Newsletter and Information Resource of the Palmetto State Chiropractic Association

TONE

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Palmetto State Chiropractic Association

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Join us in October – Columbia
December Holiday Gathering
LOOK FOR MORE DETAILS!

WORK AND LEISURE

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Family Straight Chiropractic
(864) 574-8047

Bill Decken, DC, DPhCS

Nadia Comaneci, 1976 Olympic Gold Medalist in gymnastics and first ever to obtain a perfect score, said, "Athletes don't think about history when they are making history. They think about what they're doing, and that's how it gets done." Well, what about us? What are we thinking about when we are providing a Chiropractic service and becoming involved in someone's personal history?

"In the work life we accumulate money. In the leisure life we accumulate psychic nourishment."

Matthew B. Crawford, in Shop *Class as Soul Craft*, says, "In the work life we accumulate money. In the leisure life we accumulate psychic nourishment."

You were a consumer when you built or outfitted your office. Someone else's work made that possible. As a consumer you were in community with others. It is now your work place. As a Chiropractor offering a service you are again in community with others. Your CHIROPRACTIC office has what Crawford calls social character. During construction or outfit there was a shared conception that a valuable service was going to be offered in that space. Now that you are in business that conception carries on as you and your staff each see the good of checking and adjusting spines. This is common when work has a social character. Sharing your vision in both of these communities ignites the unseen and makes it concrete.

A worker helping create a Rolls-Royce in a factory can probably not afford to own one of the cars he makes, but he participates in the greatness of the Rolls-Royce, and he feels enlarged by it. Is your construction crew participating in the greatness of Chiropractic, or merely pounding nails?

Conversely, a salesperson making sales to people that he knows cannot afford the product finds that his work cannot sustain him as a human being. It damages the best part of him, the part of his mind that he relaxes with in his leisure. He must now separate his work life from the rest of his life. Our leisure, hobbies, and vacation experiences are where our feeling and action are linked.

Aristotle suggested observing the activity of the human as it represented the "end" of the man or woman, their purpose. Does the dolphin frolic in order to live or does it live in order to frolic? In other words, are you, the Chiropractor, checking spines to make a living or living to check spines?

Talbot Brewer, in *Retrieval of Ethics*, says to take pleasure in an activity is to engage in that activity while being absorbed in it. This is called evaluative attention. This absorption consists in single-minded and lively attention to whatever it is that seems to make the activity good or worth pursuing. Deductively it makes sense that a body works better with a good nerve supply, and so the Chiropractor makes adjustments to vertebral subluxation. On the other hand, if we place an instrumental value on our activity, such as a particular condition or symptom subsiding or a specific function improving because of an adjustment we make, our evaluative attention is diverted towards an expected outcome.

Let's challenge ourselves to trace our actions back to their source. Why are we doing what we are doing? Are we allowing a leisure mentality to enter or work? Are we thinking like an athlete or are we more focused on the outcome, the income, or the volume of people seen?

WHITE-HOT IMPERATIVE

Jim Naccarato, DC, PhD
The Realigned Practice
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(801)224-3795

To be successful you must live with a *White-Hot Imperative*. The W.H.I. is an activity that makes you burst with energy and passion—giving you the "fuel" needed to accomplish all your purposes and goals. *Living with a W.H.I. produces the needed motivation to keep you building your practice day by day and week by week no matter what obstacles come your way.*

Motivation is, literally, the thing that leads you on. It is an incentive that inspires you, or it is the "inner urge" that prompts you to act. If the goal we want to accomplish requires a price greater than our motivation to accomplish the goal, it won't happen! Important goals go unaccomplished almost as often as unimportant ones. The determining factor is *motivation.*

Motivation is not intent, which is the ultimate purpose behind your actions. Intent may be seen as the end result, desired outcome, or "goal." Intent is the "what" of that which you are trying to do.

Motivation is not an attitude. An attitude is a tendency toward a specific object or value. A person may say he or she has an attitude toward a successful practice but may not have the motivation to act on that attitude.

Only you can identify your "hot buttons." The problem is that most of us deny our feelings, deny our passions, and forget our dreams. Many doctors have been told by their parents, teachers, and friends that the doctors don't have the right to pursue their passions and fulfill their dreams. Wrong! Sometimes doctors are so numb that in order to find their W.H.I., they need to ask their spouse or close friend the following question: "If I came home oozing with enthusiasm, what would I have just returned from doing?"

To pick your W.H.I., look deep inside, ask yourself what really gets you going, and give yourself permission to let that be *OK*. Don't judge, justify, rationalize, and so forth. If it's something you really enjoy (as long as it's honest and not harmful to someone), then that's what you're after.

When doctors live without their passions, they become dangerously attached to work and expect others to do the same. They are constantly disappointed because others (staff, patients, and so forth) won't "buck up," and the doctors eventually go numb to avoid the pain of being let down. Those who embrace this workaholic lifestyle find they are "living to work" rather than "working to live." Bummer!

The "big picture" in doctor management is found in increasing your net worth by generating and then maintaining your *passion.* How? By living with a White-Hot Imperative. Your goals become a reality when they happen as a byproduct of a life full of passion but never as the end result itself.

What's important is that you do your W.H.I. at a frequency that allows you to maintain a daily level of passion. Don't make your W.H.I. so big or so far off that you lose sight of it and the passion that comes from regular activity!

It's the connection between your out-of-the-office "passion" (your W.H.I.) and goal accomplishment that generates the in-office commitment needed to succeed.

Success is a transfer of enthusiasm. It goes from you to those you deal with. Living with a W.H.I. gives you said enthusiasm.

To succeed and to prosper, you must possess the "passion" that is generated by a White-Hot Imperative.

BJ PALMER MEMORIAL HOME SARASOTA

Experience the Wonder of BJ Palmer in Person

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bjpalmerhome@gmail.com

"Are you a thermometer or a thermostat? A thermometer fluctuates with the environment. A thermostat doesn't care what the environment is, it sets the temperature in the room because it's connected to a greater power source."

PSCA FALL GATHERING

MENTORSHIP SUMMIT

SATURDAY, AUGUST 24, 8:00 AM

SUNDAY, AUGUST 25, 8:00 AM

SHERMAN COLLEGE OF CHIROPRACTIC
2020 STATE ROAD 771
BOILING SPRINGS, SC 29316

EARN CE CREDITS EARLY!

EARLY BIRD - AUGUST 16 $299
AFTER AUGUST 16 $399

Dr. Tom Kolarik
Thompson Technique Review
Sat. 8:00 - 10:00am

Dr. Matthew McCoy
Research Update
Sat. 10:30am – 12:30pm

Dr. Larry Goodman
Mentorship Mindset for the Future
Sat. 1:30 - 3:00pm
4:00 - 6:00pm
Sun. 8:00 - 10:00am

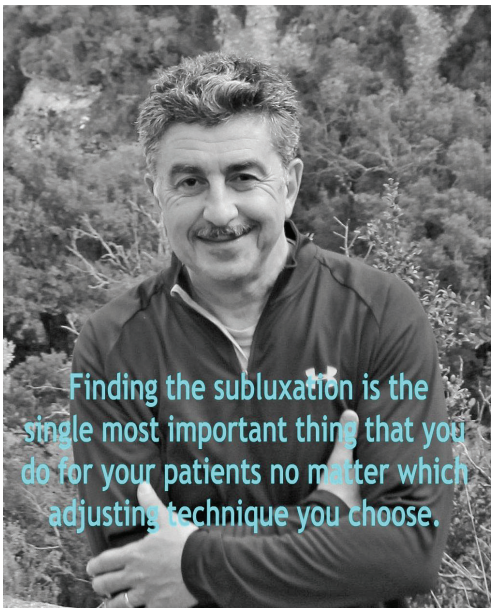
Dr. Neil Cohen
Sherman Update & Philosophy
Sun. 10:30am - 12:30pm

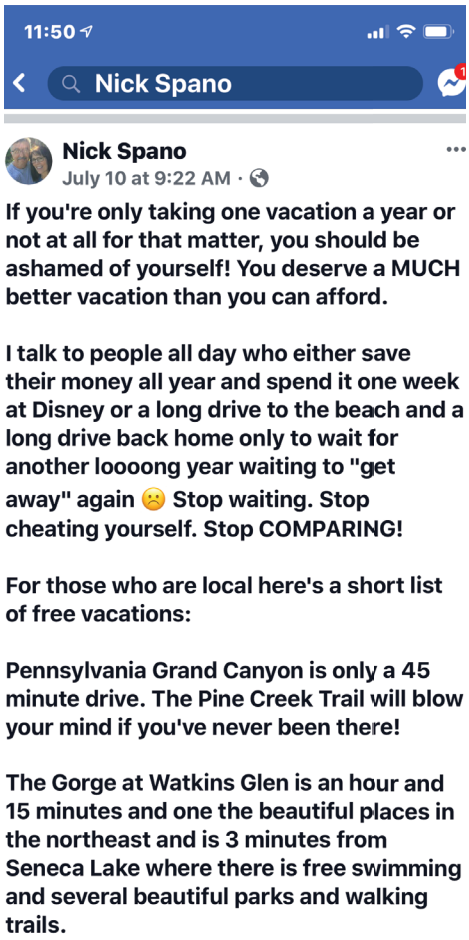
Dr. Dwayne Hoskins
Risk Management
Sun. 1:00 - 3:00pm

NICK SPANO, DC

Canton, PA (570-673-3886

Dr. Spano teaches Advanced Muscle Palpation, a system of examining the spine for vertebral subluxations, to Chiropractors around the world.





FAVORITE FREE SC DAY TRIPS OR SHORT-STAY VACATIONS

Upstate:
Downtown Greenville
Lake Jocassee
Lake Keowee
Paris Mountain State Park
Jones Gap State Park

Midlands:
Downtown Columbia
Soda City Farmers Market
Congaree National Park
Columbia Canal & Riverfront Park
Sequicentennial State Park

Low Country:
Walk or Bike Ravenel Bridge
Angel Oak Tree
The Battery
Folly Beach
Riley Waterfront Park
and Pineapple Fountain
King Street

POPULAR TRIP ITINERARY PLANNING & TRAVEL RESOURCES

TRIPIT
wwwtripit.com

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TRIPSAVVY
www.tripsavvy.com

SCOTT'S CHEAP FLIGHTS
www.scottscheapflights.com

PACKPOINT TRAVEL PACKING LIST
app

SAYHI TRANSLATE
www.sayhitranslate.com

How to get the most of your vacation...If you live a busy, hectic lifestyle then plan a quiet vacation with solitude and relaxation. If you live a quieter lifestyle and routine, then plan an exhilarating and challenging vacation.