

CASE STUDY

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# DR. PAUL KARL

GRAND RAPIDS, MI



**DUSTIN BURLESON SEMINARS**

**“I was working very well at a fairly successful practice, and the systems were as good as I could get them with what I had available. So, we had already started on the idea of systems and had done fairly well as I had been coached in previous years on that, but it’s been a lot better now. Personally, it’s very exciting to know that what I’m doing is going to give us results. It’s a lot of hard work, but it’s not a guessing game like in some things that you try and see if it works. I’m very confident in whatever I do from here on out because all of the things that I’ve done, enabling me to put the systems in place, has made a big difference.”**

**—Dr. Paul Karl**



## **DR. PAUL KARL'S PRACTICE HAS GROWN BY LEAPS AND BOUNDS BECAUSE OF HIS NEWFOUND GROWTH MINDSET.**

The growth mindset in business consists of strong leadership, continual learning, and innovation. Want your business to thrive? Follow these tips today. Note that leadership and learning must be adopted throughout your practice, not just with you, in order for your business to truly grow. Start with yourself and become infectious through the entire practice.

*Dustin Burleson*



## **SEEK OUT LEARNERS**

Frequently, in business, people struggle to recognize a new solution or idea. This means practices tend to get stuck in their thinking. If you want to build a growth mindset which will skyrocket your practice forward, you must concentrate on your staff’s capacity and not their pedigree. Having said that, the hiring process should put emphasis on individuals who demonstrate a great commitment to learning. These are the individuals who will help build a learning culture within your practice, advance independently, work in partnership effectively, and be better capable of adapting to challenges. People who value learning, and demonstrate a capacity and desire for constant knowledge have a natural growth mindset which will, without a doubt, move your business towards success. Again, focus on the individual more than the degree.

*“It’s been very confidence building to me to know that Dr. Burleson surrounds himself with the people that are experts in practice or I should just say growth of business. It’s not his opinion. Everything that I can see is tested and much more believable, and I’m trying to reproduce his results and I think we’re doing very well. So, it’s not just an opinion of an orthodontist, a doctor, he’s using world-leader experts in marketing, and that’s huge.” – Dr. Paul Karl*

## ALLOW STAFF TO STEP OUT OF THEIR DAILY WORK

Creating a successful growth mindset also consists of allowing each individual employee’s work to be more than just their job. Allowing them to develop new skills, even if they are outside of the employee’s existing daily work, is always valuable. I am certain that comprehending and learning other roles will aid in promoting compassion, teamwork, and also inspire new ways of approaching situations. Set aside some time to shape other skills like collaboration and leadership. Trust me, this is key to teaching your staff to become more productive and inspired at work.

*“The biggest wins or improvements in our practice have been implementing systems of training, especially our front desk, the telephone, we’ve fixed our telephone. We’ve gotten much better systems for the treatment coordinator, and we do have more patients coming in from our efforts. And the customer service, meeting the needs of the patients and the parents has really improved. The best thing that I’ve learned from experience is that it takes a lot of work to be successful, I think in any business in the year 2017, and this is no different. This is the way it is. So, I’ve worked harder than I think I ever have the last year and a half with you folks, and it’s created results that I know I couldn’t have gotten myself. And, I’ve been a pretty good student over the years so the biggest thing is the confidence to know that my hard work will pay off just to do it. This isn’t for everybody. It’s for the people that want to just give 150% for their practice growth.” – Dr. Paul Karl*

## BUILD A CULTURE WHICH TAKES RISKS AND ACCEPTS FAILURE

An expected part of growth is failure. Acclimating a growth mindset will mean accepting the chance that, ultimately, you could fail. Nonetheless, modernization, ingenuity, and driving your practice forward will not be possible if you are not willing to take risks. This starts at the top with YOU. As a leader, you need to set the example but also permit your staff to take on leadership roles, giving them the freedom to try new things, fail, and learn from their mistakes.

*“I would recommend Dustin or listening to other orthodontists who are very serious about doing just the very best work they can and are afraid and just have the ability to work very hard at what you need to do to be the best that you can possibly be. It’s not for everybody but for those people that really, really want to make a difference. You will not waste your time trying things that don’t work, and that’s huge for me. I don’t mind doing the work, but I don’t want to waste my time on things that didn’t work. Dustin has tried, and the things that work he gives to us, which is wonderful. – Dr. Paul Karl*

# WHAT KIND OF MINDSET DO YOU HAVE?



I can learn anything I want to.  
When I'm frustrated, I persevere.  
I want to challenge myself.  
When I fail, I learn.  
Tell me I try hard.  
If you succeed, I'm inspired.  
My effort and attitude determines everything.



I'm either good at it, or I'm not.  
When I'm frustrated, I give up.  
I don't like to be challenged.  
When I fail, I'm no good.  
Tell me I'm smart.  
If you succeed, I feel threatened.  
My abilities determine everything.

## DRIVING COMMITMENT, INNOVATION AND DETERMINATION

You will find that the staff who are employed at a growth mindset practice will be more dedicated to their work due to the fact that you are giving them the potential to grow, learn, and thrive. In addition, they will be more motivated to do their best because they know that their personal development and hard work is valued by you. Now that you have a growth mindset organization, you are going to notice that your employees chase more innovative projects. They conduct themselves more transparently, cut less corners, and work more collaboratively. I tell you, without a doubt, that these genuinely motivated individuals will drive innovation and fuel your business upward and outward.

## GOAL AND OBJECTIVES

So, your desire to position yourself to meet goals and objectives, set new ones, repeatedly move forward and advance needs to begin with adapting a growth mindset to succeed. It's about evolving, progressing, growing, and finding an opportunity in every moment. Developing your new growth mindset will skyrocket your business forward and position you, your brand, and your employees for growth, profit and success in the future.

**"NO MATTER HOW MANY MISTAKES YOU MAKE OR HOW SLOW YOU PROGRESS, YOU'RE STILL WAY AHEAD OF EVERYONE WHO ISN'T TRYING." – TONY ROBBINS**

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