

# NuDental Solutions

## Newsletter • October 2023



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

### Don't be that business!

Kodak, Blockbuster, Blackberry, and Sears. Ring any bells?

There is bad, good, and cautionary news when it comes to business startups and those trying to gain traction within their market. The bad news is that 30-50% of new startups fail within the first few years and up to 80% fail beyond their first five. The good news is that 98% of dental practices never fail. The cautionary news is that your dental practice may never fail, but then again, your practice may never maximize the *potential* and *value* you originally planned for and expected. One of the primary reasons for this unintended consequence is **complacency**. Consider:

Kodak's failure to adapt to digital photography. Blockbuster's failure to confront competition emerging within the digital streaming and online distribution space. Blackberry's failure to innovate and their dismissal of the emerging iPhone as a legitimate threat. Sears' resistance to E-commerce and their failure to appreciate changing consumer preferences.

For your dental practice, the anecdote to **complacency** includes a combination of vision, foresight, initiative, leadership, and commitment. All of which you must surround with an aggressive willingness to adapt and evolve. Adapt to changes in market dynamics, technology, and competitive pressure. Evolving your practice from one that is simply good, but on a paddle board, to one that is amazing and on a jet ski.

NuDental Solutions is uniquely positioned to help refine your vision, strengthen your brand, elevate your competitive advantage, and increase your performance and productivity. NuDental Solutions rejects **complacency** in favor of strategic and tactical actions that, do in fact, maximize your *potential* and *value*. [Contact us to learn more](#).

### Quotes I'm pondering

*"If you think you're too small to make an impact, try spending the night in a room with a few mosquitos."* – West African proverb

*"No matter how brilliant your mind or strategy, if you're playing a solo game, you'll always lose out to a team."* – [Reid Hoffman](#), entrepreneur, venture capitalist, author

### Book I'm reading

*"The Einstein Effect: How the World's Favorite Genius Got into Our Cars, Our Bathrooms, and Our Minds"* by [Benjamin Cohen](#). This may sound weird, but Ben is the guy who maintains the social media accounts for the long-since-dead [Albert Einstein](#). Even more bizarre, is that Einstein has 20M social media followers! And if that isn't enough, the [Hebrew University of Jerusalem](#), founded by Einstein, still makes millions of dollars a year off of the IP he bequeathed to the institution after his death. Ben's book is described as a "fascinating and funny pop science book for adults." I agree. It certainly gives you an enhanced perspective and further insight into a man who was much, much more than just a brilliant mathematician, physicist, and Noble Prize winner.

### Lifestyle adventurism (if you have the courage)

I'm a big fan of [Tim Ferriss](#) who enjoys "experimenting" with unconventional approaches to a lifestyle he doggedly cultivates and hones for himself. Tim develops and uses life hacks, speed learning, deconstruction methods, and self-immersion to gain his own insight into the efficacy of alternative foods, drinks, drugs, physical and mental fitness protocols, and other lifestyle "influencers." If something is effective, useful, and adds observable value, he adopts, recommends, and promotes it to others. The thing I appreciate most about Tim is that he doesn't conform to the status quo when it comes to lifestyle. He shuns convention in favor of disruption; especially if the focus of his experimentation just might elevate his quality of life beyond the mean. Check Tim out.

\*\*\* Previous editions of "NDS Newsletter" are now available online at [NuDental Solutions](#) \*\*\*

*"NuDental Solutions LLC is a consulting company focused on 'dental practice and lifestyle excellence.' We show you how to maximize performance, productivity, and overall value in a fun and rewarding environment. [Learn how today.](#)"*