



The latest insight from entrepreneur, consultant, and coach [Dan Fulcher](#)

Disruptive business tidbit

Gaze 40,000 years into the past for a case study in structural development, competitiveness, continuous improvement, and sustainability. For roughly 360,000 years, the [Neanderthals](#) excelled at all of it.

As a group they dominated would be competitors who threatened their livelihood and very existence. They muzzled predators who threatened their self-reliance and autonomy. They evolved and optimized their systems and methods to improve performance and productivity. They added incremental, long-term value to enhance their position and prominence throughout a volatile ecosystem.

Does any of this sound familiar from a business perspective? Here's how long-ago, long-forgotten Neanderthal behaviors and capabilities translate into business fundamentals [you can leverage today](#):

- Used multiple methods to communicate presence and objectives (**brand awareness**)
- Mastered the control and use of fire (**competitive advantage**)
- Developed a range of tools and weapons (**innovation**)
- Established cultural and social norms (**frameworks, infrastructure**)
- Preserved and stored food for future use (**sustainability**)
- Adopted rituals and customs (**process and procedural discipline**)
- Adapted to environmental changes (**agility, responsiveness**)

As dental industry professionals, we can all borrow a page from the Neanderthal playbook to improve the performance, productivity, and sustainability of our business. [Reject](#) mediocrity, complacency, and procrastination. [Embrace](#) initiative, innovation, and change.

Quote I'm pondering

"Perpetual optimism is a force multiplier. I am talking about a gung-ho attitude that says, 'we can change things here, we can achieve awesome goals, we can be the best.' Spare me the grim litany of the 'realist,' give me the unrealistic aspirations of the optimist any day." – [Colin Powell](#), Statesman, Diplomat, U.S. Army Veteran

Book I'm (re)reading

"Shut Up And Listen" by [Tilman Fertitta](#). Tilman is one of my very favorite entrepreneurs. Clawing and scratching his way through Houston, Texas during the boom times (oil) and the bust times (oil again). A bit head-strong and very opinionated (with an earned diploma in both), Tilman offers practical, no-nonsense advice on how to build an empire over time. Although he's a huge fan of rational risk-taking and bold, sometimes unconventional moves, he devotes large amounts of time to discussing the perils of over-leveraging one's portfolio and the importance of having cash on-hand and access to capital. Mavericks who remember the high-flying eighties will especially enjoy Tilman's book.

Lifestyle adjustment I recently embraced

Intermittent fasting. Results will invariably differ for each of us, but this approach to diet is working incredibly well for me as I continuously seek to revitalize my energy and focus. Alternating the times and durations when you eat and fast can aid in weight management, brain function, heart health, and (my favorite) increased [autophagy](#) (cellular repair and regeneration). In many scientific and medical circles, autophagy can delay the aging process and prolong your life span. ([As always, consult your medical provider before pursuing any new diet regimen](#)).

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