

## 32. Not Knowing What You Don't Know

Think about it – that's a scary situation.

If you don't know what you don't know, great peril could be just around the corner. Or you could be missing buried treasure just by an inch, for decades.

I can't tell you the number of times I've seen a DC shake their head and offer the now all-too-common lament: "If I'd only known this years ago."

On occasion I've even helped doctors run the math on their disasters, actually calculating what I've come to call the "ignorance tax."

One small tweak to an ROF script can lead to an increase of thousands of return visits a year. "Damn. Not knowing *that* was sure expensive. What else don't I know?"

But it's not your fault. If you don't know what you don't know, you think everyone has a devil of a time getting this or that done. You don't know that there's a better, faster, easier, or cheaper way.

But what if you're just one number off on a winning ticket that pays out in increased patient compliance; a bigger, lower-stress practice; and literally a million-dollar increase when calculated over years?

Okay, how do I do that?

Get connected. Get in the stream of new information and best practices.

Okay, get connected, but to whom? You?

Maybe, but let's talk about what to look for in a more general sense. Here's how to learn what you don't know:

1. Ask your DC friends who are working with a coaching or management group. If one of your buddies likes their coach, see if there's an introductory offer for an upcoming event.
2. When you're at the event, see if there's a free consultation available with one of the coaches in the group. Bring a ton of questions, and make sure you tell them what you're doing. Ask for feedback.
3. Pick out three to five of the group's best and brightest clients to speak to during breaks. Ask them about their practices, how they like the company, and what they've learned.
4. Ask yourself if you like the feel of the group, and if the approach fits your personality.
5. Run the math: If you joined this group for a year, would you be better off than if you didn't? You want to at least make five-to-one ROI on your money, preferably ten-to-one.
6. If they have a seminar special, join in and keep the momentum going.
7. Get a full practice evaluation, complete with personalized recommendations, and then do them.

Hey, this isn't rocket science. If the sharp people in the group are doing well, decide that you will learn what they know and do at least as well as they do.

This is better than finding out you could have had a better practice and better life just because of what you didn't know.