

Unlocking Peak Performance - A Dentist's Guide to Health, Productivity, and the Entrepreneurial Mindset

Dr. Peter Dinh: Ep #529



Dr. Peter Dinh:

You can only mindset your way out of certain things, and that's what I discovered. Some things I would just run into a wall. I couldn't tap into certain parts of optimization and I found out it was as simple as Peter, you have low dopa, you have low willpower, Peter, you have low serotonin, and so I like to start there now.

Dr. David Phelps:

Decades ago I hustled to grow my dental practice and real estate Empire Society patted me on the back and every new deal and patient reinforced the success they said I had. Then my daughter Jenna was diagnosed with leukemia. Nine years, several intense chemo treatments and years of epileptic seizures. My daughter was given one more miracle, a life-saving liver transplant in that hospital. I realized I wasn't successful. I had money, I had real estate assets and a business, but the only thing that mattered was time with my daughter. In that hospital room, I decided to sell my business, leave active income, and sustain my lifestyle with my real estate assets. Now Jenna is healthy and all grown up and me. I am teaching others to do what I did and I continue to uncover the principles, strategies and lessons we can apply in business and investing to create ultimate freedom for what matters most to each of us. Welcome to the Freedom Founders podcast.

Today we're diving into health, productivity and peak performance with a practitioner who's walked the path from burnout and frustration to purpose, flow and optimized living. Dr. Peter Den is a dentist

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entrepreneur, performance coach and co-founder of Gut Hormone Clinic where he helps fellow high performing professionals unlock their full potential not just in business but in energy focus and vitality. Peter's story is deeply relatable from grinding through his first practice and chasing the DSO dream to hitting a wall of low energy avoidance and self-doubt, combining functional medicine, high performance strategies and leadership skills. Peter rebuilt his health business and life from the inside out. In this conversation will cover why biohacking and productivity hacks fall flat. If you ignore your health foundation, how gut health, serotonin and dopamine directly impact your motivation, focus and decision-making. What flow state optimization really looks like for a busy entrepreneur, how Peter uses AI technology to offload tasks and protect his energy.

The leadership mindset shift that turned his struggling practice into two driving businesses without sacrificing family time and much more. Whether you're a practice owner, entrepreneur, or anyone chasing high performance, this episode will challenge you to rethink where your energy actually comes from and how to protect it at all costs. Please welcome Dr. Peter Den. Hi Peter. I've been looking forward to having this conversation with you, just getting to know you and your lovely bride, just getting to know you and who you are. There's so much in the realm of what you do as a father, a practitioner, a husband, and someone who is also very conscientious about your health and not for reasons that you have health issues, but you've just been a strong advocate of that and your wife is also a practicing functional medicine doctor, so I think there's a lot that goes in tandem there with what from her profession, but let's just kind of jump in a little bit. I want to talk about your backstory a little bit.

Dr. Peter Dinh:

Sure, yeah, absolutely. David. I'm a dentist. I have owned my dental practices for about seven, eight years now. I have two offices. I guess my story starts out with owning my first office like everyone else. It was really hard at the beginning. I noticed that my approach for trying to grow the business, I

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fell into the whole narrative of like, oh, all these DSOs so cool, let me buy 10 practices in 10 years and sell and exit. And so definitely wanted to work really hard, grind it out. All of these kind of philosophies were front and center for me and with the first office that I bought, I just felt like I ran into a wall a lot. I felt like I had really low energy. I felt like I was riddled by guilt of not doing enough in the practice. I felt myself avoiding a lot of different parts of the work, basically work that I wasn't good at or was difficult.

I didn't know why. I just kept trying to do it, but I just felt a tendency to get away from it. At the time I was in a lot of bio. If I have low energy and I can't get myself to do something and notice my language, if I can't force myself to do the thing that I'm trying to do, let me wake up at 4:00 AM let me do the cold showers, let me do the meditation, let me do the journaling. Let me do all of these things every single day to try to increase my energy so that I can get myself to perform the way I want to perform in the practice. Reflecting back now, I realized that I had the wrong diagnosis in a way. Luckily I worked with a lot with Alistair come in, friend of ours, lifelong mentor, and he helped me get connected to letting go of the guilt and connecting to things like desire and pride and that got me along some of the way.

Fast forward a few years, my wife started to study functional medicine. For those of you that don't know, functional medicine is like the study of finding out the root cause of disease. So she's an internal medicine doctor, doctor for adults, and then she just felt like the system was betraying her. She was getting incentivized to prescribe medications and she didn't like that, and so she tried to solve the root causes of patient's problems and she discovered functional medicine. Well, who do you think was Guinea pig number one? Of course, we ran all the tests on me and we found out that I had a number of issues. I had leaky gut. There's a molecule called zonulin in the inner lining of your gut that we can measure that basically says that I'm shedding inner lining of the gut away, so my zonulin levels were pretty high.

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We also found out that it had yeast overgrowth, which we know that serotonin, a lot of neurotransmitters, 70% is produced in the gut and if you have yeast overgrowth, it messes up with its production. My ability to not connect with desire and have a lot of guilt was actually pretty connected to my gut health. I had focus issues. Like I said, I avoided things a lot. I noticed that once I had some of those things fixed, I was looking forward to seeing my family after work versus wanting to spend time alone. And it makes sense why I wanted to spend time alone. I was trying to recover my low levels of serotonin that I didn't have, and so long story short, instead of waking up at 4:00 AM doing cold showers and all that stuff to increase energy, I was able to fix my gut health, figure out what was wrong with it.

I was able to control myself to do the things that I wanted to do, and so instead of grinding it out, not listening to my feelings because I didn't have a connection to desire and feelings because of the low serotonin, I now am able to pivot into finding my passion, for example, and climbing the right mountain. And so I think that was an interesting early part of my journey there. Last but not least, I think give a shout out to Dr. Nick Roy. I found out I also had sleep apnea, so I didn't have oxygen either, so I had that on board and I feel renewed.

Dr. David Phelps:

I guess we could say you were behind the proverbial eight ball with low energy, no oxygen, trying to do everything you do and you didn't even mention, but I'm going to mention it for you. You guys are expecting your third child and you already have two that are, tell me the ages that are running around you right now.

Dr. Peter Dinh:

Yeah, four and two.

Dr. David Phelps:

Was this about four or five, six years ago you started these revelations in terms of desire, no guilt,

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looking at your overall health.

Dr. Peter Dinh:

Yeah, I would say that four or five years ago was around the time where I released guilt, where I felt like I could accept my performance. But it's interesting. I always felt like something was missing. Why can't I tap into my highest potential? Why couldn't I get to my next level? And I never knew what it was until I fixed the leaky gut, got rid of the yeast overgrowth, had increases of serotonin and dopamine. I mean, if you don't have dopamine, you don't have willpower. So the things that would motivate me to do things would be if disaster happened, an extreme obligation. If I really had to do something or someone told me to do something, it's really easy to do. But if I was like, Hey, I really want to grow the practice this way, it was just really hard for me to climb up that mountain and I never understood why. And so that happened about maybe three years ago. The four years ago, five years ago was when guilt was released. About three years ago was when the functional medicine, serotonin used overgrowth type of cycle occurred. That's also when I started to study flow state optimization by Steve Kohler geeking out about that kind of stuff. But yeah, that's about the right timeframe.

Dr. David Phelps:

Here's my special request of you, my avid and loyal and faithful listeners. Out of the thousands of listeners I've had in 2024, less than 10% of you are subscribed to the podcast. That means 90% of you are listening to my podcast and yet you're not subscribed. Why not? Well, it's just because you haven't taken the time to do it. I know I get busy to the same thing and I fail to subscribe to the content that I like. So if you enjoyed or found my content helpful, clicking the subscribe or follow button right now will help the algorithms push my content to more people who can find it just as valuable. Plus, if you are a subscriber, you ensure you won't miss any of my content or updates as soon as they come out. I'm personally excited about the upcoming guests books and projects that

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I'm working on and sincerely don't want you to miss out on any of them.

So hit that subscribe button. Stay tuned for more. Now, back to our conversation. You went from, you said your first practice about seven, seven years ago, struggling, hitting brick walls, trying to figure out how to grow it, how to make it what you wanted to, and through the iterations that you made, releasing guilt and also dealing with the health issues that your optimization of your energy, your focus made a big swing. So now you mentioned a minute ago that you have two practices, so that's a big move from one practice and now you have two practices. And I know just because we have conversations relatively often that these practices are not just beating you to a pulp like it does for a lot of people. One practice can do it to a doctor, right? Again, nothing's perfect, but you have time and the energy to focus on things that are important to you and your family. What's a week in the life of Peter Den look like right now? Just to give us some context, how much are you in the practices? How much do you actually deliver care? How much time do you have for your family? How much time do you have for your personal health and hobbies and jiu-jitsu and things that you enjoy? How are you making all this happen a lot?

Dr. Peter Dinh:

Yeah, kind of a loaded question. I feel like there's so many different cycles of when I had different amount of time. I would say three years in something like that into practice ownership. I still remember to this day, people ask me the question, what's the goal of getting to the 10 offices? I'm like, I want unlimited time and unlimited money. I want the time flexibility to do whatever I want whenever I want. And then Alistair asked me the question, what's stopping you from doing that now? And it kind of hit me like a ton of bricks. So right when I heard that, I'm like, okay, I guess I'm just hiring an associate working one day a week. Now, of course, income drops to near zero when you do that. So luckily I had some tokenized time saved up. I had money. I heard you guys talking about that with parent, you tokenized time, which is something that we talk about a lot.

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So I converted that tokenized time to try to invest in myself, understand me, understand what I want to do with my life, and I did that for about a year and a half, working about one day a week. Fast forward to the future, I started working two days a week in the practice. Right now we just expanded one of the offices from five ops to 12 ops, and so I'm working two to three days a week right now currently. So I made the pivot from dentistry to performance and health coaching. I really am passionate about the biohacking, increasing and improving lifespan, things of that nature. In my wife's practice, I have my own coaching practice where I help entrepreneurs, dentists, physicians or whatever to increase their own performances by utilizing a lot of the health metrics that we have. We can measure your serotonin, dopamine, your health measurements to optimize performance.

So yeah, I spend time in her practice. I spend time on my own coaching practice. I'm really getting into AI now. I think I really want to try to launch a product soon, which I'm still in the testing phase of integrating AI agents into my practice, which really has my attention. And so my game plan is once the baby is born to pull the trigger on going to one day a week again into the dental practice and then working on the coaching practice, the functional medicine practice and the AI stuff. So that's what I enjoy. It's going to be cool.

Dr. David Phelps:

And you're incorporating the AI agents into which of your practices? The dental practice or the coaching performance or both?

Dr. Peter Dinh:

Everything. I mean there's all sorts of really cool technologies out there with ai, really, really sophisticated. I mean if you want to go social media for example, I haven't set it up yet, but I understand the platforms that they're currently on and the workflow that's been created. You could basically have it so that you make this video right here or a social media video, you post it on YouTube, it gets cut up, spliced out, sent to all the different other platforms. It's put into a newsletter,

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created a tweet. It's diced up and made into your team meeting on Monday. There's all sorts of really cool things that you can automate and set up through the AI agents. And so for that, it's pretty cool. It's really good at doing repetitive tasks, any repetitive tasks. They have new AI agents where you can basically have your own assistant that does everything for you. Like, Hey, put this on my calendar at this time, remind this person. Have it all integrated into your emails and text messages. So I really want to build it out so that I can do more cool stuff I guess.

Dr. David Phelps:

So you'll just engage with the AI assistant first thing in the morning, fill out everything gets done, and then you're off and doing your thing and everything gets done for you?

Dr. Peter Dinh:

Yeah, that'd be my goal. It'd be really cool if I'm like, Hey, AI assistant person, buy me a dental practice. I mean, that would be the ultimate form of

Dr. David Phelps:

Buy you the right dental practice, do all the due diligence, vet out the team, run all the numbers for you and produce the financing. You just walk inside here. I like it. Which kind of takes me to something you brought up. I want to hear a little bit more what is flow state psychology?

Dr. Peter Dinh:

I guess the most basic thing of flow state, I guess the most common thing is the runner's high flow state, ak the runner's high. So when you go running at the beginning, if you're running dueling a three mile run at the beginning, it's very painful. Your body's screaming, don't do it anymore, just rest. It hurts, but it hits a certain point where it doesn't require any energy to make the movement, so you're just flowing through the movement. And so flow state, I studied under Steve Coler. Steve Coler is one of three. He's an individual, but three different organizations that studies flow state optimization. So how do we enter flow state and be in flowstate as long as possible because when

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you're in flow state, you're a lot more productive. So if you can 10 extra productivity within that hour and then you multiply the hour times the number of hours you work in a day, you can get a month's work of work done in a day.

In a way, I am speaking in a hyperbole, but within the program that is a level that people strive for is how do you produce a month of output in a day that is flow state? And so I guess some of the basics of flow state is like friction and lubrication. Anything that gives you friction in your life takes away your energy and every action you do. If I wanted to look at a p and I report, it requires a certain amount of activation energy. If I'm really tired, it's really hard to get myself to do that because it requires this amount of activation energy. But if I just wake up, I'm really refreshed, had a smoothie, something like that, I have plenty of energy to be able to overcome the energy requirement to do the action. And so in the flow state concepts, this principle of friction and lubrication is a concept that allows you to lower the activation energy of the action by adding lubrication actions.

For example, if you want to go, we'll go running again. If you want to go running, you may not run. If you're like, okay, I want to go running tomorrow, and you wake up, sometimes you run, sometimes you don't. Versus you're like, okay, I'm going to run tomorrow. Where am I going to run? How much am I going to run? Let me set the clothes out to run. I have the clothes ready, I have the shoes ready, I'm wearing the clothes I'm going to run in, I have the socks on. So you reduce the amount of friction that's there that prevents you from doing the act, which increases the probability of you doing the action. And so if you extrapolate that concept to everything that you do in your life, you can create a scenario where things are easier to do and the things your addictions and your negative habits, you set up barriers so that you don't do them.

Dr. David Phelps:

It sounds like setting the environment because yes, I mean I can think of even today, there's certain things that kind of on my list, they're secondary priority, not super urgent, but they're kind of the

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same. They're nagging and I don't want to go do them because I'm in a flow state somewhere else and if I go pick up something like that, it's a distraction and maybe it's a thing you can check off the list, but it wasn't really in a flow. I went and let something distract me probably pull me out of something else I could have been more productive on if I would've been stayed in that mindset or mind frame. Is that sort of what we're talking about here?

Dr. Peter Dinh:

Yeah, exactly. Exactly. And you can even take it a step further, which is having clarity of your goals. If you are very clear on exactly what you do, it's like a straight line to the end zone versus I think want to do this versus maybe I want to do this. And you sit in with the work and you just go all over the place. You're not singularly focused on the action. And so having clarity on your long-term goals, short-term goals, your day-to-day goals is also important as well. So

Dr. David Phelps:

I assume that this is a big part of how you were able to take your singular practice and move it to two practices and set the goals in the environment so that you had the energy capacity because again, I'm just thinking you've got two at home, a third one coming, and there's a lot of energy expenditure there. Anybody who's raised kids know there's a lot of expenditure there When you're at home, they want, you want dad, so you can't go home and jump on the couch and tell everybody to leave you alone. So do you find there's times where you've just really focused on time blocks. Maybe it is early in the morning before the kids are up or before you are due to be in the practice if it's a day that you're going in and just really get focused on these are some major goals I have and I've got to create that environment to get through and move through those and then I can go to secondary areas of my life that maybe don't take quite as much focus. Is that part of what you've put together here?

Dr. Peter Dinh:

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It's definitely part of it. I don't think I can give credit to it fully from that. Definitely when I work because I can optimize flow, stay, optimize productivity, those things allow me to finish the things that I want quicker and get through the work, but I really have to give credit to alignment and clarity of all those around me. Like my family, my wife, everyone understands the end goal. Everyone's on the same page and is rowing in the same direction. They know what I'm working on, they know what I'm trying to create. My team knows it too. And so a lot of that is leadership. I think probably the majority of this is a leadership conversation, which is like can I create an environment where my team wants to do the work and they don't give me all the problems, they try to solve it and creating a really good culture, so a good culture within the family, a good culture and a good communication network within the team versus some of the early days of like you see a fire, I got to solve that fire and you see another fire, you got to solve that fire and I want you to do what I'm telling you to do versus like, Hey, what do you think we should do?

Going from asking questions versus saying statements, I have a very strong intention to level up my family. I know where they are within their own progress. I think a comment that was really powerful for me was that I live by, it's like a mantra. It's the ones that are response able are responsible, and so I feel like I am blessed that I meet cool people like you and I learn so much from, I have the self-awareness and the leadership skills to guide my family and my team so that they can be the best versions of themselves to support the vision that I have because I guess I've dub myself the leader of the family or something. I like this direction. Let's go over here.

Dr. David Phelps:

I'm going to call Faine and ask her if that's actually true. All progress begins by telling the truth and I don't know if I can take it. No, I'm just kidding. She's not here.

Dr. Peter Dinh:

Who knows what on the internet now she's going to get to this. Eventually

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Dr. David Phelps:

She'll eventually hear this episode and she'll say, Peter, what the heck were you talking about? I love what you said about leadership and for people to buy into a vision, spouse or family, parents, team, associates, there's going to be something in it for them, right? So how do you put the two together? I know you've got a strong vision and I know your vision is set to really help assist everybody else in your atmosphere to also be the best they can be from your kids, your wife, your parents, your team, but communicating that so that they see it, feel it and don't see it's just all about you doing your thing without regard to them. Do you have any mastery of communication or insights in how you communicate individually to people and then as a team, but how does that work? Can you break that down just a little bit from your experience?

Dr. Peter Dinh:

I think the answers within the question that you asked, and I think a lot of times we don't just follow the breadcrumbs. You said, Hey, each individual you have to figure out where they're at. One exercise that I do regularly is I try to figure out exactly where everyone is at. In entrepreneurship, we have to wear different hats. Every single person you speak to in the dental practice, in every business and your team, you speak to differently based on where they're at. And so depending on where the vision that you have for them and if it aligns with them speaking to that and knowing that, Hey, I'm about to have a conversation with one of my team members. That gets easily triggered and I just sometimes I don't feel like I stick to landing to that conversation. What do I have to do? Well, I need to be really present with this person.

I need to really be careful with my words. Let me prep for that conversation to make sure I stick the landing to it. Or, oh, this person is, I can be really blunt with them. They're straightforward, they're straight arrow. I can get to the point, but they need direction. They need a target. So what is their target? Okay, if I give them the target, they're going to just start sprinting. How can I make everyone

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sprint in their own life to hit their goals and to hit the vision that I have? For us, really sitting down and writing it out, you can really write a whole long diary journal for everyone in your life of where they're at and you're basically coming up with a business plan, like a character plan in a way. I do admit that it's a little arrogant, I think, for me to think that I know what's best for them.

I also think I'm fortunate in that I feel like I'm very thoughtful. I want people's lives to be better. That's my goal. And so I really think of them first. I put them first. That's I think the easiest place to start. Other places to start would be how do you detect where someone's at? It's a lot of self-awareness work. It's a lot of desire muscle work. So if we are not connected to our own desires of understanding our own fulfillment, sometimes it can be hard to understand, empathize, sympathize with someone else's dreams and fulfillment as well. How do you create purpose? How do you grow self-awareness and fulfillment? Well, for the self-awareness, you spend time with yourself. If you're going to go out and want to get to know someone, you have a cup of coffee with them for three hours. How often do we have a cup of coffee with ourselves for three hours to get to know ourselves? So self-awareness, work, journaling, meditation, all that kind of jazz, improving desire, improving your connection desire. That's the other component to it. I think focusing on what things light you up, what things give you passion, what things can we just all of a sudden speak a ton of information about what things do we enjoy? So kind of sitting there trying to bask in the emotion, let it watch over you is an exercise that allows you to develop your desired muscle. To be able to see how other people become happier, I guess is my voodoo answer.

Dr. David Phelps:

Oh, that's good. I appreciate that. Let's talk for just a few minutes about how your high performance coaching works. If somebody was interested in learning more about what you do, what you've done, how you help people, what's the process? Give us kind of an overview of what that process looks like. Peter.

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Dr. Peter Dinh:

Yeah, right now, the current process is to go to the website, [gut hormone clinic.com](http://gut.hormone.clinic.com). I used to have clients where it's like, okay, I'm a business coach. I'm going to try to grow your practice. And I enjoy that. I enjoy that a lot. I enjoy people that are looking to optimize self and optimize their own performance. What I found is that a lot of people when they optimize performance, they tend to neglect health and then we have to go back to fixing health. And so this is where I might be a little bit of a, not perfectionist, but anal as a technician of wanting to truly optimize performance. Because if I want to optimize performance, I need to connect people to their health. And if I want to connect people to the highest level of business advice, the highest level of self-improvement, the highest level of health, then I need to start here with the initial puzzles.

So I would suggest to go to [gut hormone clinic](http://gut.hormone.clinic.com) and we basically do a bunch of tests. I like to start with our energy tests. So basically we solve four main things, low energy, sleep issues, anxiety and mood imbalance and gut issues. So optimizing your gut bacteria. So I know for myself, it's near and dear to me. The approach of how I grew my practices was if I can optimize myself, everything else gets better, my relationships get better, my practices get better, yada, yada, yada. And so when you start looking at your gut profile, you start to understand where your energy is coming from, how you break down protein, do you have enough serotonin, dopamine because you can only mindset your way out of certain things. And that's what I discovered. I had a meditation coach Will Duncan, I went through that process and some things I would just run into a wall. I couldn't tap into certain parts of optimization and I found out it was as simple as Peter, you have low dopamine, you have low willpower, Peter, you have low serotonin. And so I like to start there now. I like to start there now.

Dr. David Phelps:

Alright, well that's great. So again, we'll put the website link in the show notes, but it's [gut hormone clinic](http://gut.hormone.clinic.com). Yes, sir.

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Well, personally, I'm a big fan of health and optimization as well. We've had some conversations about that in the past and I feel blessed to have the health I have, but I know that if I don't stay on top of it and continually optimize it, things can go awry very quickly. And as you said, the heart of the drivers, we tend to be in life and we speak to a lot of hard driving entrepreneurs who you want the best for themselves and our family. But yes, so many times health gets put on the sidelines because I guess it's kind of the easy one to put off. I've got all these other things I got to take care of. I'll catch up to my health later, later is oftentimes way too late when I just think it's so important to people, put this into play as early in life as possible because to your point, if we feel good and we have the energy and the flow, then we're going to get so much more done in our lives that's important for us to get done and not just feel like we're slogging through life and can't figure out where the energy went so many times.

I just see it in a lot of people and I know you do as well.

Dr. Peter Dinh:

Yeah, I mean I am totally in agreement with you. I mean, I feel like very few entrepreneurs put health at the forefront. We make a trade off, let's trade the energy for the work output and the results, which I think is appropriate. I've done the same thing my whole life, but I think what comes to the forefront for me is when you start to really get connected to death and you start to think, okay, I want unlimited time, which is a great goal where I want resources, but towards the later stages of life we start to think like, oh, let me fix my health. And if you think about the way the human body works is everything is fine until something breaks. If something breaks internally, you have to fix that thing and fixing that thing. Imagine fixing a liver instead of getting a liver replacement.

Fixing a broken liver is much harder than just optimizing it as we go. And so I see it time and time again. We look at profiles of entrepreneurs and they have the same health profile of like, oh, you've exhausted your adrenal, like adrenal fatigue makes sense. We have to grind it out with the push

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beyond our limits. And so people think that when you push beyond your limits that there's no sacrifice. There's an active sacrifice that happens biochemically. And so I would just say if people can really pay attention to how they feel, really get connected to that, you can optimize now I feel like this, therefore I this and that in itself might save you years. Well,

Dr. David Phelps:

Outstanding. I love what you're doing, Dr. Peter din. We will have you back again and we can take this conversation and go further down with the rabbit holes, which I think are very interesting and very productive for anybody who cares about their health. So thank you again for being here today. Thank you,

Dr. Peter Dinh:

David. I appreciate it. It was a good time.

Dr. David Phelps:

My personal road to focusing on my freedom of health really came a number of years ago. In fact, I would've to say it was probably 30 years ago, I had always been relatively slim and didn't really have a weight problem, but that didn't mean I was healthy. And after my daughter was born, I really kind of slacked off and she had health issues and there was a period of time where I probably wasn't eating very healthy and I was not really exercising. I normally like to, I got back on track and really got in better shape, started going to the gym on a regular basis. In the last few years, my wife and I went with a concierge practitioner more a holistic approach, more along the lines that Peter Dan was talking about. And we've really assessed a lot of our hormonal, our dietary, many, many of the lab functions that most regular routine medical offices don't assess for.

In doing so, I've really focused on my diet and gone into intermittent fasting using a certain amount of supplements, but really finding that I've got more stability in my life. I've got as much energy as I had when I was 20, 30 years old. I feel good. I'm hopeful that this will last for many, many more

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years. I think health is the most important thing we have, and if we let it go, it's our fault. There's so much we can do to prevent that from happening, and it's a big focus for me. I'm glad to have someone like Peter Den who's also leading that same charge. For me, functional medicine habits are really just finding a new routine, having guidance how we're having a guide, a medical practitioner who you trust who has done a holistic assessment, looks at the goals that one wants to achieve, and just coming to grips with a routine diet activity, maybe supplements that you feel like you can put into your schedule.

That's the key thing. If you're not going to do it, it's not going to work. So you have to find something that works for you, find a balance, but get it into a routine time, scheduling it and focusing on just putting it in place. If you don't do those things, it's like anything else in our world of goal setting. If we don't make it a priority, it just doesn't happen. And I think doing it with a spouse, significant other also makes it a lot easier because then your diet and your habits aren't being done solo against maybe the habits of another person. So try that if you can, to get on the same page with the person that you spend the most time with, and that can make a big difference in maintaining your habits. Another way to save time as a busy entrepreneur is to offload or delegate certain tasks.

That's been a big one for me because there's always things that we need to get done, and most of the time we are people who like to control the outcomes and we think to control outcomes that we need to be the one doing most of the work or at least trying to manage or micromanage other people doing work. That's the wrong way to go about it because it just adds to our level of frustration and stress and doesn't really empower other people to do things that they actually enjoy doing. We just let them do it. So finding the right people who can take on some of the tasks that either we don't like to do or if we do them, it's just really something that someone could do better and give us the space, the margin to do the things that are better suited for what we do best, what we like to do, where our skill sets or our genius cell may be.

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So finding an assistant, a virtual assistant, an executive assistant, a personal assistant, people are out there in many capacities. It's just something that you have to step into a little bit of time, like any new habit, it takes time, takes work. It's a little bit scary at first, but I find I can never go back to the old way of myself trying to do everything myself. Finding somebody that you can trust, building that trust over time, you can find that it will alleviate a lot of your stress and give you back a lot of the time that you're not having today most spend their lives optimizing for wealth, net worth and quantity, thinking them the accurate measuring sticks for success or the magical portals into the lives they want. I believe most people are optimizing for the wrong thing. Time is the greatest resource, and time is what we all want more of in the end.

But it's not just about the quantity of time, it's about how you spend it. How you spend your time is the most accurate measuring stick of the success of your life. So how can you optimize your life, business, and decisions for more time? And how can you upgrade where you spend your time to improve quality and the satisfaction of life? My new book, scaling Time Versus Wealth lays the groundwork for these questions that provides the lens to which you can filter your decisions to optimize for time and how you spend it. You can get your free copy at [scaling time versus wealth.com](https://scalingtimeversuswealth.com). That's [scaling time versus wealth.com](https://scalingtimeversuswealth.com), and thanks for tuning in. Be sure to click that subscribe or follow button and let us know what you want to hear more of in the future. I'll see you next time.