

The True Endgame: Legacy, Leadership & Freedom

Dr. Bruce Baird: Ep #559



Dr. Bruce Baird

I was not a very good boss. I was not a very good leader. I was under that pressure of debt. I was under that pressure of having kids and feeling like I had to provide. I say God has a sense of humor because he gave me four daughters. I had to learn to speak a whole different language. That's when I started noticing the transition. When I started caring about others as opposed to internalizing all the stress that I had.

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.

In July, I hosted several conversations with colleagues and friends on how to build true, lasting freedom, both professionally and personally. Today, I'm releasing my discussion with Dr. Bruce Baird, a dentist, entrepreneur, visionary, and founder of the Productive Dentist Academy. With over four decades of experience, Bruce shares what it truly means to build wealth, create impact, and transition from chasing dollars to creating a legacy.

In this episode, expect to hear how to transition from solo hero to team builder and collaborator. Bruce's philosophy on legacy, family, and the end game. Why high performing professionals often feel alone and how to build more connection and collaboration into what

you do. His new initiative, Clinical Calibration Institute, training entire dental teams for unified success. Please welcome Dr. Bruce Baird.

Thank you so much for being here, Bruce. It's a pleasure to have you.

Dr. Bruce Baird

It's always a pleasure getting to visit with you David. I'm excited to share anything that I can that might help somebody in the future. Pretty much, I mean you can't ask me anything that I haven't already talked about pretty much.

Dr. David Phelps

Sorry, are you saying that anything's on the table?

Probably

not, probably not. So let's start with some basics. What does freedom mean to you just beyond financial success?

Dr. Bruce Baird

You know, freedom to me really means being able to choose when I get up in the morning what it is I want to do today, you know, and that that's difficult when you're in the day to day, you know, dentistry, you know, you have patients scheduled and but that freedom allows you to be able to make choices on when you want to go places, where do you want to go? My patients, obviously super important to me. So I want to make sure I'm always available. But it's something that

For me, freedom is to be able to be able to spend time with my family, spend time with friends, playing in a golf tournament like I did this last weekend, just doing things that I think are moving myself forward. As I've gotten to retirement age, new questions come up. It's not necessarily the financial questions. It's, what am I gonna do to leave that legacy for my grandkids?

it's not financial. It's what things am I going to do to go play with my grandson on the par-3 golf course. So it does change. When I was young, it was a totally different animal. yeah.

Dr. David Phelps

Well, I know that you think very generationally, but we don't start that way in life. Naturally, we start out by going to school and pining on debt and coming out with training and education and a real exuberance about getting out there and get it and going right with our young families and all that we do and our our businesses and and the focus really at that point for most of us is not on the long game. It's about paying the bills and have a little extra left over to do something nice with or invest back in ourselves. So I'm curious.

I'm sure it was like a light switch that went off for you, because it wasn't for me, but kind of what set the stage for the transition? When did you start to feel, maybe the way I put it is, because I kind of felt this, like I ask people a lot of times, well, how much is enough? And well, the question back is, well, how much is enough for what? Great question. Is it to retire, to be done, not to do anything else? Or is it enough to do the next things, to think beyond ourselves, our immediate family, but to do the greater good and more service to our.

empowering our staff, what you do with PDA, with our patients. Where did you start to see that change happen for you? It probably wasn't a range of time, I'm guessing.

Dr. Bruce Baird

Yeah, it went over, I mean, I've told the story about my first 10 to 12 years in practice. I was not a very good boss. I was not a very good leader. Literally, I was under that pressure of debt. I was under that pressure of having kids, and I was under that pressure of feeling like I had to provide. And I asked for that pressure. I had kids, I got married. But it's still, one of those things as a...

you know, as a dad, all of a sudden you start thinking differently. And being a boss, I mean, I've told people before my dad was a Marine aviator and he was, there was no gray areas. It was black and white. And so I brought that experience with me to the practice. And truthfully, it wasn't a really good way of doing things. And I say God has a sense of humor because he gave me four daughters and I had to learn to speak a whole different language.

which that's when I started noticing the transition. When I started actually caring more about the people I worked with, caring about others as opposed to internalizing all the stress that I had. And I found that even with my own kids, you know, as, and I think they picked that up. In other words, the more you can focus on others and their role and their journey, then all of a sudden it takes some of the pressure off me and...

And that's when I started noticing a difference. I started noticing my practice starting to flow. I started noticing patients that were saying yes to more treatment because they can see it. You know, they can tell the differences and they can see when they're stress involved in the practice. My last 20 some odd years in practice, I really loved going to the office. I was having fun. Through productivity, I learned to be able to take more time off.

but produce more when I was there. So that focus became clearer and clearer as I went through my journey in the profession. So that's what I would say.

Dr. David Phelps

Yeah, you kind of get into a flow state at certain point. And I think you're 100 % right when, and we've all been through this, myself, absolutely, where the focus was on me, me, me, and I should be good enough to do all this myself. And dog, God, think people aren't doing it the way I want to do it. Then, you know, bring the hammer down. And we have some wake up call somewhere, or maybe it's a mentor, maybe somebody we actually listen to somebody else. And you have to have some faith about that because it's not natural. But I know you that...

in the realm of what you learn to do, and that is to focus on other people, to empower other people, to think more about other people versus am I gonna produce enough today? And that's important. We have to look at numbers, but how you get there is ■ a different methodology than what we thought when we were growing up. So I'm gonna talk about collaboration, empowerment, which is a huge part of everything that you do. You've built multiple businesses. Well, you would frankly tell me today, David, you didn't do it by yourself.

Right? mean, no, so maybe you're the leader, you're the visionary and it takes some to do that. But we visionaries have to have other people that we can embolden to believe in what we want to do. And it has to come from an inside, can't be about the money, money, money

has to be what we're trying to accomplish for other people. And that's what you've done really, really well. And you continue to do that. You said it's about retirement, but I don't see any retirement about you at all. So speak a little bit to collaboration and

and what you've learned and what you teach so well today in terms of getting to what we want by helping other people get what they want.

Dr. Bruce Baird

I think that's a beautiful statement. Again, I'm not sure exactly when I figured that out, but it was probably 15 years into practice. I just began focusing on others and began looking at how can I help them get where they wanted to be. And as we did that, our relationships grew, our agreed upon course of action between two parties grew. When I ask my employees or when I was starting a new business, I've always...

had the visionary thought process thinking down the road 10 years or 15 years. But I couldn't, I'm not the guy who's going to be the gosh, what would be a good term? I'm probably not going to be the one that actually makes it happen. I'm going to come up with all of the thought processes behind it. And then you bring in people like the late Dave Porat, one of my close friends who just passed recently, but David was a key part of Compassionate Finance in Victoria.

Peterson, my partner with PDA, I associate with really high level people and they have different skill sets than I do. And I think it's important. You get three visionaries in a room and you're coming up with all kinds of ideas. And I remember doing that multiple times in my early years. And even now you get with people who are all visionary and nothing ever really happens. But you've got great ideas. so I think, I think that

You know, that's the one thing I can point to more than anything is surrounding yourself with people who compliment you, who look at you and they see your weaknesses and they kind of fill in those pieces. You know, well, I can do this. Man, if you could do that, I can do this. And so it was I've been really blessed to, I don't know, surround myself with folks. Every January, I go through this process of looking around me. Who? ■

who am I surrounding myself with? You know, are they energy suckers or are they people who I've become in relationship with? And so sometimes you have to say goodbye to people who are just dragging you down, which is always hard, but you surround yourself with folks who have, think the same ultimate goal of helping other people. And when you find those folks, money, I've always said, you know, money takes care of itself. If we take care of our patients, if we take care of our

employees, if we take care of investing, you know, if we take care of those who were who were around us, then I have found it to be very, very beneficial in the long haul, you know, if that makes any sense.

Dr. David Phelps

Well, I think it definitely does. It's the difference between a scarcity mindset where there's only so much there. So I better get mine and heck with anybody else. If they get some breadcrumbs, good for them, but I'm gonna make sure I get mine versus, you the pie can always be enlarged by what you just said, by empowering other people and whatever the pie

is, your mission, your practice, businesses expands by having the right people. So there's room for everybody. And the other thing I'll say, I also want to acknowledge

David Port, who I became friends with after you introduced us, kindly, several years ago. And no details necessary here, but one of the conversations David and I had was because you guys had many, many years of relationship in different business evolutions. And he said at one point there was a certain business that maybe the exit or what he thought, there was something there where his expectations weren't exactly in line with what was happening. And he...

conversed with you about that and he said, Bruce just took care of whatever I thought I... See, that's the basis of a long-term visionary who, again, looks at the benefit of having great people and you've had these long-term relationships and that speaks well of a leader. Even if you're not in business with that person anymore, to be able to go back and say, that person say, that's a great person, I would do business again if the opportunity came up.

That's the quality of a leader. And how many of us can do that? How many of us have burned bridges just because we felt like, we had to get ours?

Dr. Bruce Baird

You know, you know, I know you've been so active in real estate and with your group and with not just real estate, but long term revenue generation. And I was never, I've always built businesses, you know, and so I've owned commercial real estate and I've done that. But I actually called a buddy. I didn't know him at the time, but he was a huge investor and a huge money guy. He funded almost every home built in Granbury and he was.

wealthy beyond imagine, but he was always helping people. And I called him one day and he had done some financing for me on some of my commercial real estate. And I called him up because he and I had never really sat down and talked. But I said, hey, I just want to come out. I just want to come by and visit. So anyway, I took him a bottle of Johnny Walker Blue because I knew that's what he drank. And I went over and we used to sit on his back porch and he would just we just talk and he would share.

his thought processes behind his investing strategies and everything else. But I knew he was somebody that knew a whole lot more than me. And I think that's a power that you have. I've seen too many dentists, associates, whatever come in thinking, I know this stuff. I don't need your help. I know what I'm doing. But I prefer people who know that they don't know everything. And I like hanging out with folks who have been very successful in different arenas, yourself being one.

you know, John being one, my buddy here. And the more I can surround myself with those people who are givers, but have so much more information, sometimes it's emotional intelligence, sometimes it's been financial intelligence, sometimes it's been dental intelligence.

Dr. David Phelps

Before you rush to sell the practice you're tired of, stop. Your practice is still your strongest lever. Not to trap you, but to buy you options. Options to simplify, stabilize, partner or sell on your terms. This November, I'm leading a four-week masterclass designed to help owner doctors like you create margin fast, understand what buyers really value, and build

replacement income so you never have to negotiate a weakness.

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By the end, you'll have your own option-ready plan. A clear path for the next two, three, four, five years. Whatever makes sense for you, your life, not just your practice. If you want fewer moving parts, more margin, and a freedom to choose your path, this is the place to start. Reserve your spot today at freedomfounders.com forward slash masterclass. That's freedomfounders.com slash masterclass. Because freedom isn't selling fast, it's being ready for any.

Well, you were talking about the what you call the what you don't know conversation. Well said, because we all have those areas that we don't know, even if we've climbed a ladder to a certain area of, quote, success, but we didn't get there by ourselves and there's still so much we don't know. So you talked a lot in that conversation about knowing your end game. How does having that clarity create freedom or freedom potential for

highly trained entrepreneurs that we work with. That end game, how do you help people achieve that? Are there different end games for different parts of one's life or is there some final end game that you help people focus on? How does that go?

Dr. Bruce Baird

Yeah, you know, I'm, you know, my end game, I, you know, I built a large practice, dental practice. I had been married for 18 years, went through a divorce. I was working 75 hours a week, probably, or more, and not on just dental work, but on writing and on just stuff. I thought I had to do. And I honestly believe my philosophy of productivity changed to where

If I could be at the dental office and produce at a high level, taking great care of the patients, it would free up the thing that we don't have any more of, which was time. And I mean, I remember working eight to eight, five days a week and working on Saturdays. You know, I didn't get to spend much time with my kids. I didn't spend much time and it cost that marriage. now it's my philosophy is almost 180 degrees different.

I would rather go to the office two days a week like I did the last 14 years in practice and produce twice what I used to produce and have time to do all the other things like visiting with you, coming to see you for lunch sometime. And I can say that about all of my friends. I was able to spend more time with buddies. I was able to more time, more freedom time with my kids. Now I've got 13 grandkids. So now it's even more fun. So, and going this week and playing

Part Three with my grandson. That's the kind of stuff to me that is an end game for me. It can be enjoyable. I want to leave a legacy that Doc was a good dude, man. He was always here for us. And my girls have turned out phenomenal, which I'm so pleased. But I look back and I said, man, I wish I would have spent more time. And we always say that. They say on your deathbed, go, well, I wish I would have done this.

But I'll be honest, my last 25 years, I really don't look back anymore. I'm now really looking for, you know, what's my impact gonna be for the future? That's my end game. My end game, I guess we're gonna die. The only way we go forward is with our kids and grandkids and all of

those things. And that has been my true joy over the last ■ probably 15 years. And it continues to be that.

traveling and having the finances and the ability to be able to do all of that. I mean, I just that to me, family and friends ■ and patients all made made ■ a definite impact on my career and my life.

Dr. David Phelps

We

traveled a relatively similar path. Bruce, like you, early on, because I thought the work ethic, the responsibility to my first, family was to work a lot of hours. And of course, when you're young and you're coming out of school, you don't have a lot of efficiency yet anyway. So maybe that's part of the process. But to your point, going from that five to six days a week and I lost my marriage also at about the same point that you did. For some similar reasons, no question about it, the nature that I'm doing all of this for the family, but gee, what's the family really want? Well, they'd like to see a little bit more of you, Dad. That's right. You husband. That's right. Yeah, but I'm doing this for the family. I'm bringing home the bank, thinking that a bigger house or more Disneyland trips or whatever was going to, and we realized down the road that that's not what we got. But we put that on us. It's a human nature.

part of our work ethic. so, all of you that are listening to this, they are listening to the wisdom of Bruce. It's gotta be a mindset shift, Bruce. And I think we can't just read about it in a book. We can't just dream about going from five days to two days and producing twice as much because it doesn't seem believable, especially when you come from where you are. I tell people, you can't read the outside of the label from inside the jar. So I need someone else to read my label and I need someone else to show me who...

is like no better a person or technical person than I met, but actually has done it. And that's something you've always brought to the table. It's like, it is possible and you don't have to be some magical Houdini magician to do this. It's feasible, but until you can see it and believe it, have faith, nothing changes.

Dr. Bruce Baird

No question. No question. you're, I mean, you're you're a living example. I'm a living example of that. I mean, I'm I'm always surrounding myself and doing productive dentist academy for the last 21 years. I've learned as much or more than the students because they come in, ask me questions. I go, gosh, I don't know. I've never used that. Well, tell me more. And so and I always thought that.

The lowest producing docs would come to our programs, the ones who were just ready to file bankruptcy. It was just the opposite. These docs were high end doctors. They had been to courses. I'm still going to courses and I put the handpiece down five years ago, six years ago, and I'm still going to courses. And Cynthia sometimes I go, why are you going again? I said, you know, or I'm watching videos, you know, some of the new stuff that's going on. And I'm like, why are you doing that? I said, because I'm not dead. I mean, I'm a dentist at heart.

I love dentistry. And if people ask me questions, they send me text messages all the time and I'll deal. I said, you know, I don't know, but I want to find out about it. I'll share with you and you share with me as we go. So I just think the more people you can bring into your circle that are value driven, relationship driven people, all of a sudden things start to happen at a breakneck pace. I know people have told you this, but you know, how do you do all the things that you do?

And I go, well, you know, I don't know. It just seems pretty easy, you know, because I took something from this person, something from this person, so certain treatment planning things from John Coice, other things from Paul Homely. They're my friends and but the ones who I think suffer, the ones who aren't willing to reach out or maybe aren't good at that relationship part of it. But I know I'm always reaching out and I want to continue to do that.

reaching out to people at church, go, man, that guy has just been a pillar for so long. I just want to get to know him or I want to get to know this person. think those are the things that, you know, as I get further down the road, you start again thinking about legacy, thinking about how can I help as many people as I can, you know, and just have fun doing it. And the finances always have taken care of itself with creating businesses, creating, you know, doing certain real estate things.

They all happen naturally. wasn't, I didn't force a lot of that. The dentistry, I felt like I got forced into it for the first 15 years, because I was like, my gosh, I am way over my head. And then you start, you start figuring it out. And so I always tell young docs, and I love young docs, I love working with them, because I'm like, take a breath, know, do the work, you know, do the work, go do your learning. What are the things like I, there are some docs that love doing everything.

And I'm kind of one of those. But, you know, I chose to say these are the things I love doing. And then I want to focus on those. They happen to be highly productive procedures and stuff like that. But that really wasn't the reason I love doing them. You know, I love doing surgery. love doing, you know, LNABSR. I love doing all that stuff. And so it allowed me to increase my productivity and decrease my time. And that really was my kind of my secret sauce.

And that's what we teach at PDA. And we're now working with a new product called Clinical Calibration Institute, which we're working with everybody on your team, with masterminds and from the front administrators to your chair side, to your associate, to you. know, what are the things that, you know, how can we all be on the same page? Because that's the big problem. Doc has it here.

Nobody else in the office knows what's going on. And I used to come back from seminars like I'm sure you did. All right, this is the way we're gonna do it. And they're like, just wait a week and.

Dr. David Phelps

right, that'll pass, that too will pass, right?

Dr. Bruce Baird

That's right.

Dr. David Phelps

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Imagine waking up one day and not having a practice to run. No patients, no charts, no 6 a.m. staff texts. Just space to think, to breathe, live the life you've put off for years. But here's the truth. You don't stumble into that kind of an exit. You build it intentionally. That's why we created the Exit Strategy Playbook, a free, brutally practical guide for practice owners who want more than just a payout. You want peace, purpose,

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national security and a path that honors your values. Inside the Playbook, you'll find how to align with your spouse, what your numbers really need to look like, deal terms that protect you, and how not to lose your identity when you hang up the code. This is your literal blueprint for exiting on your timeline with no regrets. Download it free at [freedomfounders.com slash Playbook](https://freedomfounders.com/slash/playbook). That's [freedomfounders.com slash Playbook](https://freedomfounders.com/slash/playbook).

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Real freedom doesn't just show up with a check. It shows up with a plan. Download it now for free at [freedomfounders.com slash playbook](https://freedomfounders.com/slash/playbook). I want to go back and pull one thing out that she said, which I found the same is that many times the doc, the business owner who is barely making it and feeling burnout and there seems like there's a reticence for them to reach out. I'm trying to figure out, is it, is it embarrassment?

Is it, do you think there's an embarrassment factor there? Which I could understand, know, why, why, why is, why is everybody else not knowing that not everybody else is doing great. Uh, there's a lot of people, but thinking you're the only one because well, of course you go to social media and see everybody's killing it. Right. Of course, social media is a good place for comparison. Not, uh, so, or, you go to a CE course and you know, everybody's, know, doing this and, know, and, and, and, you come and you're thinking, right, that's not me.

How can we, I call it giving permission. How can we give permission to those that are reticent to step up and say, hey, know, I've got, you know, issues in my life and big part of it may be just financial and lack of leadership and technology and skills and the myriad of things. How can we right now tell those people, don't be ashamed, don't be embarrassed. You can change your life if you'll step up and just say, hey, I've got some missing cogs in that piece here.

Dr. Bruce Baird

It's not a one and done deal. mean, it's not, you know, we've all made, I've made major mistakes, major things that I boy, I wish I had done that. But you know, I got over that and I got to the point to where I would have never done this if I hadn't done that. I would have never done this if I hadn't done that. you know, ■ I was involved with expert back in the day. We had education centers and that company didn't go, you know, and I spent a lot of money and a lot of time.

And some of the guys that were involved got very bitter. You know, I learned so much going through that process that it probably quadrupled my revenue potential for the rest of my life.

And that's what if I can teach a doc to go from \$400 an hour easily to \$800 an hour, that's 30 years old, and he works for 30 years, we're talking millions of dollars of difference.

And you can do that in half the time if you chose to. one thing interesting is the new generation. When we were growing up, the baby boomers, I mean, we work just like our parents and we worked all the time and had that deal. But I notice now there's a more balance that I see. I don't know if you've seen that, but there's just seemed to be more balance. I want time and I want.

Dr. David Phelps

It is, yeah, the cycles are generationally. No question that generations that are coming up behind us have seen and exposed to different than what we had. And I'm not saying negative ways. I'm not saying all positive. There's both. There's both. There's both. And, and so we have to kind of be in step with what they're seeing and still give appropriate guidance. But certainly they've looked at a lot of things that our generation did and say, I don't want any of that. Where's Where's that go? Good for you.

That's clarity. Exactly. How do we help you get what you want without doing what we did in the cases? Bruce, you've said that you wish you knew what you know now. If the 60 plus whatever year old Dr. Baird could address you today, what would he say about safeguarding true freedom in both business and life?

Dr. Bruce Baird

You know, that's a really, really, that's a question where you start asking yourself the older you get, you know, what, what would I have told myself different? And the truth is I would, I would have told my younger self that it's going to be all right, that if you take great care of people, if you take, and I mean, honestly, your patients, your team, your friends, your, your, your spouse, your family, if you take great care of people, everything is going to work out great.

Now, you're going to hit some big bumps, you're going to hit some stuff, but I think that philosophy of abundance, I think it goes deep and it goes through. look at my kids and they are the most abundant. They didn't have anything, but they learned abundance. So that's what I would tell my younger self. mean, have that abundant mentality, even when you don't have a pot to pee in. But the more you do things that help others, it's going to work out.

I've always had people say, well, I don't want to email you, you know, because I know you're so busy. I said, well, that's what I do. So I love it when you email me. I love it when you text me or call me. And so I'll talk to people. And I had a good friend of mine said he called me. He's not a dentist. We went to high school together, played high school basketball. And he says, I've got a friend and he's, you know, he's a little frustrated. He's in his early 60s. He doesn't know whether to retire or whatever. He says, do you think you talked to him? said, man, I do it all day long. I love it. So please have him call me because

you know, and I'm doing it for not a reason that I think I'm going to have a financial gain. doing it because the more we all help each other, you know, and you've helped me over the years and it's just, I think that's the philosophy. And I think when we get away from it's all about me to where it really isn't, when we finally realize that when, you know, whatever we go through

that divorce, we go through something catastrophic and you realize I have no control. And then you got to look upstairs and say, you know, I've got to

my faith and I'm just gonna, I'm gonna focus on those things that I know are gonna be there no matter what. that's been my kind of driving force through this.

Dr. David Phelps

That's beautifully said. Well, Bruce, I appreciate you being here today and everybody who's with us for this segment. I really appreciate you joining us. Freedom isn't something that we celebrate just once a year. It's something that we live out on a daily basis or we can risk losing it little by little. It can happen that easily. So my challenge to all of you is simple. Don't settle for a version of life that looks successful on the outside but leaves you tapped out on the inside. Ask yourself.

What does real freedom look like to me? That end game that Bruce is talking about. And more importantly, what am I willing to do to change, to invest in, to create it? What are you willing to do? I'm gonna leave people with that today. Bruce, any final thoughts?

Dr. Bruce Baird

Amen

brother, I agree with you 100%. I love what you guys are doing. I love what we've been doing and we're just going to keep, we'll stay connected.

Dr. David Phelps

The biggest mindset shift I had to make in evaluating time versus money is that I can make more money as long as my body and my mind is functionally capable, but I can't make more time. And this really hit me when my own daughter was very sick and recovering from a health-saving liver transplant many years ago. And I realized at that point that all the money I could make in the world wasn't going to

necessarily make her life better or give me back time that I might miss if she were not around. That was a wake up call for me. And so when I look at is it more money or more time? In my life today anyway, it's all about more time. When you're young, yeah, you've got to focus on making the money and I get that. But make the shift as soon as you can in life to be really focusing on how can you buy yourself more time while you're still providing for your family financially and with security. Generationally,

Young doctors today really want more balance and more revenue, really between the two. And the way to do that without having to compromise is to do what I do with people in Freedom Founders when we have the couples conversation at Blueprint Weekends. And that is to determine what are your non-negotiables? What do you as couples, will you absolutely not give up in return for more freedom, more time?

What are your negotiables? Well, everything that's not a non-negotiable is a negotiable. Anything that's negotiable means you could put it up and scratch it off the list, which probably will give you the opportunity to drive your security of your family financially with less work. It doesn't mean you still don't build wealth, you don't build for the future, but you can do it with more peace of mind that you don't have to grind so hard every day, every week for so many

years and can actually have the blessing of focusing on what's.

gonna be most important to you over the years. And that's the time with your family and the memories that you make. When I consider people that I want to associate with or who might want to associate with me in various circles, communities, tribes, if you will, I look for the commonality of values. Do they espouse the same in general values that I have? Are they at the same point in life in terms of maturity? It doesn't have to be age or even career, but have they had gotten through some experience in life and where they can really bring

to the forefront in the conversations and in everything they look at in terms of life experience and what are most meaningful to them. What are their negotiables? What are their non-negotiables? That's what I wanna hear from people. When I find people that have similar perspective and insights that I do, then those are people I wanna go deeper with because they'll bring me something more that I haven't looked at. And that's why I want to be.

stimulated and engaged with people who are willing to go to a deeper conversation, a deeper level than just the hustle and bustle of making more money.

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If you're inspired by today's conversation and you're realizing it's time to take ownership, not just of your health, but your time, your practice and your future, then you're not alone. Freedom Founders, we help dentists and professionals like you build a life where freedom isn't just an idea, it's a reality. If you're ready to explore what that could look like for you, schedule a discovery call with our team. Let's talk about your goals, your vision, and how we can help you create the roadmap to get there. Start your journey at freedomfounders.com.

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