

## What Has Your Education Done to You?

By Dr. David Bohn, DC

The process of becoming a chiropractor required long hours of class time. I remember sitting there, listening to professors drone on about things that seemed to have little impact on the subject or my future practice of chiropractic.

This is largely due to the fact that our educational system is built on the belief that learning is best achieved by studying the past through expert advice and clear example. Because of this belief our system of educators come from the ranks. They are rewarded with promotion when they are compliant and conform to the norm, just like officers in the military.

The problem with this system is that it no longer serves in an era that demands innovation and quantum change. Can we truly meet the needs of today's world by imitating the past? Is your examination and report of findings filled with scripts and routines learned from consultants or educators who haven't practiced for years? Ever stop and wonder what makes them experts?

Take a moment and consider the characteristics of today's innovative leaders and the common traits they share:

Today's most innovative leaders are likely to have dropped out of college. People like Bill Gates and Paul Allen of Microsoft or Steve Jobs of Apple, Mark Zuckerberg, Sean Parker, or Dustin Moskovitz from Facebook, Jack Dorsey, Biz Stone, and Evan Williams of Twitter. All of them, Dropouts. I could continue and the list would be quite long.

These innovators had no fear of failure because innovative people are constantly experimenting and view failure as unavoidable as they move towards success. They understand that failure is nothing to be feared because it is an extremely temporary condition. Two of Thomas Edison's quotes that I have always liked say it best; "Results! Why, man, I have gotten a lot of results. I know several thousand things that won't work;" and "Many of life's failures are people who did not realize how close they were to success when they gave up." Innovative people know that failure is motion. And, in the end, motion is what keeps us alive.

Consider the view of many educators; they tend to avoid change and stick with what has always worked, because of fear of failure and the reprimand that goes along with it. Consequently, the average teacher or consultant with 20 years' experience really has just 1 year's experience that they have repeated 20 times.

A well known researcher, Michael Ellsberg, wrote an article in the October 22, 2011 issue of the New York Times in which he stated:

"Entrepreneurs must embrace failure. I spent the last two years interviewing college dropouts who went on to become millionaires and billionaires. All spoke passionately about the importance of their business failures in leading them to success. Our education system encourages students to play it safe and retreat at the first sign of failure... Certainly, if you want to become a doctor, lawyer or engineer, then you must go to college. But, beyond regulated fields like these the focus on higher education... is profoundly misguided."

Well, we chose to become doctors, and this means we were exposed to a lot of "misguidance." I am suggesting that if you are not seeing the results you desire it may be time to examine how long it has been since you experimented with change. Making changes to your examination and report of findings is an excellent place to start.

Here are three books I recommend to start you on your voyage to a new stress free practice. They are easy reads and should ignite a spark to light the fire needed to re-invent yourself and your practice.

"Your Marketing Sucks" by Mark Stevens is a great book to start the wheels of change turning. Mark writes about spending your marketing budget only in ways that will give you a measurable return on your marketing dollars. That's more than good marketing: It's how you grow a business. And that's what this book is all about! With this in mind, I suggest that you consider spending your marketing budget on something like report of findings software. (see XRPpro at <http://www.chiroconceptions.com>).

"You, Inc.: The Art of Selling Yourself" by Harry Beckwith is a collection of the author's thoughts about subjects such as planning and preparing, communicating, listening and speaking, relating, attitude and beliefs, tactics and habits, successes and delightful failures, and more. This book will open your mind to change and make you look at your practice in a new way.

"UnMarketing: Stop Marketing. Start Engaging" by Scott Stratten shows you how to unlearn the old ways and consistently attract and engage the right patients. You'll stop just pushing out your message and praying that it sticks somewhere. Potential and current patients want to be listened to, validated, and have a platform to be heard-especially online. With UnMarketing, you'll create such a relationship with your patients, and make yourself the logical choice for their needs. Scott shows how you can create a mindset and systems to roll out a new, 21st century marketing approach that focuses on a Pull & Stay method (pulling your market toward you and staying/engaging with them, leading them to naturally choose you for their needs) rather than the Push & Pray method many of us have been taught.

Remember, what David Sandler said 25 years ago, "You can't learn to ride a bicycle by listening to a tape or reading a book." You have to start making changes for things to improve. Let me know if I can help.

Dr. David Bohn is the founder of <http://www.chiroconceptions.com> and has been continuously practicing chiropractic since 1988. He has seen over 25,000 new patients.