

## GMCP Ep. 026 - Jack and Ben on Handling the Ebb and Flow of Clinic Ownership

[INTRO MUSIC]

*This is the Grow My Clinic Podcast by Clinic Mastery where we help you deliver amazing client experiences to grow your clinic.*

**JACK:** Well, welcome back to another episode of the Grow My Clinic podcast! This is going to be a cracker today. My name is Jack O'Brien. I am your host and co-hosting with me in the pilot seat is Ben Lynch. How are you Ben?

**BEN:** I am doing super well Jack. Thrilled to be on another podcast! Got my coffee here so I am ready.

**JACK:** Great. I love it. I love it. So, what we want to talk about today Ben, and this will be a different - a fireside chat, if you will, around personal mastery, essentially, how to deal with all the pressures that life, that clinic ownership throws at you.

What we have noticed is that as we deal with hundreds and hundreds of clinic owners is that, there is an ebb and a flow to this life of business ownership, which is actually Ben, a really interesting contrast to the life of a clinician, right? A clinician has a diary - like you have got one job as a therapist. You know, like, you got your diary, your list of patients and you just see patients ideally, consistently, predictably on the half hour, every half hour. It is fairly routine.

Contrast that with the life of a business owner, where you go through patches of high workload and you are going to have to hustle or grind or flow, actually that is interesting, the one with grinding versus flowing. But you know, you might have to work some big 14-16 hour days, versus the times when you can take it a little bit easy and, like myself, my clinic today, I do not need to be there. Once we finished this recording, I am going to play nine-hole of golf. So it just ebbs and flows.

So Ben, can you talk to clinic owners who may be struggled with it flowing too much and not enough ebbs when it is so flat out so consistently. What common themes, common challenges do you see in clinic owners that are flat out all the time?

**BEN:** I think, there are many different ways that we could talk about this and it will all boil down to structure, Jack. I think, at the end of the day, structure in your diary. I think once you are in the thick of it, and sometimes you can be in a really good zone of flow and you are just crushing it on all fronts.

However there are times where maybe the word 'grinding' comes to mind a little easier when you are just persisting because you have to. But there is none of structure and protection of your time and your space - your mental space, your physical space - to be able to recollect yourself and approach it with a better version of you, really.

**JACK:** Right, so can you push into there that structure and saying 'Yes' versus saying 'No' to things, right? How do clinic owners deal with the barrage of options and things to do.

**BEN:** One of the big things we always talk about Jack, you know this, is we talk about an outcome mindset. What I find is that so many clinic owners, they are romantic or they are so obsessed by the mechanics of doing stuff and forget. They confuse activity with productivity. They are doing a lot of things but they are not incredibly productive because they do not have a clear enough outcome in mind.

And so, the best clinic owners I found - they are obsessed and they do not change their standards about their outcomes as in "I have got a result in mind." And they do not necessarily care too much about how they get that result provided that it is not abusing anyone else or it is done in a tasteful way like let me say that. But they are not so caught up in "Okay, it only has to be this way." So often talk to someone and they will say, "You know, I want to do this particular strategy or this particular method for team or marketing or whatever it is."

And they are so obsessed by the method or the way to achieve the outcome and not the outcome itself. And so, whenever there is any challenges or obstacles, they are often fighting against the resistance because they are stuck on their way rather than being obsessed about the outcome where there could be a much easier way, takes less time, less stress, less pressure.

So, I found clinic owners who are able to better deal with those challenges as you said Jack, ebbs and flows. We are not here to tell you that it is all roses and butterflies. There are hard days in business. But the more you are clear about the

outcome, I think, the more resourceful you are in finding the answers or the ways when those obstacles come up.

**JACK:** Sure. I get what you are saying and I often say this in my particular area of expertise within Clinic Mastery is client acquisition and marketing. The truth is, I love [Facebook Marketing](#), [Google Adwords](#) and partnerships and all the strategies but the truth is I am an agnostic in the strategies as long as we achieve the outcome. And when it comes to, for an instance, marketing, the outcome is being able to help more people get in front of more eyeballs to help more people. And so, I actually do not mind whether it is Facebook or Instagram or Pinterest or LinkedIn or Google. It does not matter. I am an agnostic about that stuff as long as you get the outcome.

Ben, I wanted to touch on a couple of things you mentioned: saying no to certain things, protecting your time and structuring the diary. You know, [Jim Collins in his book Good to Great](#) said, "What we say yes to determines what we say no to," right? And so how often do we see clinic owners say yes to average, say yes to the mundane at the expense of the extraordinary? We say yes to good at the expense of great. So as clinic owners, we need to be really protective and often times say no more often than we say yes. Would you agree?

**BEN:** Ah for sure Jack. Absolutely. And again that just goes back to the results or outcome mindset. And I am going to borrow a phrase and a term here from a guy called [Tony Robbins](#) whom I think articulated it really well as he uses a method called RPM which is like RPM in a car, how far something can go, right? And it stands for [Result, Purpose and Massive Action](#), so these are his words, but the Result - what are we after? The Purpose - why are we after that? Making sure that you are constantly aware of what it will mean; what is the outcome going to mean for you, your team, your clients, etc. And what is the massive action?

So I found out a really good trigger for myself if I ever feel like I am getting into the small things, and I catch myself and I go, "Hold on. These really are not valuable activities to be doing." And I will just quickly run through RPM. What is the result? Why am I doing it? And what is the massive action? So Jack, when you say "Yes" and "No" to things, often you got to go, "Okay, is this really going to help? Or is it going to help to substantially move us in to the direction of getting a result?" So I think that is probably an additional filter that I would use Jack in a 'Yes' or 'No' - Yes, it is going to help. Is it the best way to do it though in order to achieve that result?

**JACK:** Okay, so we were talking about saying 'Yes' and 'No' through that filter of RPM - keeping your outcome in mind and often what I would speak to keeping an outcome in front of mind is it is imperative as a clinic owner that you carve out time somehow to get out of the day today, getting out of the mundane and get in a place where you can think clearly and strategically.

There is a number of different ways and it all worked for different people. Some like to go to a professional, or personal development workshops like the Tony Robbins'. A [Clinic Mastery workshop](#) is fantastic if we can sneak a plug in there. That is a shameless plug. Our events are unbelievable for getting people clarity and articulation in their vision.

But it might just be simple as going for a walk on a beach or climbing a mountain with a notebook and a pen and getting really clear on your outcome. So that you will not, comparing to other people, but you know why it is you do, what you do, and we are going to cover a comparison on another episode.

I want to touch really quickly on that hustle and grind versus flow. And there are two sides to the same point Ben, something that I have been learning currently is we so often hear, "You got to grind and you got to push and you got to hustle," which is true. I do not think myself, or yourself would refute that at all. There are times, let us be honest, as a business owner, you need to do a lot of boring things regularly, repetitively, consistently and you got to grind, right?

**BEN:** For sure. Absolutely. You know you got to do the basics everyday.

**JACK:** Right. It is a matter of hitting those - we refer to them as jumpshots inside our business academy - everyday and every week, every month. But I also want to speak to flow, because if we are just grinding, and making life difficult for ourselves consistently without a breather, we are going to get burned out and tired.

And so, what you need to do as a clinic owner is find a place where you can become self aware enough that you can have space to work on the important things, the things that are non-urgent but are important, where you can get flow. So for me, what has been really helpful for me is doing an audit of my time and energy. And so I can do what I am best at, when I am at my best.

So for me, it is carving out time in the mornings, because I am a morning person. I do not work very well with a full belly of spaghetti and red wine, so the morning

work really well for me. Carving out time where my phone is on "Do Not Disturb," Slack is closed down, emails are closed down and I am working in flow. I'm being creative. I have got daylight shining in, so the sun is on me. I want to be in a place where I could flow and be creative.

Now, that might be on the same day where I am working 14-hour a day and hustling out, cleaning my inbox back to zero and doing all the little things. There has got to be a balance of grind and flow. What would you say to that?

**BEN:** Yeah, absolutely, Jack. I think the grind bit is often doing the things that you know you have to; they are necessary and they are the basics or often the fundamentals. They are not incredibly sexy work but it has got to be done. You have got to do it.

And I do not think any form of greatness comes about by having a comfortable, easy life. Like you have got - at times, you have got to put in a hard [inaudible] and I do not doubt that our listeners are putting in the hard [inaudible].

But I think the point that you touched on is finding that space that triggers for you - that allows you to get more into that state of flow, whether it is meditating or yoga or on the beach or in a different environment. Whatever it is, again, that is not being romantic to any particular strategy. The result is getting into flow, or whatever that is. So, for me, that's going to a cafe every morning, hitting my reset button and you know, preparing for the day and getting clarity. So whatever it is, you have got to find that space in the diary and protect it.

So many clinic owners, we find it you know, they put it in their diary and then, they do not tell their admin, or whoever, and they book clients in there and then all three or four weeks goes by and they have not had this reset and they are like, "I am burning out." So you really have to protect your time. You cannot make it back. So that is the number one priority, to give yourself the mental and physical space.

**JACK:** Love it. So to recap, we were talking about getting clear on your ideal outcome, saying yes or no to the right things according to your RPM, and then juggling that tension of hustle and grind versus flow.

There are couple of quick tips for you as a listener to handle the pressures of being a clinic owner where no one should be able to sugarcoat it and say that it is easy but it is worth it. I know, for us here at Clinic Mastery, what we do, why we are so

passionate about it and the clinic owners that we speak with every single day inside our Business Academy and soon to be our [Grow My Clinic Membership](#). Stay tuned for that.

When we are talking with clinic owners and they are clear on their why and stick to these strategies, they are able to deal with all the challenges that come at them and not just survive, but thrive. So we hope that this has been helpful for you as a Grow My Clinic podcast listener. We really appreciate your earbuds, so thank you so much. Thank you. We know some people be reviewing this on iTunes and Stitcher and all the other places. Thank you for that. We are so incredibly grateful.

But more than that, if you are someone who will never leave us a review, that is okay too. We really appreciate you listening to us, and trusting us, because really at the end of the day, our mission is to help create more clinics that deliver amazing client experiences and thriving for business owners. Ben, thank you for joining us. That is another episode in the can. You can check out all the show notes over at [clinicmastery.com/podcast](http://clinicmastery.com/podcast). We look forward to bringing you another episode really soon.

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