



Working 9-5

Pour Yourself a Cup of Ambition

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A Classic Tale

Not Another Boring CE

Growing up is hard. Otherwise, everyone would do it.
-Kim Harrison

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Interview Prep

Why do you want to become an optometrist?

- ✓ People Love their Optometrist
- ✓ Working Environment
- ✓ Make a TON of Money





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The Good Life





Not life, but good life, is to be chiefly valued.
-Socrates

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The Future is Now

This Isn't What I Pictured


- ✓ 48+ patients per day
- ✓ Working 6.5 days/week
- ✓ 90-Days
- ✓ Burned Out






Assuming is the root of all disappointment.



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We Have a Situation

REAL WORLD Optometry

- ✓ Working 9-5+
- ✓ Working 6-7 days
- ✓ Paying off Student Loans
- ✓ 20/10 Schedules

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Misery Loves Company

Enter Social Media

- ✓ Burnout
- ✓ Job Dissatisfaction
- ✓ Work-Life Imbalance
- ✓ Was it worth it?
 - ✓ Underpaid
 - ✓ Limited Growth
 - ✓ Lack of purpose
 - ✓ Underappreciated



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The Greener Grass



Can You Have Glasses in Prison?

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Why We Can't Win

Barriers to Success

- ✓ Managed Care
- ✓ Big Box Stores
- ✓ The Internet
- ✓ AI
- ✓ Corporate Structure
- ✓ _____



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The Big Picture

But This is What I Wanted

- ✓ Set Goals
- ✓ Become a doctor
- ✓ Make a lot of money
- ✓ ~~Be~~ Happy




What keeps me going is goals.
-Muhammad Ali

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Looking Beyond

- ✓ Observations
- ✓ Patients
- ✓ People
- ✓ Physicians



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Redefining Your Career

- ✓ Observations
- ✓ Patients
- ✓ People
- ✓ Physicians



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The Bigger Picture

Decide What You **REALLY** Want

What else did you want from Optometry? ...

- ✓ Set Goals
- ✓ FREEDOM
- ✓ TIME
- ✓ MEMORIES

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See Things Differently

A Different Approach to Problem Solving

- ✓ Work-Life Balance
- ✓ Job Satisfaction
- ✓ Finding Good Staff
- ✓ An Ideal Working Environment
- ✓ Burnout

Sometimes the easiest way to solve a problem is to stop participating in the problem
-Albert Einstein

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ONE Tool for Success

Ask a better question

- ✓ BEING sets limits:
 - ✓ Success
 - ✓ Income
 - ✓ Work-Life Balance
 - ✓ Job Satisfaction

BEING is not everything...

I thought this is what I wanted to BE.

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The Old Formula

- ✓ What do you want to **BE** when you grow up?
- ✓ This is what you have to **DO**.
- ✓ This is what you can **HAVE**.

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The New Formula

- ✓ What do you want to **HAVE** when you grow up?
- ✓ This is what you have to **DO**.
- ✓ This is who you have to **BE**.

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The BIGGEST Picture

- ✓ What do I want to HAVE?
 - ✓ Freedom
 - ✓ Time
 - ✓ Memories
 - ✓ Patients
 - ✓ People
 - ✓ Physicians


Optometry should work for me!

What do you want to HAVE?

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Work SMARTER
A Proven Strategy for Goalsetting

- ✓ What do I want to HAVE?
 - ✓ Specific
 - ✓ Measurable
 - ✓ Actionable
 - ✓ Risky
 - ✓ Time-limited
 - ✓ Exciting
 - ✓ Relevant



To succeed in life, we must stay within our strength zone, but continually move out of our comfort zone.
-John C. Maxwell

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Work SMARTER
A Proven Strategy for Goalsetting

- ✓ What do I want to HAVE?
 - ✓ Work-Life Balance
 - ✓ More Time
 - ✓ Good Staff
 - ✓ Unlimited Energy
 - ✓ Work for or Create a great company

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Work SMARTer

- What do I want to HAVE?
 - Good Staff
 - _____
- Who do I have to BE?
 - A good boss...LEADER
 - Open-minded
 - Forgiving
 - _____

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Work SMARTer

- What do I have to DO?
 - Invest in my team
 - LEARN about leadership
 - Care for my team
 - Be a team player
 - _____

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The BIGGEST Picture

- What do I want to HAVE?
 - Freedom
 - Time
 - Memories
 - Patients
 - People
 - Physicians



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Get Busy

- What do I have to DO?

• Work	• Invest in People
• Make Money	• Stay Current
• Own a Business	• Personal Growth

**NOTHING WORKS
UNLESS YOU DO
THE WORK**

ROBIN SHARMA

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Multiple Personalities

(not the disorder)

- Who do I have to BE?
 - Optometrist
 - Business Owner
 - Leader
 - Mentor
 - Embrace Change
 - Lifelong Learner

Be yourself, but always your better self.
-Karl Maeser


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The Formula

MGSEL.NBT.7
11. Bobby has four dimes. Amy has 30 pennies. Which child has more money?

Bobby ✓


How do you know? Show your thinking.



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The Cliché

Success is a journey, not a destination...
-Mark Twain



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The Misconception

- Money
- Feeling
- Possession
- Power
- Achievement



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A Better Definition

Success is . . .

- *Knowing your purpose in life*
- *Growing to reach your maximum potential*
- *Sowing seeds that benefit others.*

-John C. Maxwell

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The Bigger Picture

The Questions to Ask Yourself

Find Purpose:

- *What am I searching for?*
- *Why am I here?*
- *Do I believe in my potential*
- *When do I start?*

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The Strategy

To Reach Your Potential:

- 1-2 Goals
- Continual Improvement
- Forget the past
- Focus on the future

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Goalsetting


- **The Pareto Principle**
- **'For many outcomes, roughly 80% of consequences result from 20% of causes.'**
- **80/20 rule**
- **Top 10 list**
- **Return on (time) investment**

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How to Be Happy

Sow Seeds

- **To Benefit Others**



The generous soul will be made rich; he who waters, will himself be watered...
-King Solomon

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The Cliché

Success is a journey, not a destination...it requires **constant effort, vigilance, and re-evaluation**

-Mark Twain



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The Hard Work

- Gain Clarity
- Take Action
- Keep Going
- Celebrate the Wins
- Stay focused on YOUR Big Picture

You'll never be bored when you try something new, there's really no limit to what you can do!
-Dr. Seuss

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THE BIG PICTURE



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MY BIG PICTURE

YOU-SHAPED SCHEDULE

MON	TUE	WED	THUR	FRI	SAT	SUN
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

KEEP CALM AND SAY NO TO WORK SATURDAYS

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The Hard Work
made easier

- HAVE
- DO
- BE

Everything worthwhile in your life is uphill.
-John C. Maxwell

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THANK YOU!

MINDSIGHT
SEE THINGS DIFFERENTLY

Lifetime
VISION AND EYE CARE

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