it's even more entertaining because I know some of the participants on the call. That makes it like old home week and I welcome any questions or comments or feedback throughout the hour.

My background really is from, I started in clinical dentistry as a dental hygienist many years ago and then continued my education in business and marketing. Then combined my clinical love for dentistry with business and marketing to provide a service for dentists and dental teams to help

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move them from being really good, to being really exceptional.

That can look like a lot of different things. Many practices, as you all know, are doing a lot of things really well and we all work hard on it. But many times you just need a tune up, an update. It may be that you need to revamp your systems, create new systems, look at systems that you've had, look at the statistics and the evaluation of exactly how the practice is running. It may be a specific department that is not as profitable as you would like it to be, is not contributing to the overall success of the practice the way that it could. It could be a team issue, team building, not having the right people on the bus. Really what our services are, are helping doctor and team reach what they know their goals to be and also do strategic planning to help them move forward.

Allison Watts: Awesome. Do you know what I love too? That you taught... I know that you have some things that you're either ... I don't know if you've already started doing these, but you have a leadership program and a dentist forum for women? Have you already started those?

Linda Lakin: Yes. Those are what I'm working on right now. A rising stars program who's realizing that it's the newer dentists in the field that are dealing with some different challenges than some of the dentists that have been practicing for longer. Of course, the marketplace continues to change and so, I'm looking to direct some programming that I'm doing towards that. Also, as is the trend in dental schools, that there are more women who are graduating from dentistry and taking on positions, owning practices, becoming associates, partners. There seems to be a unique set of concerns and issues that they're dealing

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with and so, I'm working together at bringing them together so that we can support each other.

Allison Watts: That's awesome.

Linda Lakin: Yeah.

Allison Watts: I love seeing that. As far as I know, when I started out in dentistry, we didn't have that kind of stuff.

Linda Lakin: No. What I find is that because there are so many women, and some of the unique issues that we have to deal with, my children were young when I was working in my business and so I understand some of the uniqueness of that, and the details. As you know, and you know this Allison, it's always great to be able to collaborate and network and share stories and dreams with people that are going through similar issues as you are.

Allison Watts: For sure.

Linda Lakin: Like today, I had an office manager from a client's office call and she said "I just need to talk to somebody about how I'm going to move forward and how I can approach my idea, how I can approach the doctor with my idea." So, we spoke for about a half an hour, and I coached her in that process and at the end, I said "You know Jackie, you could have done this by yourself." And she said "But Linda, it's so much more powerful that I could share this with you and have your insight. And, of course, you brought some ideas that I hadn't even thought about." That's really what it's about.

My company, although originally was more about consulting, is really more about coaching now and not just

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talking about what to do, but it's really more about how to be.

Allison Watts: I love that. I love that. That feels like a perfect segue into the 'why' conversation, because I feel like that's sort of like something that we should or could, would benefit from having in our bones, from just like being our 'why'.

Linda Lakin: Yes, yes I would love to. I know, Allison, that you love this and you really wanted me to share some of this information, so I'm going to do that right now. The whole 'why' concept is really seen as a movement. I had the privilege of becoming a certified coach in that process. I'm sure that most people listening are familiar with Simon Sinek and the book that he wrote "Starting with Why" and if you haven't watched his TED Talk, that's something that's very easily accessible on YouTube and valuable to take a look at.

Basically, it's looking at a process for helping people discover how they think, why they do what they do, how they're hardwired, and how they communicate that why to others. It's based on 9 different 'whys' that all of us are fundamentally have one of these 'whys', which is what gets us up in the morning. How we think, what people count on us for. You can say that it's your purpose, it's how you're hardwired. It's what makes you special. Those 9 'whys' are to contribute to a greater cause, to make a difference, to add value, or to have an impact. That's all one 'why'.

The second is to create relationships based upon trust. The third is to make sense out of things. The fourth 'why' is to find a better way and to share it. And by the way, as I'm going through the list, the top ones are the more

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common and as we get lower down the list they are less common. The fourth is to find a better way and share it. The fifth is to do things the right way. The sixth is to think different and challenge the status quo. The seventh is to seek mastery. The eighth is to create clarity. The ninth is to simplify.

As I'm reading that, I would think that each one of you is probably saying "Oh yeah, number one really, that's my 'why'. That really sounds like me." I went through the process in the training and also the American Academy of Dental Practice went through the process, which I'll talk about in a minute, of finding out our 'whys'. I thought for sure that my 'why' was one of the, it was number 1 or 2, and found out that my 'why' was really to do things the right way. I thought "I don't really think that that's my 'why'." But, as my 'why' was done and discovered, it was discovered several times that it was to do things the right way.

Now, that doesn't mean that I always do the right thing. What it means is that I believe that there, to get to an end result, there's a process that you go through and that process, you need to do the steps in that process in order to get the results that you want. What I found is that really is the 'why' of my business.

What happens is, once you create the 'why' of the leader, or in a dental practice it would be the dentist owner, then the business itself has the same 'why' as the owner.

Allison Watts: Linda, can I stop you for just a second?

Linda Lakin: The confusion where when you hear the list and you thought, because I thought "Oh, my 'why' was probably to create relationships based on trust." What I realized is

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that was my 'how'. So, you have a 'why' and then 'how' is how you communicate that 'why' to others.

Allison Watts: Okay. I'm going just make sure that nobody has a question right now, because I wrote down what you said, but you went through them really fast, and I want to make sure...

Linda Lakin: I can go through them slower.

Allison Watts: I just want to make sure that nobody has a question. I think most of the people on here have been on before and probably know that if you have a question or comment, push star 2, but I just want to make that available if anybody has anything so far, and it doesn't look like it. Great. Just wanted to make sure. Okay, so, the business owners 'why' is the business 'why'. That makes sense and then the 'how' comes from the 'why'.

Linda Lakin: Right. The 'how' is how you communicate the 'why'. For example, my 'why' is to do things the right way, but how I communicate that is by creating relationships based on trust. And also, to make sense out of things. Those are 2 of my strong ways of how I communicate my basic 'why'. Actually, the interesting part of it is when I discovered my 'why', I shared it with my family and my daughter, who at the time was maybe 27 or 28, and she said "Oh mom, that's why you always think your way is the right way," which I thought was very funny. But anyway, that's just an aside.

In the 'why' process, you go through the process of discovering the 'why' of the owner of the business and then you discover the 'why' of each of the team members. Once you do that and discover each of their 'hows', you have a matrix of how their communicating as a team, with

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each other as well as how they're communicating to their patients.

Allison Watts: Wow. This is a lot more complicated than I thought it was going to be.

Linda Lakin: Do you need me to clarify it?

Allison Watts: No, it makes total sense, it just wow. It seems like a really powerful thing to have. So, then what do you do with that?

Linda Lakin: It's a really powerful tool and if you really want to benefit from it completely, you use it in your marketing. It becomes part of your branding, because you actually come up with 'why' statements, well you come up with belief statements, what you actually believe and then 'why' statements, so that you can communicate that to your patients, to potential patients. What is really clear, Allison, to me and has been clear to me in my coaching business all along is that people, or consumers, or clients, or patients purchase from business that believe what they believe.

When a relationship doesn't work out, in my case, let's say a coaching relationship, it's usually because fundamentally, we don't believe the same thing.

Allison Watts: That makes sense to me.

Linda Lakin: Not that it has to be exactly the same beliefs, or maybe we don't acknowledge or respect what the other believes. Does anybody have any questions?

Allison Watts: I was thinking, I do think marketing is a powerful way to use it, and I have always been a proponent of clarifying and communicating our philosophy and that's pretty much

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our belief, and what we stand for, I'm wondering if how, or in what order, or if even you were going to talk about this, but I have a client who is in the process of hiring, and it seems like it would be a super powerful thing to use in your hiring. Do you want team members with the same 'why'? That's an interesting thing. Is the practice 'why' ...

Linda Lakin: No, actually you don't ... that's not something that you pursue, it's more about identifying what their 'why' is, so that at a team meeting, you're like "Oh, yeah, wow Allison, that's why you approach that problem the way that you do because your 'why' is to find a better way and share it. And I approach it a different way, because my 'why' is to create relationships based upon trust."

Allison Watts: Okay.

Linda Lakin: It's like if you use personality profiles or any kind of testing like that for hiring or for team building, it's a similar process but it's a different way to look at it.

Allison Watts: Okay, that makes sense.

Linda Lakin: That makes sense? Once you go through the process of identifying what the 'why' is, so discovering your 'why', discovering your 'how', which is how you bring your why to the world, how you do what you do. Then you have to discover your 'what', which is what really do you do. Do you do 3 surface resin, are you changing lives, changing smiles, but you can actually take what you do and put it in what we call a 'why' message. And that 'why' message speaks to those you're trying to attract, speaks to their pain.

Allison Watts: Can you give us an example?

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Linda Lakin: For example...

Allison Watts: Yes, perfect.

Linda Lakin: For example, Allison, you know how your hygiene department has an average of 4 openings a day and it only contributes 15 percent to the total production of your practice? Well, what we do is work with the hygienist and the team to embrace a culture of periodontal disease prevention, treatment, and maintenance.

Allison Watts: Okay.

Linda Lakin: What I did was I said "You know how..." and I put in something that would be your pain.

Allison Watts: Your problem.

Linda Lakin: Then I provide the solution of what we do, which you might say "Oh, yeah, wow that is a problem that we're dealing with and that's something that we haven't addressed in that way."

Allison Watts: Cool. Can you give us a little bit of ... I'm really curious about this 'why'... Is this based on Simon Sinek's book?

Linda Lakin: It is based on Simon Sinek but it is expanded from that. So yes.

Allison Watts: Okay.

Linda Lakin: When you read his book or watch the TED Talk, you'll see that he talks about everything coming from your 'why'.

Allison Watts: I love that video. I've watched it many times and hits you up with all those circles with the 'why' in the middle and then...

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Linda Lakin: Yes. Exactly, and talks about limbered plane and all that.

Allison, the other part of it is that's really fun, you create 'we believe' statements. And these 'we believe' statements create a picture in the mind of somebody who's, let's say, looking for a dentist, looking for a new office, wanting to share their experiences with their dentist, with a potential new patient. As a team, you sit down and you come up with 'we believe' statements. Some of them are really fun. I'd like to, if it's okay with you, share a few that we've come up with, with some of our practices.

Allison Watts: Oh sure.

Linda Lakin: Which are, 'We believe in the power of a smile and the confidence it brings to all parts of your life. We believe in dancing down the halls and that chips and chocolate make you happy. We believe in a firm handshake, keeping your word, and that trust forms the basis of all good relationships. We believe hugs are the sunshine of the day. We believe your mouth is the mirror to your mind, body, and soul. We believe in second chances and transforming lives.'

As I read each of those, and I did read them fast, I'm happy to read them again more slowly, if you close your eyes when you hear them, there is a picture that is created in your mind. We all know that people buy based on emotion and when you can create this picture, there's an emotional connection.

Allison Watts: Yeah, I was sitting here smiling during most of those. Definitely created a feeling in me.

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Linda Lakin: Yeah, and when you think about some of the taglines of some big businesses that we know that have just one, sometimes just three words, and if I said a few of them, Target is 'Expect more, pay less.' That's their whole tagline. WebMD is 'Better information, better health.' These are actually based on the 'whys' of the company.

Allison Watts: Cool. That's pretty simple to do, except so I have my 'why' that I think is my 'why' and I'm sitting here listening to you and I think I know what my 'why' is, is there any sort of, there's a disk profile and the Meyers Briggs and there's long forms and short forms, is there any sort of way, like the people on this call, is there a little short test or something that we could play with to discover our 'whys'? Is there anything you could walk us through?

Linda Lakin: It's actually a process that is done by a 'why' coach, so I could do the process with you right now, Allison, where I would say "Allison, tell me about a situation at work where you felt successful in how you handled it."

Allison Watts: Oh, man. The wording totally matters. What I first thought you were going to say, I was going to tell you about something that was inspiring for me, but as far as something that I felt successful in how I handled it?

Linda Lakin: Yes.

Allison Watts: That's interesting. Because to me, that has to do with competency, so I think that would be like how I executed a case, like a really nice case from start to finish. I can think of a couple patients who, you know, from start to finish the case was well-diagnosed, well treated, rapport was built, the whole thing just went beautifully. The case ended beautifully, the patients happy, no problems, like that.

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Linda Lakin: Okay. So then I would say to you, what about that made you feel successful? Think of a situation with a particular person. So, you gave me a little bit of a generalization, or you said there were 3 distinct...

Allison Watts: So, now I'm back to this inspiring part, so for me, what I would say is that I think my 'why' is about changing people's lives. Really having people ... Well, actually I have a couple things. So, I love having people see possibility for themselves and hope and then I actually love to have them look in the mirror, well I love for them to step into the possibility and to choose it for themselves and say "Yes." I love to see the final, like how transformed. I like transformation.

Linda Lakin: In the situation, select one patient in particular, what is his or her name, their first name?

Allison Watts: Ron.

Linda Lakin: Ron. Okay. So, Allison, what about that interaction with Ron made you feel successful?

Allison Watts: Oh my goodness, okay. So, first of all, he had no idea what was possible, so him stepping into the possibility for himself. Then, he was a joy to work with, the whole time. The outcome, like the before and after, probably ... It's funny because I talk about changing lives, I don't think it's the actual outcome as much as it is during the process, it's like the paradigm shifts and him seeing what's possible for himself and taking that next step. Like that.

Linda Lakin: Okay. Why was that important to you?

Allison Watts: Well, I believe that my purpose on the planet is to help people know themselves and love themselves. I feel like

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that's what we're doing and see possibility ... Yeah, know themselves, love themselves, and trust themselves.

Linda Lakin: Okay. So Allison, do you feel successful when you contribute to a greater cause, make a difference, add value to someone like Ron? Or when you help Ron to make sense out of things and see more clarity?

Allison Watts: I think it's the first one. I think it's much more about the ... Actually, the words I liked that you used earlier were making a difference or an impact. That resonates with me more, I do like the other one too, but not as much as the, I feel like it's making a difference.

Linda Lakin: Okay, and that may be your how. Allison, I'm going to ask you to tell me about a recent interaction at home with another person, that made you feel successful, or in your personal life, not at work.

Allison Watts: Okay. I would say again, it has to do with ... It's a conversation with my husband and my son and it has to do with increasing all of our awareness about actually, kind of like this, like how we're wired and how we tick. That kind of conversation, where there's new awareness, like it's about awareness.

Linda Lakin: Okay. What about that conversation made you feel successful?

Allison Watts: I think it's about possibility, of how it could be. Again, I feel like it's ... It's funny because I'm trying, I want to figure this out at the same time that I'm answering your question.

Linda Lakin: No, no. Don't try to figure it out. Allison-

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Allison Watts: It's about awareness and possibility, hope for a different future.

Linda Lakin: Is it more important to you that you be the person that helps your husband and son to find that awareness and possibility or that you help with the process of finding it?

Allison Watts: Ask me that again?

Linda Lakin: Is it more important to you that you are the one that helps your husband and son go through the process and find an awareness or is it more important that you help them with the process of how to do that?

Allison Watts: I think it's the first one. The process is not that important to me.

Linda Lakin: Does anybody listening have any ... I know you don't have the 9 'whys' in front of you but does anybody have a thought as to what Allison's 'why' might be?

Allison Watts: If you do, push star 2 to raise your hand.

Nothing.

Linda Lakin: In both of those examples ... Well, let me ask you one last question Allison. Do you feel successful when you contribute to a greater cause? When you make a difference, when you add value, or have an impact?

Allison Watts: Yes. 100 percent.

Linda Lakin: Clearly, from those 2 examples and that process and it's easier, I rushed through it, it's easier when done in person and in a group, and everyone has an, you know, gets to kind of guess with you and you can have conversations on that, but based on how you reacted to the things that I



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said, I think it's clear that your 'why' is to contribute to a greater cause, to make a difference, to add value, or have an impact.

The 'how' is almost the process part of it.

Allison Watts: Okay.

Linda Lakin: Where you help people to make sense out of things. Maybe even to think different and challenge the status quo a little bit.

Allison Watts: For sure.

Linda Lakin: That's how you do that.

Allison Watts: Okay. I like that, that feels true.

Linda Lakin: Good. Great.

Allison Watts: Cool. I don't know if everybody else could take that process and apply it to themselves. That's what I'm hoping. I'm hoping that those questions can ... You know, what might be cool is, of course I don't know if we, anyway I was thinking that they could go back and listen to the recording that they could put themselves in those questions and maybe flesh it out for themselves.

Linda Lakin: Yeah, and I'm happy to, at another date, go through the process with anybody who's on the call and help them do that if they would like.

Allison Watts: Oh great.

Linda Lakin: Because it's fun.

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- Allison Watts: It is fun. Okay, Bethany, I see your hand, I'm going to unmute you. You are unmuted, Bethany.
- Bethany: Thank you. I just had a question about the 'why' like you have those, the 9 top 'whys'. My question is how do those relate to core values? Because it sounds like a core value to me, making a difference.
- Linda Lakin: Actually, that's a very good question. So, Bethany, there are 9 'whys'. They're not the top 9 'whys', they are the 9 'whys'. Very often they do exactly that, they go hand in hand with what your core values are. It's just a different way to clarify it and communicate it. What I think is important is you have core values, the way that you share those with others, you need to create an emotional connection or a picture, paint a picture, and this gives you a vehicle to do that.
- Bethany: So, do you go through and define the core values for a dental practice and when you do the 'why' do you relate them back and say look how these relate to our core values? Or is that not a line that you draw?
- Linda Lakin: Yes. We do that and also back to the mission statement and the core values. Yes.
- Bethany: Okay, thank you.
- Allison Watts: Thanks, Bethany. I'm going to mute you and put your hand down.
- Linda Lakin: That was a good question.
- Allison Watts: That was a good question. I unraised your hand, Bethany, so if you end up having another question, let us know. I love that you just said that about the creating the

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emotional connection and I think that's why I was asking about it related to hiring, because I do feel like when I hired people, when I owned my practice, I would share with them what our practice was about and they either like felt it and they wanted to be a part of that or they didn't.

I also love, because I know you're going to talk about marketing, that I think that's huge, to talk about our 'why' because we're attracting the people who believe what we believe or we're attracting people who don't believe what we believe. I've always find it more enjoyable, I know everybody on this call has found it more enjoyable, to work with people who believe what I believe.

Linda Lakin: Yes. I see more and more in the dental field that it's becoming more difficult to define that and to create the team that shares those core values and those 'whys'. But it gives you a process to really identify that.

Allison Watts: I just want to restate what you said before Bethany's questions, so we don't step over it because I want everybody to hear that you said that you would be willing to go through this process with them if they want.

Linda Lakin: Oh yeah.

Allison Watts: I really, really appreciate that. That's a huge value. Very generous of you. I just want to make sure that everybody heard that.

Linda Lakin: Good.

Allison Watts: Do you want jump in about the marketing? I loved your belief statements. I thought those were fantastic.

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Linda Lakin: Thank you. It's fun. It's fun to create those. I'd actually like to share that for the American Academy of Dental Practice we went through that same process.

Allison Watts: Awesome. I would love to hear it, what is AADPA? So I know there's some guys on here that have been to ADPA and I've been to AADPA. I don't even know if they're calling it AADPA anymore? No?

Linda Lakin: Yes, we're still calling it AADPA, but our formal name, we've dropped the last A and it's the American Academy of Dental Practice, which more accurately describes and portrays who and what we are. I know Phil Strevey's on the call and Phil is the past president of the Academy and the exhibitor chair for our meeting this year, which will be March 7th through 10th at the Greenbrier in Silver Springs, West Virginia.

Allison Watts: Alan Rauchberg, I hope I'm saying that right, but Rauchberg, I met him there. That is really, I believe AADPA is probably, I can't say it's my favorite meeting ever because I think that some people might get upset, but it's definitely one of my favorite meetings of all time in dentistry, for sure. And Phil-

Linda Lakin: Well thank you and I remember, Allison, we met at the AADPA meeting. You were with Bill Gregg and that was really, that was wonderful. At AADPA, we are working hard to get our message out so that we can attract and be of value to new members and to some of the newer dentists in the field of, you know, the non-clinical part of dentistry, because really the American Academy of Dental Practice, we actually went through this 'why' process as an organization. We did not change our core values and that really speaks to what Bethany was asking before. We

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didn't change the core values but we just enhanced it and found a new way to market that. When we looked at it from an organization it was different because the founder of the organization, of course, wasn't sitting there. We weren't going to find out his 'why' and every year the President changes and the board changes every few years. It's more about identifying who the leaders are at a given point in time and identifying what that 'why' was.

When we went through it, we did come up with a few of our belief statements. First of all, the main 'why' of the American Academy of Dental Practice is to find a better way and share it. We believe in finding a better way in dentistry and sharing it. As you know, Allison, we're a non-clinical organization that really focuses, we dedicated to fostering mentorship, education, and community, and a sense of fellowship. Focusing really on leadership and life balance. We believe that successful dentistry means a balance of life, work, and family. We also believe in shared knowledge, a spirit of fellowship, and being cheerleaders for each other.

We've changed our tagline to AADPA, we believe in finding a better way and sharing it. Some of our belief statements that we came up with and that we use in our marketing on our website, throughout our meeting, when we recently just had our regional meeting in Baltimore, where we had a lot of guests and many have already registered for the annual meeting at the Greenbrier, which is really exciting. We shared some of the belief statements that we believe that dentists with passion can change the world. We believe that learning is forever and that today can be better than yesterday. We believe in the power of a team and that every member is equally valued. We believe dentistry means a balance of life, health,

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work, family, and relationships. We believe in the next generation of dentists and that the power of a mentor leads to greatness. I really like that one. I'm going to say that one again. We believe in the next generation of dentists and that the power of a mentor leads to greatness.

We've come up with this to try to more clearly communicate who we are, how we're different, and how we found a better way in dentistry.

Allison Watts: Oh yeah. I love those.

Linda Lakin: Our next annual meeting is March 7th through 10th, as I said, at the Greenbrier, which is an awesome resort. It's a historical site. It's on everyone's bucket list even if they don't have a bucket list. It would be number 1.

Allison Watts: It needs to be on our bucket list?

Linda Lakin: Even if you don't have one, you now do. The Greenbrier is on top of that. We have 3 days of wonderful speakers pertaining to leadership. The theme this year is mirrors, personal and professional reflections. Looking at our personal lives as well as our professional lives and how we can grow together and benefit from each other.

Allison Watts: It's an amazing organization. I love what you guys are doing.

Linda Lakin: Yeah, and if anyone is interested in getting details the website is [www.aadpa.org](http://www.aadpa.org). It is an invitation only organization, where you're sponsored and invited by our members. We're a group of dentists and consultants and after attending 2 meetings, you can apply, you're eligible to apply for membership.

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Allison Watts: Phil has his hand up. Phil, I am unmuting you right now.

Linda Lakin: Hi Phil.

Allison Watts: Hold on a second.

Phil: Can you hear me?

Allison Watts: Okay, now Phil we can hear you, yes.

Phil: Okay, I was just going to point out that the meeting is in White Sulfur Springs, West Virginia, which I think is a little bit different than what Linda said. But like you said, I was just going to point out that -

Linda Lakin: Oh, thank you.

Phil: The website address, which you already pointed out so. Linda and her program chairman, Frank Montoya, have absolutely created an unbelievable meeting. This venue, this property, is going to be spectacular and so we would just invite anybody that's interested in going to this meeting to check it out, because it's really going to be a fantastic meeting. Really looking forward to it. Linda, thank you for sharing that 'why' education process. I've heard it a number of times and you just so eloquently and succinctly walked us through that. I know that there's a lot more to it than just a 10 minute discussion, but that was just really valuable. I really appreciate you sharing that with everybody.

Linda Lakin: Well, thank you Phil. We have to do your 'why' because you are part of the process.

Phil: I know.

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Linda Lakin: No, I know. Thank you for adding that about the Greenbrier. We have a really a good rate, a room rate. I think it's like 200 dollars, which everyone says is unheard of. There's a bunker tour and there's, I think, a casino inside. There's all kinds of things and we really believe in combining learning and playing and that so much is about the camaraderie and so much that you learn and experience from going to a meeting like this, happens not in the classroom but on the playing field somewhere.

Linda Lakin: So, thank you.

Allison Watts: Thanks Phil.

Linda Lakin: Thank you. Then our meeting the following year is going to be in Tuscan and that's the first week in March as well. We have a members only meeting next fall in Lake Tahoe, which is really exciting. It's a good opportunity to go somewhere nice that you might not otherwise go to with, and have the fellowship and camaraderie and really grow outside of the practice and bring it back.

Allison Watts: I love that you're sharing this. I wish there was a way to explain it that had people really like ... Of course, several people on this call have been and I know that I have seen them there, so I know that. It's hard not to just put it in, like we put it through our own filters of the meetings we've been to before. It's just like any other general meeting, but really, I noticed lots of people bring their spouses.

Linda Lakin: Yeah.

Allison Watts: There's lots of opportunity for fellowship, and friendship, and connections. I saw people there that I ... It was just a great mixture of people. I was so excited. Some people I hadn't seen in years and some people I've been ... It was



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just an amazing experience. The speakers were ... Of course, I love the conversation about leadership and anything to do with personal growth. You and I are both kind of, we kind of geek out about that. But if any of you guys ...

Linda Lakin: Exactly. Allison, I'm glad that you mentioned that because many do bring family members or significant others or friends, and or team members. There's something for everyone. The nice part ... One of the benefits of this organization is that let's say you bring your significant other who is not necessarily in dentistry, they can get value from sitting with you, side by side in a lot of these programs about leadership or motivation or personal growth. When you leave, you can continue the conversation because you've experienced it together.

Allison Watts: Yeah, that's great.

Linda Lakin: It's very valuable.

Allison Watts: Phil were you complete? I muted you but I didn't even ask if you were complete.

Phil: Yup. That was awesome.

Allison Watts: Thanks, Phil. Like Phil, I hadn't seen Phil in I don't know how many years and I saw him at that meeting. It was awesome to see him. Linda, is there anything about the 'why' process that we need to talk about to close? We've got only about 10 minutes left.

Linda Lakin: I don't think so, unless anybody has any specific questions. I know I went through it quickly and I wanted to give as complete a picture as I could, but of course it's a process and it's not something that's done in 60 minutes.

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One of the things I really, really like about it is that it involves the entire team in developing a marketing plan for the office and communicating that. We all know that if you involve your team in making decisions even like with hiring, Allison, the team makes a decision about the next team member that they're going to bring on, that once that is done there's a commitment to make it work. And it's fun. I think that you have to have fun.

Allison Watts: It is fun.

Linda Lakin: I really do. Why do it if you're not having fun. You want to get up in the morning and go to the office and make a difference and change lives and feel a sense of fulfillment as you do that and then look forward to growing together.

Allison Watts: Yeah, and since you mentioned that, just as we close, and we don't have to go the whole time, but I'm curious since you just brought it up, what came to my mind is once I discover my 'why' and maybe my 'how', how does that like going through the day, like I heard you say, you know, wake up in the morning and whatever, how does that impact day to day activities? Do you have the teams read them every morning at their huddle or do they have them plastered up and put on their wall? Or do they just talk about them at team meetings?

Linda Lakin: That's actually a great question, Allison. Yes, at the morning meeting or at the daily meeting they often read them. They are posted in different places in the office. They use them for communication with their patients. Some, if they're still using paper bills, might have it on a bill. It's always part of the website. It's something that, you know the patient is "Wow, this is different." Certainly, you can use it for social media. If you really want to take it to

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the next level, you create this 'we believe' statements and then actually create videos that are, of course, non-dental, but it's more pictures of the emotions that it creates. Like for example, it might be a field of sunflowers. Or one of the ones I've said is we believe in dancing down the halls and that chips and chocolate make you happy. What does that look like for you?

Allison Watts: And you would do what with those videos? Are you recommending that they put those on their website or YouTube just as a ... Okay.

Linda Lakin: Yeah. We all know that Google loves videos on websites. Yes, you can have it in the office. You can have them running in the office. You can have them, if you're doing any other kind of advertising like possibly TV or any Facebook, Twitter, any of that social media.

Allison Watts: So, pretty much you eat, sleep, and breathe it.

Linda Lakin: Yes. Exactly, because it's who you are, why you are, and yeah. It's not really about the teeth.

Allison Watts: Right, exactly. It's not about that.

Linda Lakin: Yeah. I hope that that painted a good picture of the process and as I've said I'm happy to help anybody go through part of that process. I'd love to see some of you intertwine this in your practices and your plans.

Allison Watts: Yeah, awesome. Thank you so much, Linda. And you'd love to see some of us at AADPA.

Linda Lakin: I would. I am personally going to look for each of you at AADPA. And it will be my greatest-

Allison Watts: That's actually what I thought you were going to say.

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Linda Lakin: Yes, it will be my greatest pleasure to welcome each of you. We have a really great program this year and you can see that also on the website as well. To contact me, if you have any questions about this, if you want me to send you the 9 'whys', some of the things I talked about, I'm more than happy to do that. My website is [www.lindalakinconsultants.com](http://www.lindalakinconsultants.com). And my email is [linda@lindalakinconsultants.com](mailto:linda@lindalakinconsultants.com).

Allison Watts: Awesome.

Linda Lakin: And I'm going to give you my phone number.

Allison Watts: L-i-n-d-a L-a-k-i-n

Linda Lakin: I-n. Right. Consultants with an s. C-o-n-s-u-l-t-a-n-t-s .com

Allison Watts: Beautiful.

Linda Lakin: And my cell number is 973-202-2929

Allison Watts: Linda, I appreciate very much you being on this call and I've enjoyed it very much. Thank you for walking me through my 'why'. I hope that was helpful for everybody.

Linda Lakin: Thank you so much, Allison, for inviting me, for giving me the opportunity and I look forward to talking to you more about this.

Thanks for listening to *Practicing with the Masters* for dentists, with your host, Dr. Allison Watts. For more about how Allison Watts and Transformational Practices can help you create a successful and fulfilling practice and life, visit [transformationalpractices.com](http://transformationalpractices.com).