

EAGA Business Builder

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Today's speaker was Gary Sanchez—The Why Institute



Gary grew up in Albuquerque. He has been married for 32 years and they have two daughters. Dr. Sanchez is officially a DDS, although he is currently not a practicing dentist. (There is probably no such thing as an “ex-dentist”). For a long time, though, Gary was quite involved in the dental industry. He received his undergraduate degree from University of Colorado Boulder, then completed his studies and graduated from Dental School at USC. For about 20 years after that, Gary was a real-life dentist. His practice was doing OK but wasn't really growing as he thought it should. Dr. Sanchez figured that he needed a better way to become successful. While investigating what might be the issue, Gary discovered a new way to think about everything he was doing. Research led him to ask “why?”. Why was he doing what he was doing? Why would someone want his services? Why would he be better at it than would other dentists? Answering those questions brought him to revise his advertising program. Make it so that it no longer emphasized his qualifications, but instead promoted why people should want his services. He let prospective patients know that he could provide a resolution to their specific dental situation. That was in 2010, and after the changes, his business really took off. His practice's new patient load began to steadily increase, and it wasn't long before he was separating himself from the rest of the dentists in our market. Gary now became intrigued with how simply changing a way of thinking could make such a huge difference in his life. He was enjoying his world, and he was enjoying seeing how he could help others. But helping others to improve their life need not be confined to the dental industry. He began offering to help others figure out their “Why” and in 2016 he developed the Why Institute. Soon thereafter, Gary experienced a severe medical emergency and upon successfully recovering from that, he concluded that the reason for his second chance was so he could share ‘the Why’ with the world. Dr. Sanchez left his dental business to concentrate all of his time in the activities and services of the Institute. The concept of the Why Institute is this: Most everyone understands that computers have an o.s. (operating system) that causes the device to work in specific ways. People need to look at why they do what they are doing (called their “Why.os”). By determining your own individual Why.os you will discover WHY you do what you do; HOW you internally operate; and WHAT you ultimately bring to the world. Gary and his team have done extensive research and investigating, and conclude that, when everything has been distilled down to the basic elements, there are only nine Whys: 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. If you would like to discover the reason WHY you do things the way you do, go to the WHY Institute website at <https://whyinstitute.com> and get started. Gary's personal plan for success includes public speaking, and making productive connections with others. If you are able assist Gary in his journey to be successful, he would like help with: Hosting local events; Speaking at national association events; Connecting with coaching events; and Connecting with CEOs. Today Mr. Sanchez also offered some suggestions for EAGA as it relates to the constant shortage of speakers at our weekly meetings. He pondered; “What would have to happen for there to be a waiting list of speakers? Members would need to recognize the personal growth that would be achieved from their making a presentation; they would have to realize the importance that networking has in building business; they would have to understand that most any problem can be solved through networking and collaborating. EAGA weekly speakers have an opportunity to do all of that with one presentation. Telling the audience about your business, requesting assistance with specific needs, and getting advice from others that have experienced similar situations in the past can all be accomplished in a single 15 to 25 minute presentation to 75 or so knowledgeable, experienced and concerned individuals. Please give it a try sometime soon. There is a plethora of meeting dates available. If you would like additional advice with putting something together, give Gary a call.

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Leads, Reciprocity & Notes:

None submitted for today.

- ◆ How about this: The last 4 members to arrive at our February 21st meeting will be automatically assigned one of the available speaking dates in February and March?
- ◆ The Super Bowl was played on February 12th and by now everyone knows the outcome. Some possibly other interesting information regarding the Super Bowl event:

Super Bowls 1 and 2 were never actually played under that designation. The event wasn't named "Super Bowl" until Super Bowl 3. Prior to that it was called the "AFL-NFL World Championship Game". When the official designation was decided, the first two were renamed.

Attendance: The highest attendance for a Super Bowl was 103,985 for Super Bowl 14. The lowest was #55 with 24,835 (that was January 2021 and the NFL specified a limit of 25,000 fans and 30,000 cutouts in the seats because of concerns for Covid 19 social distancing protocols.) Other than that anomaly, the lowest attendance was 61,946 for Super Bowl 1. Source: <https://www.footballdb.com/>

The designated home team has won 23 times and the visitors 34. Source: <https://www.footballdb.com>

Point spread: The greatest point difference was 45 for Super Bowl 23 when the San Francisco 49ers beat Denver Broncos 55 to 10. Source: <https://www.footballdb.com/>

That run-away was followed the next year by the game with the lowest point differential of 1 in Super Bowl 24 when the NY Giants beat the Buffalo Bills 20 to 19. Source: <https://www.footballdb.com/>

Various utilities will readily confirm that Super Bowl Sunday brings large-scale water usage at approximately the same time. But, it isn't as if Super Bowl Sunday is the only time water usage increases. For mass flushing, the champ in most cities remains the final episodes of MASH and Seinfeld. Source: blog.ticketcity.com

Badge Board Greeters

- Feb 21st Mark Abramson—Los Ranchos Gun Shop
- Feb 28th Herman Mitchell—Southwest Mail Center
- Mar 07th Larry Sonntag—New Mexico Business Coalition
- Mar 14th Bill McConnell—Window Fashions
- Mar 21st
- Mar 28th Chase Wilson—Essential Pest Management

Upcoming Speakers

- Feb 21st Michael Johnson—Shockwave Defense
- Feb 28th
- Mar 07th
- Mar 14th
- Mar 21st Hass Aslami—Pizza 9 Franchise System
- Mar 28th

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