How do you actually shift your identity? Transcript

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Introduction to Dr. Owen Quinn

So today I'm joined by Dr. Owen Quinn, a So today I'm joined by Dr. Owen Quinn, a GP educator, author, and founder of GP educator, author, and founder of Consultation Blueprint. Owen's an Consultation Blueprint. Owen's an award-winning GP who's received award-winning GP who's received recognition, including the Manchester recognition, including the Manchester Leadership Gold Award and Best GP Leadership Gold Award and Best GP Training Award for his work improving Training Award for his work improving doctor's well-being. He's also trained doctor's well-being. He's also trained in positive psychology and coaching in positive psychology and coaching psychology, which really comes through psychology, which really comes through in the way he supports doctors. Through in the way he supports doctors. Through consultation blueprint, Irwin helps GP consultation blueprint, Irwin helps GP trainee, particularly those preparing trainee, particularly those preparing for the MRCGP SCA, build confidence, for the MRCGP SCA, build confidence, structure their consultations, and structure their consultations, and perform under pressure. But this perform under pressure. But this conversation isn't just about passing an conversation isn't just about passing an exam. It's going to be about what exam. It's going to be about what happens when a clinician notices a happens when a clinician notices a repeated problem, builds a method around repeated problem, builds a method around it, and turns that method into something it, and turns that method into something that can help hundreds of doctors.

that can help hundreds of doctors. Owen's own story is interesting because Owen's own story is interesting because communication and confidence did not communication and confidence did not always naturally come to him. On his always naturally come to him. On his website, he talks about once being website, he talks about once being painfully shy and having to learn painfully shy and having to learn confidence and communication the hard confidence and communication the hard way. Today, that same lived experience way. Today, that same lived experience sits at the heart of the work he does sits at the heart of the work he does with doctors. So, in this episode, I with doctors.

What It Means to Be a Clinician Founder

So, in this episode, I want to explore what it means to become want to explore what it means to become a clinician founder through education, a clinician founder through education, coaching, and communication. We'll talk coaching, and communication. We'll talk about GB training, IMGs, exam pressure, about GB training, IMGs, exam pressure, confidence, building a niche, and the confidence, building a niche, and the whole lot. Win, welcome to the podcast.

whole lot. Win, welcome to the podcast. How are you? How are you? >> Hi, Dr. Sh. Thank you very much for the >> Hi, Dr. Sh. Thank you very much for the introduction and inviting me on your introduction and inviting me on your podcast and I can see you also been podcast and I can see you also been doing a lot of interesting work helping doing a lot of interesting work helping other clinicians founders.

other clinicians founders. >> Yeah, been been an absolute pleasure >> Yeah, been been an absolute pleasure exploring this world and you know exploring this world and you know through LinkedIn getting to meet people through LinkedIn getting to meet people like yourselves and clinicians that are like yourselves and clinicians that are not just out there to make money and I not just out there to make money and I think being a founder is very different think being a founder is very different from being a businessman and I think from being a businessman and I think we're all quite missiondriven. What from we're all quite missiondriven. What from your perspective what does it mean to be your perspective what does it mean to be a clinician founder? So to me being a a clinician founder? So to me being a clinician founder is somebody who clinician founder is somebody who initially has got the clinician mindset initially has got the clinician mindset first and thinking about the patient first and thinking about the patient thinking about how to improve the life thinking about how to improve the life of our patients making the best and of our patients making the best and making an impact and then when it comes making an impact and then when it comes to becoming a founder it's more about to becoming a founder it's more about learning about the

entrepreneurship learning about the entrepreneurship journey which is a completely different journey which is a completely different world to medicine where not only you world to medicine where not only you need to be providing service that's need to be providing service that's going to be helpful full impacting going to be helpful full impacting positively on other people. But then it positively on other people. But then it needs to be financially viable as well.

needs to be financially viable as well. And this is where many doctors struggle And this is where many doctors struggle because initially we don't get any of because initially we don't get any of these trainings and there's different these trainings and there's different skill sets that helps us. But in my skill sets that helps us. But in my case, what I found is that as a case, what I found is that as a clinician, the amount of skills I've clinician, the amount of skills I've developed has helped me to become a developed has helped me to become a founder and founding consultation founder and founding consultation blueprint because it it rests on the blueprint because it it rests on the communication for me because when you communication for me because when you can communicate, there's so much things can communicate, there's so much things you can do in the world. You can you can do in the world. You can influence people, you can rally people influence people, you can rally people around your course and making sure that around your course and making sure that what you're doing is building a what you're doing is building a community and making sure that it is community and making sure that it is spreading around in the world.

spreading around in the world. >> Absolutely. and like straight into the >> Absolutely. and like straight into the world of leadership and what it means to world of leadership and what it means to actually own a vision and to deliver actually own a vision and to deliver change and not just make people do change and not just make people do things differently, right? I'm curious things differently, right?

From Shy Student to Confident Communicator

I'm curious tell walk us through your journey of tell walk us through your journey of becoming a founder. What did that look becoming a founder. What did that look like for you?

like for you? >> Well, if if you knew me back in six >> Well, if if you knew me back in six form, you'd never tell that I'll be form, you'd never tell that I'll be somebody who is teaching consultation somebody who is teaching consultation communication to doctors. And it was a communication to doctors. And it was a really difficult process for me because really difficult process for me because back then I was named the shy student of back then I was named the shy student of the year. And just the thought of the year. And just the thought of speaking with somebody made my heart speaking with somebody made my heart race. I started sweating. I was really race. I started sweating. I was really uncomfortable. But I realized when I was uncomfortable. But I realized when I was actually on a word round I could see actually on a word round I could see that there was a clinician who was that there was a clinician who was taking a history and the history was taking a history and the history was taken it was more of a conversation taken it was more of a conversation having a good communication where he's having a good communication where he's not just going through his clogging not just going through his clogging history taking but having that history taking but having that conversation and made the patient feel conversation and made the patient feel that he cared for the patient and I that he cared for the patient and I realized then that I was taking a realized then that I was taking a history but I was just going through a history but I was just going through a checklist and I didn't have that same checklist and I didn't have that same connection And it made me start that connection And it made me start that journey of developing myself first.

journey of developing myself first. Because as a founder, the the bottleneck Because as a founder, the the bottleneck is yourself. If you're not developing is yourself. If you're not developing yourself, you're not upgrading yourself yourself, you're not upgrading yourself every year. Then you won't be able to every year. Then you won't be able to achieve that goal because it takes a achieve that goal because it takes a different version of you to achieve that different version of you to achieve that goal. So I went on a public speaking goal. So I went on a public speaking course and then I learned painfully course and then I learned painfully about the art of communication. How to about the art of communication. How to dstructure your speech? How do you dstructure your speech? How do you deliver it? And this led to me deliver it? And this led to me developing more competence and that developing more competence and that followed through with my confidence and followed through with my confidence and then possible to now I've been teaching then possible to now I've been teaching communication to

hundreds of GB trainee communication to hundreds of GB trainee and I've been doing that for over 5 and I've been doing that for over 5 years now and it led me to realize that years now and it led me to realize that so far it was me doing it and teaching so far it was me doing it and teaching it but I needed to systemize it and I've it but I needed to systemize it and I've developed some playbook the systems and developed some playbook the systems and I needed to actually crystallize that in I needed to actually crystallize that in a book And that led to me writing a book And that led to me writing consultation blueprint. So I've got this consultation blueprint. So I've got this copy of consultation blueprint. It's got copy of consultation blueprint. It's got the insights of hundreds of JB trainee, the insights of hundreds of JB trainee, the conversations we've had and the the conversations we've had and the pitfalls that common pattern of pitfalls that common pattern of behaviors where you see these blind spot behaviors where you see these blind spot that GB trainee might have and and how that GB trainee might have and and how to fix them, how to prevent them. And to fix them, how to prevent them. And that could save a doctor two years of that could save a doctor two years of their life in extension. And for for their life in extension. And for for doctors, doctors, doctors, >> if you're not communicating well, it's >> if you're not communicating well, it's going to affect not just your personal going to affect not just your personal life and professional life, but also how life and professional life, but also how you feel as well, how you feel every you feel as well, how you feel every day, because it's a big part of our day, because it's a big part of our consultation, the communication. And and consultation, the communication. And and for those who are interested in for those who are interested in entrepreneurship, entrepreneurship, entrepreneurship, it's also really important because how it's also really important because how you communicate is what people know you communicate is what people know about you, what they hear about you and about you, what they hear about you and their judgment is going to be based on their judgment is going to be based on your communication. So if you're not your communication. So if you're not communicating well, then they're already communicating well, then they're already having some perception of you that you having some perception of you that you might not like. So that's where I might not like. So that's where I started thinking more about how do I started thinking more about how do I communicate not just through like verbal communicate not just through like verbal but non-verbal written communication as but non-verbal written communication as well. And nowadays well. And nowadays >> communication is much more important >> communication is much more important because if for example I publish a video because if for example I publish a video I'm communicating to hundreds or even I'm communicating to hundreds or even thousands of people and it has leverage thousands of people and it has leverage on top of it. And if impact is the thing on top of it. And if impact is the thing that we're we're really seeking and you that we're we're really seeking and you mentioned that ear earlier as well. If mentioned that ear earlier as well. If impact is what we're seeking, how do you impact is what we're seeking, how do you scale that impact beyond just a scale that impact beyond just a one-to-one consultation? And actually, one-to-one consultation? And actually, even that one-to-one consultation, how even that one-to-one consultation, how do you squeeze the most out of it? And I do you squeeze the most out of it? And I think you're right, communication is is think you're right, communication is is such a crucial thing. And you said such a crucial thing. And you said something really beautiful that you have something really beautiful that you have to become a different version of to become a different version of yourself to become a founder, to pass yourself to become a founder, to pass that exam or to get to the next level.

that exam or to get to the next level. What tell me a little bit about your What tell me a little bit about your identity shift as you've gone through identity shift as you've gone through this because you've clearly taken this this because you've clearly taken this problem by the horns and dug deep and problem by the horns and dug deep and you know solved it for yourself but are you know solved it for yourself but are solving it for others. What's it meant solving it for others.

Building Consultation Blueprint and Finding Value

What's it meant for your identity as you've gone along for your identity as you've gone along the way? Great question. So initially I the way? Great question. So initially I thought that confidence is somebody is thought that confidence is somebody is something that people are born with and something that people are born with and my identity was built around the shy kid my identity was built around the shy kid in the corner of the room because when I in the corner of the room because when I was named shy kid of the year everyone was named shy kid of the year everyone knew me as a shy person. So then it knew me as a shy person. So then it became my identity and I had to do a lot became my identity and I had to do a lot of work to break that mold and become a of work to break that mold and become a different person.

different person. >> How did that feel? I mean it to be named >> How did that feel? I mean it to be named the shiest person is I don't even know the shiest person is I don't even know who does that like was this like an who does that like was this like an official ranking or an unofficial official ranking or an unofficial ranking and how did that kind of change ranking and how did that kind of change what was your world like at that point what was your world like at that point so in six form we had this end of year so in six form we had this end of year party at school party at school >> and then there were some various title >> and then there were some various title that people were nameful and these were that people were nameful and these were from classmates from classmates >> and I didn't know this was something >> and I didn't know this was something that existed until my name was called that existed until my name was called and I was named became the shy student and I was named became the shy student of the year.

of the year. >> Oh dear. Okay. And were you expecting >> Oh dear. Okay. And were you expecting it? it? it? >> Not really. I didn't really think about >> Not really. I didn't really think about it and I was thinking how did they it and I was thinking how did they really decide I was a shy student on the really decide I was a shy student on the but then it helped me to reflect back but then it helped me to reflect back then. I was so introverted and and very then. I was so introverted and and very uncomfortable. Even when when teachers uncomfortable. Even when when teachers ask questions or single me out, I I ask questions or single me out, I I really felt uncomfortable. And I suppose really felt uncomfortable. And I suppose people pick it up.

people pick it up. >> And so so they wrote you the shiest kid >> And so so they wrote you the shiest kid and you say, "Okay, you've reflected. and you say, "Okay, you've reflected.

There's a bit of this introvertedness." There's a bit of this introvertedness." But so many people go through that and But so many people go through that and they say, "Oh yeah, that's fine. Like they say, "Oh yeah, that's fine. Like that's just who I am. I'll just like that's just who I am. I'll just like take a desk job, sit behind something." take a desk job, sit behind something." But you go in to become a GP and then But you go in to become a GP and then you know help people with communication.

you know help people with communication. what prompted you to say, "Oh, this is what prompted you to say, "Oh, this is something I really got to solve." something I really got to solve." So the the first thing was the change in So the the first thing was the change in environment. So went to university then environment. So went to university then that was a really good moment for me to that was a really good moment for me to change the identity because I was not change the identity because I was not happy with the identity. The reason was happy with the identity. The reason was I could see that there were I could see that there were opportunities that were slipping through opportunities that were slipping through my fingers and I was not able to express my fingers and I was not able to express myself and I had big goals and I want to myself and I had big goals and I want to achieve and I couldn't because it was achieve and I couldn't because it was holding me back. So when I went to holding me back. So when I went to university it was the best opportunity university it was the best opportunity because then I made new friends and I because then I made new friends and I was not known as a shy kid then. It was was not known as a shy kid then. It was an opportunity for me to renew myself an opportunity for me to renew myself and then I became a different version.

and then I became a different version. So I had new circle of friends then I So I had new circle of friends then I started socializing more and earlier I started socializing more and earlier I was more of a geek I was spending so was more of a geek I was spending so much time reading books studying and I much time reading books studying and I didn't really have much skills at didn't really have much skills at communicating socializing so it was a communicating socializing so it was a complete turn and and that's where I complete turn and and that's where I developed that new identity as in I'm developed that new identity as in I'm going to be a different person not going going to be a different person not going to be the shy kid again.

to be the shy kid again. What what what does it take? So for What what what does it take? So for someone listening to this thinking, oh, someone listening to this thinking, oh, I've really got to change my identity as I've really got to change my identity as well. What's maybe the core of changing well. What's maybe the core of changing your identity that somebody needs to your identity that somebody needs to understand?

understand? understand? So what you need to understand is So what you need to understand is who you are right now is most likely who you are right now is most likely because of the experience and reference because of the experience and reference that you've got in the past. But who that you've got in the past. But who you're becoming is about the future. So you're becoming is about the future. So if you keep looking at the past, if you keep looking at the past, >> you'll be stuck in that identity. But if >> you'll be stuck in that identity. But if you set a vision for yourself and you you set a vision for yourself and you see a different version, you cast that see a different version, you cast that vision. That's very important.

vision. That's very important. >> Then you can start seeing a different >> Then you can start seeing a different version of yourself in the actions that version of yourself in the actions that you take, the decision that you make.

you take, the decision that you make. And one of the biggest decision was And one of the biggest decision was enrolling on a public speaking course. enrolling on a public speaking course.

So shy person would not do that. But I So shy person would not do that. But I step outside of my comfort zone and it step outside of my comfort zone and it was painful. Although now I'm grateful I was painful. Although now I'm grateful I did it, but at the time was really did it, but at the time was really difficult.

difficult. difficult. >> Yeah. And and kind of almost the way you >> Yeah. And and kind of almost the way you communicate to yourself sounds like it communicate to yourself sounds like it changed. Like the the things you told changed. Like the the things you told yourself used to be about the past and yourself used to be about the past and now they're about the future and like now they're about the future and like how you looked at yourself starts how you looked at yourself starts changing and then you start doing things changing and then you start doing things that a shy person wouldn't do but that a shy person wouldn't do but somebody who's outgoing would do. At somebody who's outgoing would do. At what point did you realize that oh I've what point did you realize that oh I've got to help others with this or I'm got to help others with this or I'm going to become a founder. like when did going to become a founder. like when did that change happen for you?

that change happen for you? >> So what happened was I was posting >> So what happened was I was posting content on social media on YouTube. So I content on social media on YouTube. So I I always was passionate about teaching I always was passionate about teaching because I love learning. says always because I love learning. says always curious person and then when I saw that curious person and then when I saw that YouTube is really a great way of doing YouTube is really a great way of doing that I realized that what I'm doing has that I realized that what I'm doing has value because I've saw people commenting value because I've saw people commenting on it saying how useful it is and the on it saying how useful it is and the stories resonated with them and and one stories resonated with them and and one of the stories that I think that of the stories that I think that [snorts] would be helpful for people to [snorts] would be helpful for people to get more context was get more context was >> there was a time at university when I >> there was a time at university when I was asked to actually give a was asked to actually give a presentation presentation presentation And I was I was stood stood up in front And I was I was stood stood up in front of 400 people.

of 400 people. >> Wow. >> Wow. >> Wow. >> And I completely made a fool of myself. >> And I completely made a fool of myself. And I think that moment triggered And I think that moment triggered something in me like you can't carry on something in me like you can't carry on like this. It was because I didn't know like this. It was because I didn't know what to say. I couldn't speak. And for what to say. I couldn't speak. And for some reason I volunteered to be one of some reason I volunteered to be one of the mentors for international students the mentors for international students and nobody wanted to speak up and I did and nobody wanted to speak up and I did it. And it was not really great it. And it was not really great experience but sometimes you have to experience but sometimes you have to fall make mistakes and when you learn fall make mistakes and when you learn from them then you you evolve in life.

from them then you you evolve in life. So that was one of the big moment So that was one of the big moment pivotal moment and then that led to me pivotal moment and then that led to me actually starting working on myself and actually starting working on myself and then creating content on social media on then creating content on social media on YouTube and and the first videos I YouTube and and the first videos I posted were not good were

really crappy posted were not good were really crappy videos and and nobody watched them. But videos and and nobody watched them. But every time I made a new video, I learned every time I made a new video, I learned something about myself, about the something about myself, about the process, learning to edit, learning to process, learning to edit, learning to script better videos. And that went on script better videos. And that went on on a journey in itself where the skills on a journey in itself where the skills I developed allow me to become a founder I developed allow me to become a founder because I developed all the skills for because I developed all the skills for example how to speak about your message, example how to speak about your message, making sure that it speaks to the making sure that it speaks to the audience and and also to provide audience and and also to provide something that's valuable.

something that's valuable. >> Yeah, tell me a bit about that. Value is >> Yeah, tell me a bit about that. Value is such a such a elusive word. Like we all such a such a elusive word. Like we all want to be valuable and and in a way want to be valuable and and in a way none of us have the power to decide if none of us have the power to decide if we're valuable. Like that lies with our we're valuable. Like that lies with our audience and the people that either buy audience and the people that either buy our services or watch our content or our services or watch our content or give us their time and energy.

give us their time and energy. How do you make sure that you're How do you make sure that you're valuable? Great question. Yeah, value is valuable? Great question. Yeah, value is talked about by so many people. But what talked about by so many people. But what I want to say is if you're a doctor, I want to say is if you're a doctor, >> the journey that you have taken in >> the journey that you have taken in itself is valuable.

itself is valuable. >> You might be sitting on a gold mine >> You might be sitting on a gold mine right now. You don't even know it. The right now. You don't even know it. The expertise, the conversations you've had expertise, the conversations you've had with hundreds if not thousands of with hundreds if not thousands of patient is valuable because there's patient is valuable because there's nobody else who's got the same nobody else who's got the same experience that you've got. Now, what's experience that you've got. Now, what's more important is to be able more important is to be able to package that value in a way that's to package that value in a way that's going to save people time, save people going to save people time, save people money, money, money, or make their life better, improving the or make their life better, improving the quality of life. If you're able to do quality of life. If you're able to do that and if you can combine it, that and if you can combine it, >> make it faster for people, make it >> make it faster for people, make it better in terms of for example, you better in terms of for example, you think about it, if somebody think about it, if somebody they they didn't pass an exam, they've they they didn't pass an exam, they've been stuck for two years of their life, been stuck for two years of their life, >> their life has been on hold for 2 years.

>> their life has been on hold for 2 years. And if they can find a solution that And if they can find a solution that would change that, that extremely would change that, that extremely valuable because they're going to unlock valuable because they're going to unlock their carrier going from possibly let's their carrier going from possibly let's say if they're making around 65 70 grand say if they're making around 65 70 grand a year as a GP registar.

a year as a GP registar. >> Yeah. >> Yeah. >> Yeah. >> After they pass exam the CCT, then it's >> After they pass exam the CCT, then it's going to unlock their car for the rest going to unlock their car for the rest of their life, their professional life, of their life, their professional life, they could be earning six figures. That they could be earning six figures. That is valuable because it's the skill that is valuable because it's the skill that you develop you develop >> will help you to >> will help you to >> be able to do it in a way that's >> be able to do it in a way that's quantifiable in a way, quantifiable in a way, >> right? You see the difference. But it's >> right? You see the difference. But it's not just money. It's also the peace of not just money. It's also the peace of mind. It's also being able to enjoy your mind. It's also being able to enjoy your freedom freedom freedom >> because when you're in training, you're >> because when you're in training, you're stuck. You have to go through different stuck. You have to go through different portfolio requirements and and you can't portfolio requirements and and you can't work wherever you want. So there's value work wherever you want. So there's value in different forms. Yeah, that's that's in different forms. Yeah, that's that's so beautiful and I like that example as so beautiful and I like that example as well. Let's I I want to just hold on to well. Let's I I want to just hold on to that and dig it a bit deeper because that and dig it a bit deeper because this concept of productizing or this concept of productizing or converting something into

yours is is converting something into yours is is something that I I see a lot of founders something that I I see a lot of founders kind of wrestle with a lot. So there's kind of wrestle with a lot. So there's an element of yes you've got your an element of yes you've got your experience but you know there's things experience but you know there's things that we learn from enrolling in courses that we learn from enrolling in courses or getting coaching or getting mentors or getting coaching or getting mentors or you know there's also this or you know there's also this perspective of like oh there's so many perspective of like oh there's so many other people already doing something other people already doing something like this how can I compete with them like this how can I compete with them how can I make it mine and an element of how can I make it mine and an element of almost like you know is it plagiarism if almost like you know is it plagiarism if I write a book about that like how do I write a book about that like how do you how do you really make something you how do you really make something yours in a way that's confident and yours in a way that's confident and defensible? I think that something that defensible? I think that something that doctors really worry about. So what I doctors really worry about.

Trust, Branding, and Productizing Expertise

So what I want to say is that with respect to the want to say is that with respect to the ideas of the system, I'm the product of ideas of the system, I'm the product of the learning I've had from my mentors, the learning I've had from my mentors, my teachers. So all of the work that I my teachers. So all of the work that I have produced is a combination of all of have produced is a combination of all of this. Now it is a unique way of doing this. Now it is a unique way of doing it. If for example I'm mentioning it. If for example I'm mentioning something that's specific to somebody's something that's specific to somebody's work definitely I would mention that work definitely I would mention that because you want to recognize that because you want to recognize that person and actually it's it's good person and actually it's it's good practice to do that because then it practice to do that because then it shows that you're a well read person and shows that you're a well read person and you give credit to where credit is due.

you give credit to where credit is due. So I don't think somebody can come up So I don't think somebody can come up with something on their own and say that with something on their own and say that they have not learned from other people they have not learned from other people especially in in the world where we are especially in in the world where we are even when you're using books like the even when you're using books like the books in itself written by author they books in itself written by author they have references of other authors so have references of other authors so their body of work is also sitting on their body of work is also sitting on the shoulders of giants. So it's it's a the shoulders of giants. So it's it's a body of work and and yeah say this is my body of work and and yeah say this is my work. It actually the book that I've work. It actually the book that I've written is a work that has been great written is a work that has been great because it is a work that I've been able because it is a work that I've been able to do because I've learned a lot from my to do because I've learned a lot from my students.

students. students. >> That's amazing. Yeah. I I had a similar >> That's amazing. Yeah. I I had a similar conversation with my grandfather who's conversation with my grandfather who's he retired professor of engineering and he retired professor of engineering and he's published like many many many he's published like many many many textbooks in his life and I was asking textbooks in his life and I was asking him a similar question. And he's like, him a similar question. And he's like, "How do you "How do you defend your IP in a way I suppose defend your IP in a way I suppose right?" And he and he's like, "Oh law right?" And he and he's like, "Oh law was created by M like the man named M." was created by M like the man named M." And how can you teach physics without And how can you teach physics without teaching people about Ohm's law? So you teaching people about Ohm's law? So you obviously have to credit the person and obviously have to credit the person and build on top of that. And a lot of it is build on top of that. And a lot of it is about the way you share things, the about the way you share things, the analogies you use, the conversations you analogies you use, the conversations you have, and in your case, the have, and in your case, the conversations you've had with PE with conversations you've had with PE with people you've coached and helped people you've coached and helped communicate better and and that adds a communicate better and and that adds a new perspective and a new layer. So, I new perspective and a new layer. So, I like that perspective of it as well. And like that perspective of it as well. And I think for me as me too like there's in I think for me as me too like there's in in coaching and helping and working with in coaching and helping and working with founders there's rarely do you generate founders there's rarely do you generate new knowledge or even if you're doing a new knowledge or even if you're doing a PhD and like researching up new stuff PhD and like researching up new stuff it's it's still on the shoulder of it's it's still on the shoulder of giants as you suggested.

So that that's giants as you suggested. So that that's really beautiful. What does what does really beautiful. What does what does that look like for you now? What are all that look like for you now? What are all of your productized services that you of your productized services that you kind of deliver?

kind of deliver? So nowadays what I do is I have got the So nowadays what I do is I have got the podcast where is a free product for podcast where is a free product for people to listen to and this is where people to listen to and this is where it's great because I actually invite GB it's great because I actually invite GB trainee who struggle with the exam and trainee who struggle with the exam and they share their journey their they share their journey their preparation. So even though I'm I've preparation. So even though I'm I've teach GB trainee they also developing teach GB trainee they also developing their own way of doing it. So there is their own way of doing it. So there is variation in how they actually use their variation in how they actually use their blueprint and implemented it. So that's blueprint and implemented it. So that's one of the products we've got that's one of the products we've got that's free. Then we've got the book and and free. Then we've got the book and and that's a book that um so far we've got that's a book that um so far we've got great reviews from not just trainees but great reviews from not just trainees but trainers as well. And then there is the trainers as well. And then there is the cope service which is a one-to-one cope service which is a one-to-one coaching program. and um my main work is coaching program. and um my main work is focused on the MLC GPS preparation. So focused on the MLC GPS preparation. So we're very specialized in helping GB we're very specialized in helping GB registers especially those who have registers especially those who have unfortunately not passed on their first unfortunately not passed on their first attempt.

attempt. attempt. >> Okay. Okay. So very very niche problem >> Okay. Okay. So very very niche problem very niche group of people that you help very niche group of people that you help and support. Talk to me a little bit and support. Talk to me a little bit about the iteration process behind about the iteration process behind developing the ecosystem of products developing the ecosystem of products that you have right now. How easy or that you have right now. How easy or difficult was it for you? So, it's never difficult was it for you? So, it's never easy like writing a book takes a lot of easy like writing a book takes a lot of time. And if you're thinking about time. And if you're thinking about writing a book to make money, that's not writing a book to make money, that's not a good idea. The book is essentially to a good idea. The book is essentially to create more impact because I can't can't create more impact because I can't can't coach like the number of GB20s who are coach like the number of GB20s who are not passing the exam. Every year there's not passing the exam. Every year there's thousands of GB trainee who are thousands of GB trainee who are struggling with the exam. So the book in struggling with the exam. So the book in itself is a great product because it itself is a great product because it creates a solution for somebody who may creates a solution for somebody who may want to read it and then they implement want to read it and then they implement it on their own. Now eventually some of it on their own. Now eventually some of the GP trainee who read the book they the GP trainee who read the book they feel like they want to work with me feel like they want to work with me onetoone. That way we can implement it onetoone. That way we can implement it faster and we can do it in a way that's faster and we can do it in a way that's more personalized like I shared before more personalized like I shared before the value. So it's more valuable to be the value. So it's more valuable to be able to work with somebody rather than able to work with somebody rather than having to go through a book yourself.

having to go through a book yourself. So in word difficult sorry I was going So in word difficult sorry I was going to say but then you need to plan what to say but then you need to plan what you want to do you want to do >> and if you want to create an ecosystem >> and if you want to create an ecosystem first first first >> if if you're a clinician founder you >> if if you're a clinician founder you might want to start with service based might want to start with service based business first because that will help business first because that will help you to get your cash flow you to get your cash flow >> then you can start thinking about >> then you can start thinking about building the infrastructures later.

building the infrastructures later. Yeah. And what's you mentioned the word Yeah. And what's you mentioned the word cash flow and I think you know cash flow and I think you know clinicians have a weird relationship clinicians have a weird relationship with money and clinician founders always with money and clinician founders always sort of battle with it. What's one sort of battle with it. What's one lesson about money that being a founder lesson about money that being a founder has now taught you 5 years on? Good has now taught you 5 years on? Good question. So I would say for for doctors question. So I would say for for doctors it's bit difficult to actually it's bit difficult to actually understand this because of the training understand this because of the training that we've received through

medical that we've received through medical school and but if you think about it if school and but if you think about it if you're a doctor you're a doctor essentially you you're being paid by essentially you you're being paid by your employer and that's the only client your employer and that's the only client you've got your employer and your cash you've got your employer and your cash flow is your salary every year every flow is your salary every year every month you're being paid month you're being paid >> but as a founder you want to diversify >> but as a founder you want to diversify the cash flow from different clients the cash flow from different clients because If one day there's a problem because If one day there's a problem with one, then you've got different with one, then you've got different sources.

sources. sources. I would say in terms of [sighs] I would say in terms of [sighs] the money lessons, if if you are the money lessons, if if you are building something that's lasting, building something that's lasting, that's big, you definitely need to make that's big, you definitely need to make it sustainably viable because the reason it sustainably viable because the reason why founders go out of business is why founders go out of business is usually because of cash flow issue. It usually because of cash flow issue. It depends on how long can you last. So the depends on how long can you last. So the cash flow oxygen of your business if you cash flow oxygen of your business if you think about it.

think about it. Yeah. You just got to have have a Yeah. You just got to have have a regular ongoing supply. And so you regular ongoing supply. And so you figured out cash flow, you've figured figured out cash flow, you've figured out the product ecosystem. Talk to me out the product ecosystem. Talk to me about your podcasts and YouTube. Do they about your podcasts and YouTube. Do they how do they generate leads for you? And how do they generate leads for you? And how are you currently thinking about how are you currently thinking about lead generation right now?

lead generation right now? So in terms of the podcast and the So in terms of the podcast and the YouTube, the main reason is to actually YouTube, the main reason is to actually educate and nurture new prospects and educate and nurture new prospects and also to provide value in the market as also to provide value in the market as in not just thinking about in not just thinking about lead generation but also building the lead generation but also building the brand. So the podcast in itself it's not brand. So the podcast in itself it's not economically viable because if you think economically viable because if you think about there is a lot of time in about there is a lot of time in producing a podcast high quality podcast producing a podcast high quality podcast >> and also positioning that podcast as >> and also positioning that podcast as well. Growing a podcast is quite well. Growing a podcast is quite difficult in the beginning. But if difficult in the beginning.

Cash Flow, Lead Generation, and Audience Building

But if you're here for the long term and you're you're here for the long term and you're investing in the podcast brand then investing in the podcast brand then there will be a return in that there will be a return in that investment because people they investment because people they appreciate valuable content that helps appreciate valuable content that helps them. They don't want to just listen to them. They don't want to just listen to something that is interesting but does something that is interesting but does bring value. So it all comes down to bring value. So it all comes down to first you need to develop the first you need to develop the actual service or what the market is actual service or what the market is asking for. Then the lead in itself will asking for. Then the lead in itself will come in based on your positioning in the come in based on your positioning in the market. And you also need to know market. And you also need to know whether you're attracting the right whether you're attracting the right leads or not. Because some people they leads or not. Because some people they think you're making a YouTube video, you think you're making a YouTube video, you want to get many views and that way want to get many views and that way you'll get more leads. But sometimes you'll get more leads. But sometimes what I've noticed is that one one view what I've noticed is that one one view or two view on a video might not mean or two view on a video might not mean significant. But if you're having one or significant. But if you're having one or two views every week and that's a two views every week and that's a qualified person, then it's much higher qualified person, then it's much higher quality than hundreds of thousands of quality than hundreds of thousands of views every week. But then that person views every week. But then that person is not really suitable for for you to is not really suitable for for you to help them. Yeah, I think absolutely spot help them. Yeah, I think absolutely spot on. Having using YouTube for business is on. Having using YouTube for business is very different from being a YouTuber, very

different from being a YouTuber, which is, you know, where you're relying which is, you know, where you're relying on AdSense and large volumes of viewage on AdSense and large volumes of viewage and pure entertainment. What does your and pure entertainment. What does your customer journey generally look like?

customer journey generally look like? How of how long do they tend to watch How of how long do they tend to watch your watch you on YouTube or listen to your watch you on YouTube or listen to your podcast and before they come in to your podcast and before they come in to work with you?

work with you? So, I'd say it's difficult to track the So, I'd say it's difficult to track the actual average, but YouTube gives you actual average, but YouTube gives you the average duration. What I would say the average duration. What I would say is that it depends on each type of is that it depends on each type of person. So, some of the people they may person. So, some of the people they may need to watch a lot of videos or need to watch a lot of videos or >> they may need to see the evidence of >> they may need to see the evidence of other people going through the same other people going through the same journey before they seek help. But then journey before they seek help. But then there are some trainee I've worked with, there are some trainee I've worked with, they told me they haven't watched any of they told me they haven't watched any of my video, but somebody has recommended my video, but somebody has recommended >> and then wow >> and then wow >> they they just sign up and then they >> they they just sign up and then they gone through the program and pass exam.

gone through the program and pass exam. So everybody's different customer So everybody's different customer journey. I'd say some people they might journey. I'd say some people they might watch all the videos, they enjoy it, watch all the videos, they enjoy it, they find it useful, but they may even they find it useful, but they may even don't contact me. But at the same time, don't contact me. But at the same time, these videos and the podcast are free these videos and the podcast are free products. So, products. So, >> you're helping me because they might >> you're helping me because they might find it useful, they might recommend find it useful, they might recommend somebody else, and it's a win-win.

somebody else, and it's a win-win. >> Yeah. Yeah. Taki Moore, who's a >> Yeah. Yeah. Taki Moore, who's a fantastic coach, talks about the concept fantastic coach, talks about the concept of brand. He talks about how long have of brand. He talks about how long have people been on your brand so that they people been on your brand so that they become familiar with you and get to know become familiar with you and get to know you. And I think that really plays into you. And I think that really plays into the whole equation of, you know, is this the whole equation of, you know, is this worth it? Is this going to give me the worth it? Is this going to give me the outcome that I'm looking for and be outcome that I'm looking for and be valuable to me? And I think I think valuable to me? And I think I think that's the crux of the question that that's the crux of the question that people are trying to answer. Like is people are trying to answer. Like is this going to be valuable? And and I this going to be valuable? And and I meet lots of founders who feel like, oh, meet lots of founders who feel like, oh, I just need to be a low enough price for I just need to be a low enough price for people to afford me. And and it's such a people to afford me. And and it's such a like the cost is only a small part of like the cost is only a small part of that equation. Like is it realistically that equation. Like is it realistically achievable? Do I know this person? Do I achievable? Do I know this person? Do I trust this person? Tell tell me a little trust this person? Tell tell me a little bit about trust. How has that been for bit about trust. How has that been for you? I mean, you're obviously a GP you? I mean, you're obviously a GP yourself and you've lived through this yourself and you've lived through this process. Has that helped you build trust process. Has that helped you build trust or did you still kind of struggle or did you still kind of struggle because doing something outside of because doing something outside of clinical typical medicine comes with its clinical typical medicine comes with its own connotations in our world. So as a own connotations in our world. So as a GP we are trained to develop rapport GP we are trained to develop rapport with patient and we understand how with patient and we understand how communication works in terms of making communication works in terms of making sure that we communicate in a way that's sure that we communicate in a way that's trustworthy. So trust is something where trustworthy. So trust is something where people will trust you if they can see people will trust you if they can see that you've been consistent in what that you've been consistent in what you're doing, you're reliable, you're you're doing, you're reliable, you're credible, and if they can see evidence credible, and if they can see evidence that that that >> you know what you're talking about and >> you know what you're talking about and and they will trust you. So because I've and they will trust you. So because I've been helping GB trainee for over 5 years been helping GB trainee for over 5 years now, I have built trust and and people now, I have built trust and

and people recognize. So recognize. So >> yeah, >> yeah, >> yeah, >> if you're starting, it's different.

>> if you're starting, it's different. People might not trust you because you People might not trust you because you have not developed that yet, but it will have not developed that yet, but it will come with the actions and and what you come with the actions and and what you do and and that way you will develop and do and and that way you will develop and build that trust.

build that trust. >> What's been what's been the hardest part >> What's been what's been the hardest part of building all of this for yourself? of building all of this for yourself?

>> It's difficult to say what's been the >> It's difficult to say what's been the hardest part. So, hardest part.

Balancing Work, Identity, and Team Growth

So, I'd say one of the hard things that I I'd say one of the hard things that I had to do had to do was because I'm somebody who always was because I'm somebody who always introverted and and prefers to work on introverted and and prefers to work on my own, I didn't hire people until my own, I didn't hire people until later. And hiring is one of the steps later. And hiring is one of the steps that um initially you feel like you that um initially you feel like you don't want to hire because you can do don't want to hire because you can do better job and and it's something very better job and and it's something very personal like I I like to do a very high personal like I I like to do a very high quality job and and when I hire somebody quality job and and when I hire somebody they might not be doing the same they might not be doing the same quality. So it's about learning to hire quality. So it's about learning to hire learning to trust a person and the other learning to trust a person and the other very important is train that person. So very important is train that person. So because if you don't because if you don't >> train the person, they might be a good >> train the person, they might be a good person, but if you don't train that person, but if you don't train that person, they might not produce a high person, they might not produce a high quality work.

quality work. >> So it could be actually my fault because >> So it could be actually my fault because I didn't train that person very well. I didn't train that person very well.

Yeah, this is so interesting. I was just Yeah, this is so interesting. I was just having this chat with my wife yesterday having this chat with my wife yesterday as well and we were talking about how, as well and we were talking about how, you know, some leaders really you know, some leaders really micromanage and some leaders come across micromanage and some leaders come across as like, oh, they just don't care. And I as like, oh, they just don't care. And I said, actually, it's not that they don't said, actually, it's not that they don't care. Maybe it's just about being able care. Maybe it's just about being able to trust the other person. And I think a to trust the other person. And I think a lot of that has to do with your ability lot of that has to do with your ability as a leader to share your vision, to as a leader to share your vision, to communicate. And I think a part of that communicate. And I think a part of that is also training like you're saying is also training like you're saying because she was saying in in our because she was saying in in our clinical world you know if if I'm clinical world you know if if I'm leading resource and I expect airway to leading resource and I expect airway to be managed by somebody at airway there be managed by somebody at airway there is competence that is assumed and then is competence that is assumed and then when you kind of step outside that space when you kind of step outside that space or you know in the founder world you or you know in the founder world you don't really know if the competence don't really know if the competence exists and maybe you can hire for it in exists and maybe you can hire for it in some circumstances but building that some circumstances but building that competence goes a long way to their competence goes a long way to their confidence as well as your trust in confidence as well as your trust in them. Um, and so I'm I'm so glad that them. Um, and so I'm I'm so glad that you mentioned the bit about training you mentioned the bit about training because it's it's it's crucial to really because it's it's it's crucial to really being able to successfully lead and being able to successfully lead and delegate and do those tasks and I can delegate and do those tasks and I can see how that can be a big challenge as see how that can be a big challenge as well. So clearly you've been successful well. So clearly you've been successful in training a team doing the hard phase.

in training a team doing the hard phase. It sounds like you've really taken on a It sounds like you've really taken on a lot of challenges in your own identity lot of challenges in your own identity multiple times. How do you balance

multiple times. How do you balance all the aspects and you know family and all the aspects and you know family and founders and your clients and business founders and your clients and business and identity? How do you how do you and identity? How do you how do you manage that for yourself? So great manage that for yourself? So great questions. I'd say in the beginning questions. I'd say in the beginning there was not a lot of balance and there was not a lot of balance and >> what was really helpful was I enjoy the >> what was really helpful was I enjoy the journey in itself. So, you know, when I journey in itself. So, you know, when I was working and having to do shifts was working and having to do shifts from, let's say, 9 to 6, I'm coming back from, let's say, 9 to 6, I'm coming back home. I've got some coaching sessions home. I've got some coaching sessions and then afterwards I'm making a video.

and then afterwards I'm making a video. So, it was quite a very hectic schedule So, it was quite a very hectic schedule back then. But then, because I enjoy the back then. But then, because I enjoy the process, I'm very curious, I'm learning, process, I'm very curious, I'm learning, I didn't see it so much as work. It was I didn't see it so much as work. It was more like I was finding this more like I was finding this interesting. I wanted to do more of it interesting. I wanted to do more of it and and there was no balance. Nowadays and and there was no balance. Nowadays as well, if you look at the way I'm as well, if you look at the way I'm working, some people might not say it's working, some people might not say it's balance, but it is good for me. It might balance, but it is good for me. It might not suit everybody and everyone is not suit everybody and everyone is different. So you need to look at what's different. So you need to look at what's suitable to you. And what's very suitable to you. And what's very important is you're doing something that important is you're doing something that you do find enjoyment in it or it's you do find enjoyment in it or it's meaningful. Otherwise, it's not going to meaningful. Otherwise, it's not going to be worth it. And there have been time be worth it. And there have been time when let's say if I've worked a lot when let's say if I've worked a lot because I've been doing a lot of because I've been doing a lot of teaching and coaching, I did feel that I teaching and coaching, I did feel that I needed to take a break as well.

needed to take a break as well. >> So, it's like fitness. So you need to be >> So, it's like fitness. So you need to be keeping fit and you need to make sure keeping fit and you need to make sure that you're looking at different pillars that you're looking at different pillars and not neglecting one of them because and not neglecting one of them because >> if you do that then the price of having >> if you do that then the price of having to take time off and recovering from it to take time off and recovering from it is much higher. Whereas if you're is much higher. Whereas if you're managing it managing it >> that way you can still be happy doing it >> that way you can still be happy doing it can make sure that you're moving towards can make sure that you're moving towards your goal.

your goal. >> Yeah. beautifully said and like very >> Yeah. beautifully said and like very clearly communicated clear as well. It's clearly communicated clear as well. It's it's a tough thing to wrap your head it's a tough thing to wrap your head around and and that trade-off is is a around and and that trade-off is is a real challenge. If there was only one real challenge. If there was only one lesson you could leave for the next lesson you could leave for the next generation of founders coming up as generation of founders coming up as clinician founders coming up especially, clinician founders coming up especially, what's that one lesson you'd want to what's that one lesson you'd want to tell them? So I'd say one lesson would tell them? So I'd say one lesson would be to be giving yourself permission be to be giving yourself permission first to start and then second to make first to start and then second to make mistakes because in medicine what's most mistakes because in medicine what's most unfortunate is that people are actually unfortunate is that people are actually in a sense it's good for patient safety in a sense it's good for patient safety that you've been told that you should that you've been told that you should actually do x y and zed but when you're actually do x y and zed but when you're a founder a founder you're having to think differently you're having to think differently because sometimes there is actually risk because sometimes there is actually risk of not doing anything and taking longer of not doing anything and taking longer to think about the decision and trying to think about the decision and trying to be smart and overthinking it. But by to be smart and overthinking it. But by the time you're making a decision, it's the time you're making a decision, it's a bit late and and there is a cost to a bit late and and there is a cost to that. probably if for example you're in that. probably if for example you're in acute medicine and you're doing research acute medicine and you're doing research as well you you will have to develop as well you you will have to develop that fast thinking and making taking a that fast thinking and making taking a risk but a calculated risk and take risk but a calculated risk and take action because otherwise you're action because otherwise you're comfortable you're doing your own things comfortable you're doing your own things and and and >> yeah to to actually be okay to make >> yeah to to actually be okay to make mistakes

mistakes mistakes >> and and actually I think yeah I remember >> and and actually I think yeah I remember I was going to ask you because you you I was going to ask you because you you use positive psychology and one of the use positive psychology and one of the things tools that I like to use with my things tools that I like to use with my clients as well is the sabotur clients as well is the sabotur assessment. Do you do that often?

assessment. Do you do that often? >> Sabotur, how like what's the acronym for >> Sabotur, how like what's the acronym for this? this? this? >> The sabotur quiz, I think. Yeah, they >> The sabotur quiz, I think. Yeah, they just call it the sabotur quiz. I think just call it the sabotur quiz. I think it's the same person who developed it's the same person who developed positive psychology. He developed this positive psychology. He developed this quiz which basically breaks you down quiz which basically breaks you down into a couple of archetypes. I think into a couple of archetypes. I think there's nine or 12 archetypes and it there's nine or 12 archetypes and it ranks you on how you sabotage yourself.

ranks you on how you sabotage yourself. Everything from being an overachiever to Everything from being an overachiever to perfectionism to, you know, perfectionism to, you know, hypervigilant. And a lot of it is very hypervigilant.

Lessons for Future Clinician Founders

And a lot of it is very interesting for clinicians because, as interesting for clinicians because, as you say, there's things that make us you say, there's things that make us really good at our clinical job, which really good at our clinical job, which is, you know, the perfectionism, the is, you know, the perfectionism, the hypervigilance, which prevents mistakes hypervigilance, which prevents mistakes and improves patient outcomes, but those and improves patient outcomes, but those same things kind of get stuck when we're same things kind of get stuck when we're doing something outside.

doing something outside. Do you do you kind of battle with that Do you do you kind of battle with that with your clients as well in terms of with your clients as well in terms of what's keeping them stuck in their exams what's keeping them stuck in their exams is not actually the knowledge or maybe is not actually the knowledge or maybe even the communication?

even the communication? >> Definitely. Yeah. Recently um I was >> Definitely. Yeah. Recently um I was coaching a GB traininee who is a bit of coaching a GB traininee who is a bit of a perfectionist. So the problem is when a perfectionist. So the problem is when he was actually consulting he was he was actually consulting he was explaining various things and wanted to explaining various things and wanted to make sure that he's explaining to a very make sure that he's explaining to a very detailed level. But the problem with detailed level. But the problem with that was in the SE exam there's only 12 that was in the SE exam there's only 12 minutes consultation. So it's very minutes consultation. So it's very limited and the patient might not really limited and the patient might not really care about this aspect of his care about this aspect of his explanation but he's just explaining it explanation but he's just explaining it for the sake of it. Whereas the patient for the sake of it. Whereas the patient might be worried about having a heart might be worried about having a heart attack but let's say he's explaining attack but let's say he's explaining about what is atrial fibrillation. So about what is atrial fibrillation. So the patient is not really with the the patient is not really with the doctor and they're worried about doctor and they're worried about something else. So whereas if you're something else. So whereas if you're person centered and you agree that like person centered and you agree that like the the explanation it needs to be the the explanation it needs to be adapted to the patient's needs then you adapted to the patient's needs then you won't worry about a perfect explanation won't worry about a perfect explanation but you would give the explanation that but you would give the explanation that would be helpful for that patient in would be helpful for that patient in front of you. So that that's something front of you. So that that's something quite common and and sometimes what I've quite common and and sometimes what I've noticed is some people who overexlain it noticed is some people who overexlain it often comes due to insecurity where they often comes due to insecurity where they try and compensate for that and they're try and compensate for that and they're trying to impress examiner with the trying to impress examiner with the knowledge knowledge knowledge >> but they're not actually completing the >> but they're not actually completing the task that would be helpful for their task that would be helpful for their patient.

patient. patient. So yeah that that's one of the areas and So yeah that that's one of the areas and in yourself have you have found anything in yourself have you have found anything difficult? I wanted to ask you on your difficult? I wanted to ask you on your journey.

journey. journey. >> Oh so much so much Arvin I think like >> Oh so much so much Arvin I think like you I'm an introvert and people get you I'm an introvert and people get surprised when they hear that because surprised when they hear that because I'm clearly a learned extrovert. Maybe I'm clearly a learned extrovert. Maybe like my day job in the emergency like my day job in the emergency department, I have to talk to a lot of department, I have to talk to a lot of patients like you and there's all these patients like you and there's all these like communication skills that you pick like communication skills that you pick up. And so I think a lot of it is like up. And so I think a lot of it is like draining deciding where to put my energy draining deciding where to put my energy and you know all of last year I was and you know all of last year I was doing a bunch of things. I was doing doing a bunch of things. I was doing LinkedIn and I experiment with YouTube LinkedIn and I experiment with YouTube and I was doing Instagram and I'm doing and I was doing Instagram and I'm doing this and as you mentioned I think you this and as you mentioned I think you know choosing where you put your energy know choosing where you put your energy is such an important thing and is such an important thing and conversations like these really energize conversations like these really energize me. So I was like if I'm going to do me. So I was like if I'm going to do something I want to do more of this. I something I want to do more of this. I think the bit for me that I really find think the bit for me that I really find challenging and still find challenging challenging and still find challenging has been around showcasing my value and has been around showcasing my value and I think coaching is such a there's I think coaching is such a there's something about the word coaching that something about the word coaching that like clinicians are so averse to is like like clinicians are so averse to is like no we got this we're we we're under no we got this we're we we're under control that I think they would rather control that I think they would rather spend a lot more money on acquiring spend a lot more money on acquiring knowledge and skills and external things knowledge and skills and external things whereas coaching inherently looks whereas coaching inherently looks internally and says not about your asked internally and says not about your asked about where you come from like straight about where you come from like straight back to the beginning of what you said back to the beginning of what you said what it means to be a founder is how what it means to be a founder is how clear is your vision do you know where clear is your vision do you know where you're heading how are you talking to you're heading how are you talking to yourself who are you treating yourself yourself who are you treating yourself as on this journey of becoming a founder as on this journey of becoming a founder and so it it takes a special kind of and so it it takes a special kind of person to be able to see that I think person to be able to see that I think and challenge has been balancing all of and challenge has been balancing all of that showcasing my value and to be that showcasing my value and to be honest in 2026 honest in 2026 too many opportunities with AI like I'm too many opportunities with AI like I'm doing loads of other stuff and couple of doing loads of other stuff and couple of startups and to be honest I'm spreading startups and to be honest I'm spreading myself too thin. I have to make a couple myself too thin. I have to make a couple of tough calls to say what opportunities of tough calls to say what opportunities I'm going to am I going to let go to be I'm going to am I going to let go to be able to focus on the others but yeah able to focus on the others but yeah lots lots of hard things on this journey lots lots of hard things on this journey for sure. Yeah, definitely that that's for sure. Yeah, definitely that that's good because people needs to hear the good because people needs to hear the difficulty the struggle as well because difficulty the struggle as well because when you learn to overcome this struggle when you learn to overcome this struggle then you develop yourself and if you're then you develop yourself and if you're thinking about the entrepreneurship thinking about the entrepreneurship journey it is a self-development journey journey it is a self-development journey 100%. 100%. Who was it? I think it was 100%. 100%. Who was it? I think it was Dan Martell who said the world's best Dan Martell who said the world's best self-development program is self-development program is entrepreneurship. And he couldn't have entrepreneurship. And he couldn't have been more true like you have to battle been more true like you have to battle so much about yourself, about people's so much about yourself, about people's perception of you. I remember this the perception of you. I remember this the first time I did a webinar. Uh this is first time I did a webinar. Uh this is like very early days and I was like I like very early days and I was like I think this is what people want to do and think this is what people want to do and the webinar was called five secrets to the webinar was called five secrets to impactful nonclinical careers. uh impactful nonclinical careers. uh because I'd figured out like I'd spoken because I'd figured out like I'd spoken to enough people to realize impact was to enough people to realize impact was something they want something something they want something nonclinical what they want and they were nonclinical what they want and they were common struggles and challenges and I'd common struggles and challenges and I'd invested

money in learning how to invested money in learning how to deliver a you know really high deliver a you know really high converting webinar which is and and I'd converting webinar which is and and I'd really put a lot of effort into it and really put a lot of effort into it and actually that's where I got my first actually that's where I got my first cohort of the action ship but there was cohort of the action ship but there was this one person in particular who had this one person in particular who had been very kind to me beforehand and like been very kind to me beforehand and like I didn't know him personally but just in I didn't know him personally but just in conversations and was a friend of a conversations and was a friend of a friend of sorts came to the webinar and friend of sorts came to the webinar and I thought he would join my program I thought he would join my program because I thought it would be really because I thought it would be really nice to have him there for the whole nice to have him there for the whole group to really learn from each other group to really learn from each other and grow. Uh but he didn't. So, you and grow. Uh but he didn't. So, you know, I'm on this self-development know, I'm on this self-development journey. So, I sent him a message. I'm journey. So, I sent him a message. I'm like, how are you doing? How did you like, how are you doing? How did you find it? I thought it was really um good find it? I thought it was really um good to have you there and I'm curious like to have you there and I'm curious like why didn't you join because you know if why didn't you join because you know if where where's the mismatch in my where where's the mismatch in my expectations and reality and and he expectations and reality and and he wrote back to me and he's like sh I'm wrote back to me and he's like sh I'm sure you're a very nice guy but just sure you're a very nice guy but just something about all of it came across as something about all of it came across as like a sleazy salesman and I can't trust like a sleazy salesman and I can't trust you and I'm probably saying it too you and I'm probably saying it too nicely he's he's from Europe and from a nicely he's he's from Europe and from a very directing country and his very directing country and his communication was very direct and I was communication was very direct and I was like, "Wow, that that really hit me like, "Wow, that that really hit me hard." hard." hard." Like you in school, the award I was Like you in school, the award I was given was Mr. Congeniality. And I didn't given was Mr. Congeniality. And I didn't know what it meant at the time. And I know what it meant at the time. And I Googled it and it's like the person who Googled it and it's like the person who everyone gets along with. And I think everyone gets along with. And I think that's still kind of true now, but it's that's still kind of true now, but it's probably a flip side of me being a bit probably a flip side of me being a bit of a people pleaser. Like I don't like of a people pleaser. Like I don't like it when people don't like me. And I I it when people don't like me. And I I have this like uncomfortable urge to get have this like uncomfortable urge to get along with people, right? So when when along with people, right? So when when someone points those words at me, it someone points those words at me, it makes me really really uncomfortable.

makes me really really uncomfortable. And it's taken me a long and actually to And it's taken me a long and actually to be honest, I don't think I've done a be honest, I don't think I've done a similar webinar since. Even though that similar webinar since. Even though that kind of work to get me clients, I kind of work to get me clients, I haven't done that since. I've done a lot haven't done that since. I've done a lot of other things and I do a lot of public of other things and I do a lot of public speaking.

speaking. speaking. But that was really hard and that was But that was really hard and that was like the first hit of what it means to like the first hit of what it means to be an entrepreneur. And there's been be an entrepreneur. And there's been like so many since then. But yeah, that like so many since then. But yeah, that that really sits with me and be like, that really sits with me and be like, "Oh my god, this is what what "Oh my god, this is what what entrepreneurship is about and what being entrepreneurship is about and what being a founder is about." And yeah. Yeah.

a founder is about." And yeah. Yeah. Totally totally resonate with what Totally totally resonate with what you've been saying. you've been saying. >> Absolutely.

>> Absolutely. >> Absolutely. >> Yeah. So, very cool. I'm so glad that >> Yeah. So, very cool. I'm so glad that you were here today to kind of share you were here today to kind of share your journey and take us through what your journey and take us through what you've been through, how you think about you've been through, how you think about things, and both your amazing work for things, and both your amazing work for GPS, but also how you've designed and GPS, but also how you've designed and changed your identity into being a changed your identity into being a founder and and it sounds it's always founder and and it sounds it's always constantly iterating, isn't it? Is there constantly iterating, isn't it? Is there any last words or anything else you'd any last words or anything else you'd like to say to our audience today? So if like to say to our audience today? So if you've been listening or

watching up you've been listening or watching up until now, what I would say is it's very until now, what I would say is it's very important that you ask yourself the important that you ask yourself the question as in where do you want to be question as in where do you want to be maybe a year or two years from now?

maybe a year or two years from now? Because if you keep doing the same thing Because if you keep doing the same thing that you're doing right now, you'll be that you're doing right now, you'll be doing the same type of lifestyle and doing the same type of lifestyle and you'll get the same results. Whereas if you'll get the same results. Whereas if right now you've been considering that right now you've been considering that maybe you're not happy with where you maybe you're not happy with where you are right now or you want to develop are right now or you want to develop something or you know that you've got a something or you know that you've got a lot of expertise but right now the lot of expertise but right now the market is not valuing the expertise at market is not valuing the expertise at the level is there. It means that you the level is there. It means that you have not developed those skills to be have not developed those skills to be able to market yourself or to show that able to market yourself or to show that value or to to show the impact that you value or to to show the impact that you can create in the world. And this is can create in the world. And this is something that many other people had something that many other people had similar problem like you. So you don't similar problem like you. So you don't want to reinvent the wheel but you can want to reinvent the wheel but you can develop that by learning from somebody develop that by learning from somebody else getting a mentor because other else getting a mentor because other people have walked for that journey. And people have walked for that journey. And for me it took me a long time to for me it took me a long time to actually be able to realize that if I actually be able to realize that if I was trying something on my own I I'll was trying something on my own I I'll actually pay it in time. So for example, actually pay it in time. So for example, when I grew my YouTube channel when I grew my YouTube channel for the longest time, I was stuck at for the longest time, I was stuck at around 3K 3K subscribers and um it was around 3K 3K subscribers and um it was only after I joined a program and and it only after I joined a program and and it was from a big YouTube creator and that was from a big YouTube creator and that allowed me to unlock that and I learned allowed me to unlock that and I learned a different system and today YouTube a different system and today YouTube channel is over 10,000 subscribers.

channel is over 10,000 subscribers. Although subscribers number it doesn't Although subscribers number it doesn't mean that much but it's more about the mean that much but it's more about the graph what allowed me to learn and graph what allowed me to learn and develop myself. Yeah, that's beautiful.

develop myself. Yeah, that's beautiful. Investing in yourself and actually Investing in yourself and actually trying things differently. Yeah, thank trying things differently. Yeah, thank you. Where where can people find you if you. Where where can people find you if they want to reach out to you and hear they want to reach out to you and hear more about consultation blueprint? So, more about consultation blueprint? So, if you go to drwin.com if you go to drwin.com then um you can access the free then um you can access the free resources we've got on the website and resources we've got on the website and also I've got a free miniourse. So you also I've got a free miniourse. So you can access that and you can start your can access that and you can start your journey especially if you're a doctor journey especially if you're a doctor you want to succeed in life and u you you want to succeed in life and u you want to take the next step then that want to take the next step then that would be a good way of starting.

would be a good way of starting. >> Fantastic. Thanks so much for being >> Fantastic. Thanks so much for being here. Really good pleasure and for our here. Really good pleasure and for our listeners thank you for making it so listeners thank you for making it so far. Stay tuned for another episode on far. Stay tuned for another episode on the clinician founder podcast. Thank you the clinician founder podcast. Thank you