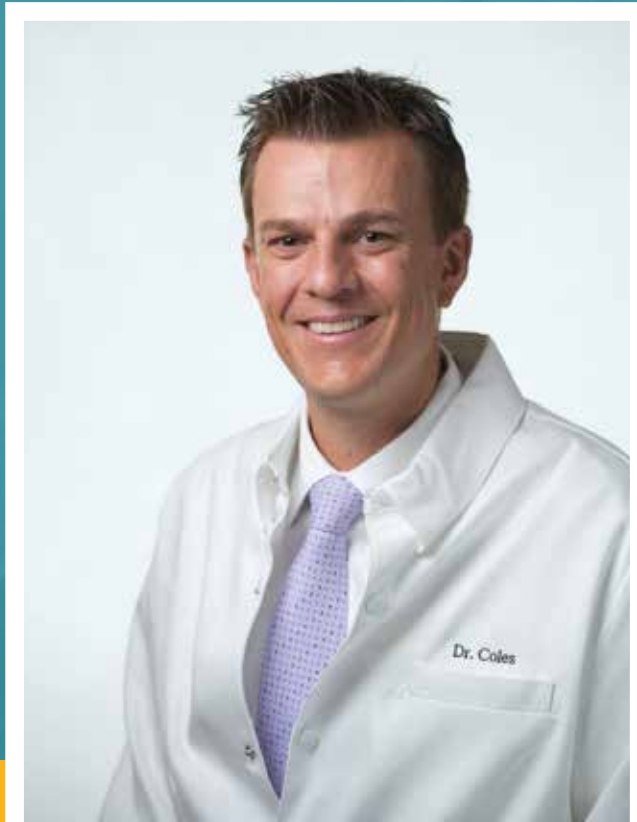


CASE STUDY

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# DR. DUSTIN COLES

PHOENIX, ARIZONA



**DUSTIN BURLESON SEMINARS**

**“I couldn’t do it all on my own.** After going to some events, I realized that I wanted more. I wanted more of what he was doing. I wanted to have a great practice. It was organized. It was well run. They had people in place. They were well-trained. And the more I got involved with Burleson Seminars, the more those things started to come to fruition.”

—Dr. Dustin Coles



## DR. COLES WANTED WHAT EVERYONE ELSE WANTS

for their business, success and happiness. Prior to getting involved with Burleson Seminars, Dr. Coles had the big picture in his mind, but he just didn’t know exactly how to get there. The very first thing Dustin Burleson had to teach to Dr. Coles’ office, through his proven winning seminars, was the three reasons why systems fail. Let’s take a look at a condensed overview of those reasons.

### 1 SYSTEMS BREAK DOWN BECAUSE OF A LACK OF COMMUNICATION

Between supervisor and employee, between practice owner and office manager or even between the practice position or marketing and the general public –systems break down when there is a lack of effective communication. Your employees might be highly-trained and fully capable of serving 50 new patients per month but to grow to 80, your existing system will fail if you’re not effectively communicating about the guardrails and benchmarks you’ve set for an exceptional patient experience in your office. The team doesn’t intentionally try to fail but the system that supported them at 50 new patients (e.g., the phone system, how the new patient phone calls are monitored or even how many people answer phones during lunch) will begin to fail if you fail to communicate your expectations and plans for growth as you move towards servicing 80 new patients per month.

As entrepreneur Brian Tracy said, **“Communication is a skill that you can learn. It’s like riding a bicycle or typing. If you’re willing to work at it, you can rapidly improve the quality of every part of your life.”**

## 2 SYSTEMS BREAK DOWN BECAUSE OF A LACK OF OVERSIGHT

You might be an exceptional communicator and you might have presented crystal-clear expectations with a revised systems training manual, complete with checklists and reports that are due each day or week, but if you fail to measure your results and provide oversight of your employees and the environment within which they operate, the system will ultimately fail.

To avoid catastrophic system failure, you must set goals, communicate them effectively and also never fail to measure the goals and provide strict oversight every step of the way.

***“To succeed in business it is necessary to make others see things as you see them.”*** – Aristotle Onassis



## 3 SYSTEMS FAIL BECAUSE OF A LACK OF RECALIBRATION

In this final example, you can have perfect communication and perfect oversight, but if you aren't constantly recalibrating your employees to deliver the best care and service, you'll fail to achieve adequate performance as the system is stressed (i.e., as your practice grows). This is why so many solo and small group practices fail to break the \$5 million or \$10 million mark. They have a system that is only capable of serving X number of new patients and when they try to grow the practice significantly, the systems fail for the three reasons discussed. If you go back and read these three points closely and ask yourself, "How will we run our practice differently, now that we know this information?" Dustin Burleson has just given you a multi-million dollar secret to his practice success.

Charles Darwin is best known to have said, ***“It is not the strongest species that survive, nor the most intelligent, but the most responsive to change.”***

Dr. Coles said, "I couldn't do it all on my own". Burleson Seminars interjected and the first thing they taught him was that he had to **admit that he can't do it all**. Many entrepreneurs and businessmen are so enthusiastic about becoming successful that they focus too heavily on too many things. You first and foremost must understand that you are only one person and there are only so many hours in a day. Therefore, you need to prioritize 1-2 projects each quarter and give those projects your all.

The next thing you need to do is **identify your strengths**. Hire talented professionals who can handle the areas where you may not be quite as strong. Upon building a strong team, you are allowed to step back and produce a well-oiled machine that doesn't require 100% of your attention 100% of the time. Hire the correct individuals and they will do their jobs.

**When hiring new employees,** Richard Branson, Founder of Virgin Group, says that personality is key. You can always train someone to possess the skills your business requires, yet you can't train them to be fun, friendly, caring and love helping others. You can't train someone to be a natural problem solver, but you can teach them dentistry and office skills. So, even though an individual may not possess lots of previous experience, you can get a general feel for their personality and motivation, even if they are shy. "Find people with transferable skills – you need team players who can pitch in and try their hand at all sorts of different jobs. While specialists are sometimes necessary, versatility should not be underestimated."

**“YOU DON'T BUILD A BUSINESS.  
YOU BUILD PEOPLE,  
AND THEN PEOPLE BUILD THE BUSINESS.”**  
—ZIG ZIGLAR

Let's discuss **professional development.** **Your** professional development is key. Of course, assisting your employees in growing professionally is really important, but you cannot forget about yourself, their leader. You should attend as many networking events as possible in order to learn from others, or even make it a point to join educational webinars and attend conferences. Doing this will help to foster new relationships and give insight into the inner workings of other businesses, their strategies, and leadership visions which can assist you in making good decisions for your own business. Not to mention, these things also connect you to career-oriented, successful professionals.

Every now and then, **relax**, slow down and take a deep breath. Take a moment to feel proud of what you have created. I'm sure there are a trillion items on your list of things to do, but they will still be there even if you take a moment to destress. It's incredibly important to your mental clarity to take quiet moments and to slow down and actually appreciate the work you are putting into your business and enjoy the result of that hard work. Doing so just might offer you a new idea or perspective, or allow you to identify a solution to a problem you hadn't thought of in the past.

At times, it can be lonely leading a team or building a business. **Create a sense of community** for yourself. Join an orthodontic organization or business networking group. Read as many articles and business books as you can which are written by other business leaders in order to learn and get a better sense of how they balance it all or approach different stumbling blocks.

**IS YOUR PRACTICE A GOOD FIT FOR BURLESON SEMINARS?**  
TAKE THE **FREE PRACTICE GROWTH ASSESSMENT** AT [DUSTINLOVESRESULTS.COM](https://dustinlovesresults.com)