

EAGA Business Builder

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Today's speaker was Dr. Gary Sanchez—The Why Institute



Dr. Sanchez did not spend very much time this morning talking about his dental expertise. He was here today representing his new category and adventure, the Why Institute. He first became interested in this new way of thinking (actually—a more clear way of understanding his thinking) a few years ago. At the time, he had been progressing through a relatively successful life; had graduated from Dental school and was operating his own dental practice here in Albuquerque. But things didn't feel right. Dr. Sanchez had spent many years working hard to provide his patients with the best teeth; in the best facilities; with the best trained team. Still his business was relatively stagnant and not expanding as much as he thought it should be. He had satisfied customers, but they weren't going around town showing off their new crown or filling, and those topics don't usually come up in casual conversations, so no huge volume of 'word of mouth' referrals. On a random library visit, Gary found a book titled The Answer. Reading that book, and following that author, led to the discovery of another book titled Start With Why and its premise of the need to first ask why you do something, instead of what you are doing, or how you do it. Now Dr. Sanchez felt like he was on to something. The books, and the authors, conveyed the message that people have a drive, or reason for Why they do things. That is very different than what a person does, or how they do it. When the Why is clarified, the person's life becomes more understandable, more friendly, and the person is more able to understand decisions that will lead to the most positive results and satisfaction. Gary wanted to figure out Why he did things. During an eight month search for clues, he concluded that his core Why was to find a better way of doing something, then share it. With a more clear understanding of why he was doing what he was doing, he then embarked on the adventure of transferring that knowledge to his dental practice. He changed his message to the public. It would no longer be "We provide quality dental work in the most friendly and technologically advanced facilities available." The new message would be something like "Do you feel as though your teeth are keeping you from experiencing life to the fullest? Are you uncomfortable with your smile? We can help to make a positive change for you." His business began to increase dramatically. The practice went from 5 new customers a month to thirty five new customers a month. People were now hearing the message that he had a quality dental practice, but they were hearing it from the perspective of "his dental expertise can help me feel, and be, better". The human brain has different areas that are wired to do different functions. One such area is responsible for logic, analytical thought and language; another area manages feelings like loyalty and trust. That second area is actually the one that makes decisions. By structuring messages to properly appeal to a person's feelings, the message sender will be more successful in generating a positive response from the person that is receiving the message. As noted earlier, Dr. Sanchez has begun to work in a totally new field now. His pursuit of his Why led to discoveries well beyond his initial intent of figuring out a basic reason for his doing things. He is now the Founder & CEO of The Why Institute. That company is involved in helping others figure out Why they themselves do things. Assisting their clients to develop that knowledge and understanding provides the clients with the ability to have more successful businesses and careers; improve their family lives; and be more happy and satisfied with their own world. Mark Twain said "The two most important days in your life are the day you are born and the day you find out why." Gary and the team at the Why Institute strive to help people find out their own individual Why. And in an effort to make it an easier process, the Institute has determined that the Whys can be grouped into nine categories. They are: 1) Contribute: To contribute to a greater cause, make a difference, add value or have an impact. 2) Trust: To create relationships based on trust. 3) Make Sense: To make sense out of things, especially if complex or complicated. 4) Better Way: To find a better way and share it. 5) Right Way: To do things the right way in order to get results. 6) Challenge: To think differently and challenge the status quo. 7) Master: To seek mastery and understanding. 8) Clarify: To make things crystal clear and understandable. 9) Simplify: To decrease complexity. Once a person can be categorized into their particular Why, then more details become available, and that leads the individual to a broader understanding of themselves. Knowing your Why allows the proper application of strategies and actions that lead to a better What (you do) and How (you should do things). If you have ever wondered why you do things in a certain way; why others don't do things like you do; who you are as a person (or who are we as a business), you should get in touch with Gary at The Why Institute. That can be done through their website <https://whyinstitute.com/contact/>, or you can set up an appointment via a conversation at an EAGA breakfast. Gary can explain the theory, the process and the expected results and benefits for discovering your Why. You will personally benefit from the knowledge, and you can learn how to translate that into success for your business. Perhaps, with some additional thought, research, pondering and collaboration, Gary and his team will also be able to provide the answer to another question that has been out there for many years. Asked by children and grownups alike as they traverse through their journeys to wherever —"Are we there yet?"

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- ◆ **There will not be a meeting on June 1st because of the Memorial Day Holiday.**
- ◆ Our next meeting will be at 7:00am on June 8th **at the Tanoan Country Club.** Tanoan is following the CDC guidelines in regards to mask requirements. If you are fully vaccinated you do not have to wear a mask. Mario will send out more information the end of this week.
- ◆ A very big “Thank You!” to Randy Baker and his staff at Rio Bravo Brewing for hosting our meetings for the last several weeks. We are so appreciative of Randy for stepping up to give us a place to actually gather and share an existence. The gatherings may have involved the dictated social distancing and mask wearing, but certainly provided us with a friendly environment far away from those annoying little windows on a computer screen.
- ◆ At our June 8th meeting, we will have elections for two available board member positions. If you are interested in becoming a board member, please, as soon as possible, contact Steven Douglas (steve@theprintingguynm.com or 505-239-9896)
- ◆ The 2021 Summer Bash will be Saturday, July 10th. Sign up sheets will be available at the next few Tuesday morning meetings. Please check your calendar and make plans to attend. The Bash is always a very fun event. There will be games, food, and an exceptionally good time. The Bash is free for EAGA members and their spouse/significant other.
- ◆ Board Members please note: There will be a Board of Directors meeting during the week of June 7th. Time and location to be determined. Mario or President Mark will provide you with the information as soon as it has been set.

- ◆ Upcoming speakers:

June 1st	No meeting—Memorial Day Holiday
June 8th	<i>Available Business Promotion Opportunity</i>
June 15th	<i>Available Business Promotion Opportunity</i>
June 22nd	<i>Available Business Promotion Opportunity</i>
June 29th	<i>Available Business Promotion Opportunity</i>

- ◆ Please consider signing up to be a speaker at one of our upcoming meetings. At this point, you can choose any meeting you want. Your direct involvement would be greatly appreciated.

- ◆ **Second announcement for a prospective new member:**

Acme Iron and Metal, Inc
Representative: Paul F. Wynn Jr.
Category: Recycling of Metal
Sponsors: Scott Wilson and Kevin Lorenzen

First announcement for a prospective new member:

Fat Tire Cycles
Representative: Erik Faria
Category: Retail Bicycle Sales & Service
Sponsor: Frank Mc Callister

If you have an objection either of these companies becoming a member, or if you have information that you feel should be considered during the review process, please contact Membership Committee Chairman, Jack Zipper (jdzipper@comcast.net or via phone at 505-259-5959) as soon as possible.

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