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THE WELL-PAID PROFESSIONAL MAGAZINE

STORIES OF
PROFESSIONALS
CREATING
SUCCESS ON
THEIR TERMS



The Practice
Dr. Brendan Bartholomew





**FINDING
THE RIGHT
INGREDIENTS TO SUCCESS
IS AN INSIDE OUT JOB**



DR. B

Dr. Brendan Bartholomew, answers my questions and gives us a glimpse into his life..

WRITTEN BY GISELLE P. HUDSON

DISCIPLINE CLOSES THE DOOR TO CHAOS EVERY TIME!

There's no denying that COVID-19 took us all by surprise. According to predictive reports from McKinsey Consulting: *"Large-scale quarantines, travel restrictions, and social-distancing measures drive a sharp fall in consumer and business spending. Consumers stay home, businesses lose revenue and lay off workers, and unemployment levels rise sharply."*

For Dr. Brendan Bartholomew this time calls for him to dig deep and trust himself and his instincts. He believes in facing whatever surfaces head-on, after all, "you will go through struggles, yet if you keep the faith and trust, you will see it through to the end, and if it's not OK, it's just not yet the end."

His reliance on instinct is not to be scoffed at. In his new book 'Memos from the Head Office', business strategist and author Perry Marshall shares stories of a currency trader who receives a million-dollar algorithm as a "mental download." A financial advisor has ominous dreams three nights in a row, and then warns her clients to cash out. Three days later markets plummet as COVID hits. Two years into a bogus lawsuit, a CEO chooses to forgive. His attorney calls four minutes later—case settled."

GOOD TIMES IN BUSINESS, IS NOT A GREAT TIME FOR INNOVATION.

When the markets are booming, everyone can make money doing mediocre work. Prosperity usually breeds copycats, and there is little need for business owners to think creatively. The solution is not to hustle harder, but to listen, as Brendan has realized, and trust.

As I sit across from Brendan, I am momentarily startled by his deep voice. I can't say I remember his voice being that deep when I first met him some time around 1995 but my surprise is quickly eclipsed by his quiet contemplative nature.

**"HE DESCRIBES HIS MOM AS
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None of the questions asked of him are answered hastily. I am mindful not to fill the silences with unnecessary chatter.

His Dad, Professor Courtenay Bartholomew, recently passed away and Brendan is so grateful for all that he was, his great example and all that he taught him.

He describes his mom as a "professor of love" and indeed cherishes her wisdom and stoic qualities – never complaining, always positive, seeking the good and using up all of herself in her work of loving, caring and supporting their family. He credits the Bartholomew matriarch for giving him two of the most influential books in his almost 51 year life on the blue marble.

The first was about a teenager, exploring good and bad and the benefits of choosing good. The second was about two years ago, when she gifted him the now classic 'Power of Now', by Eckhart Tolle. Just like his cadence, contemplative and unrushed, Brendan is taking his time as he navigates Eckhart's wisdom. "Each line I read is like 'Whoa!'" This is the book that he most often recommends to friends.

**"THE MOMENT YOU
REALIZE YOU ARE
NOT PRESENT, YOU
ARE PRESENT"**



“WE HAVE TO LIVE TO LEARN AND BE OPEN TO LEARNING.”

Over the past 4 or 5 months he has accepted that he cannot change the world and he definitely cannot change anyone else. “The main purpose of this life is to get to know your true self. Take time and focus on you. This is the only way you change things around you.” For Brendan, that’s the biggest revelation! “The only way you can change what’s happening around you is by your example: the way you look, the way you talk, the way you do what you do, to the way you interact positively. If you can do that, that’s when things around you change.”

But he hastens quickly to add - “don’t limit yourself to what you’ve been taught” – especially in his area of expertise. “There’s much more to dentistry than what you’re taught. What you’re taught allows you to gain entry into the field.” – A step he took working as an associate with Dr. Nigel Camacho in 1998.

“While you learn about dentistry as best you could, don’t ever think that you know it all. You have to learn from others and you must know your own limitations.”

He thoughtfully adds – “Becoming good in any professions comes after years and years of practice. When you’ve mastered the basics **only then can you begin to ramajay.**”

Brendan views dentistry as 90% psychology and 10% technique, with the central focus on the patient. “You can have two patients with the same issue but how you treat patient A is going to be different to how you treat patient B. Being in the presence of the patient, guides you to determine, what you need to do.”



“AH CYAH WAIT TO GO TO DE DENTIST,” SAID NO ONE EVER!

Dr. Bartholomew keeps this sobering thought at the back of his mind – ‘Nobody really wants to go to the dentist.’ **“Ah cyah wait to go to the dentist, said no one EVER!”** he adds in hysterics. “Our goal is to make each customer have a unique and positively memorable experience at The Practice.”

It seems that choice is a theme that runs through this dentist’s life. If he could have a billboard his message would say “Live Good. Do the right thing.”

“Our main purpose on this journey called life is to make the right choice. Life is a game with many choices and consequences. We want to ensure that we have really good consequences,” he says laughing.

OUR UNDERSTANDING OF THE LIVES OF OTHERS IS ALWAYS MIXED WITH PART MYTH, PART TRUTH.

When we look at the success of others we tend to see that alone. We don’t see when people get stuck, are stymied or frustrated. Brendan started his own service business – The Practice – in 2007. From then to now he’s been married, had kids, built the structure he’s now on at 52 Luis Street, Woodbrook from the ground up; from mud and stone to the beautiful offices that stand there now, with his marriage subsequently ending in divorce.

The phrase, “dark night of the soul” is often used informally to describe an extremely difficult and painful period in one’s life, for example, after the death of a loved one; the break-up of a marriage; or the diagnosis of a life-threatening illness. In his book, *Dark Nights of the Soul*, the psychotherapist and former Catholic monk, Thomas Moore, makes an important observation.



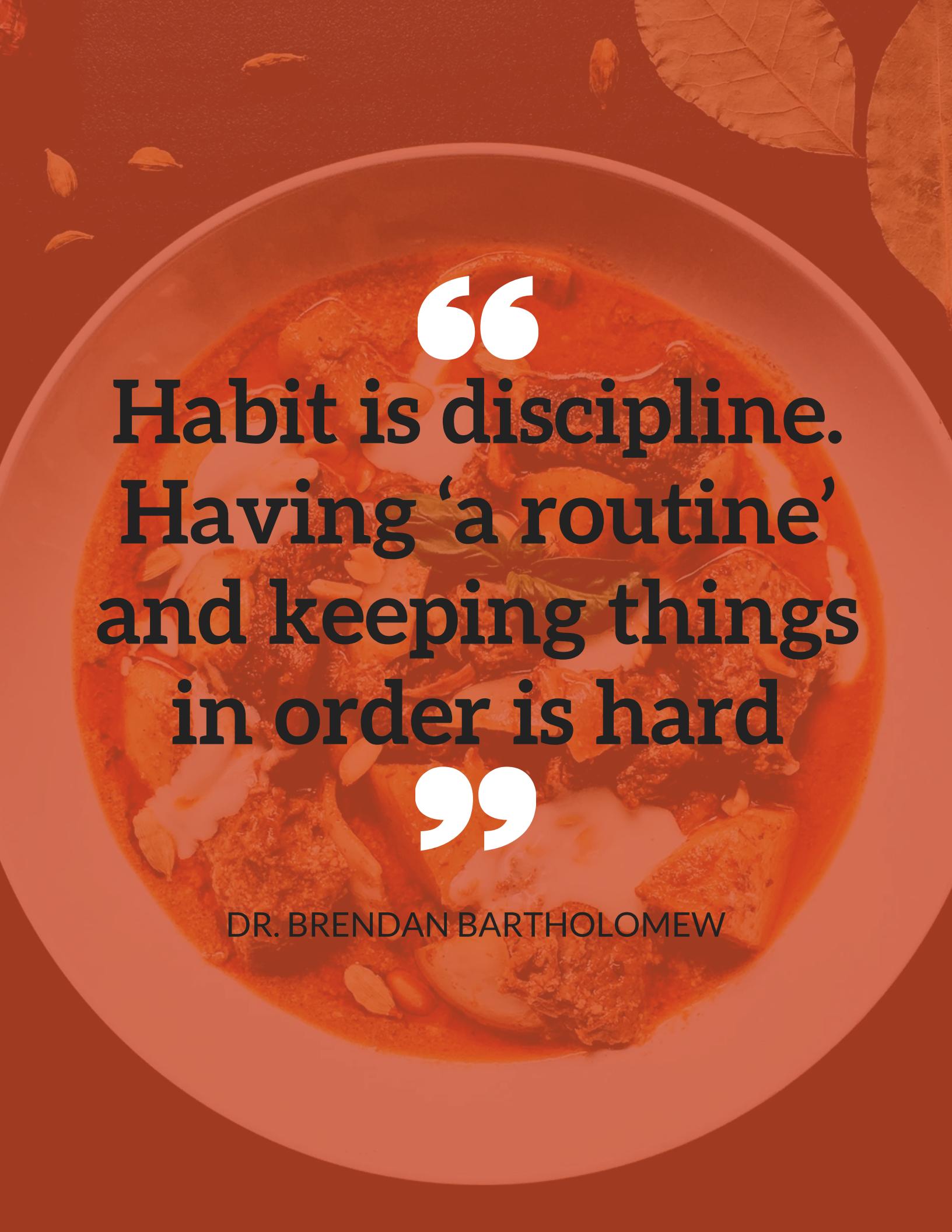
He writes, "The dark night calls for a spiritual response, not only a therapeutic one." The dark night calls upon the affected person "to remain in the present, not bound or deluded by the past and not imprisoned in a fixed and defensive idea about the future...the most difficult challenge is to let the process take place, and yet that is the only release from the pressure of the dark night."¹

Brendan, perhaps not realizing consciously, that he was going through his own dark night of the soul, woke up one day in August 2020, in every sense of the word. His eyes opened onto the day and everything since then has been different. From that moment everything around him, personal interactions in his office, his business, the potential, the dream, the future, and his imagination has just gone through the roof. "Can I keep this up?" he asks, partly to himself, half-asking me same... "But that feeling" he says optimistically, "keeps coming back."

His eyes move up and to the right reflecting...from 2015 when he separated, all the time he spent alone...thinking...contemplating. This was difficult.

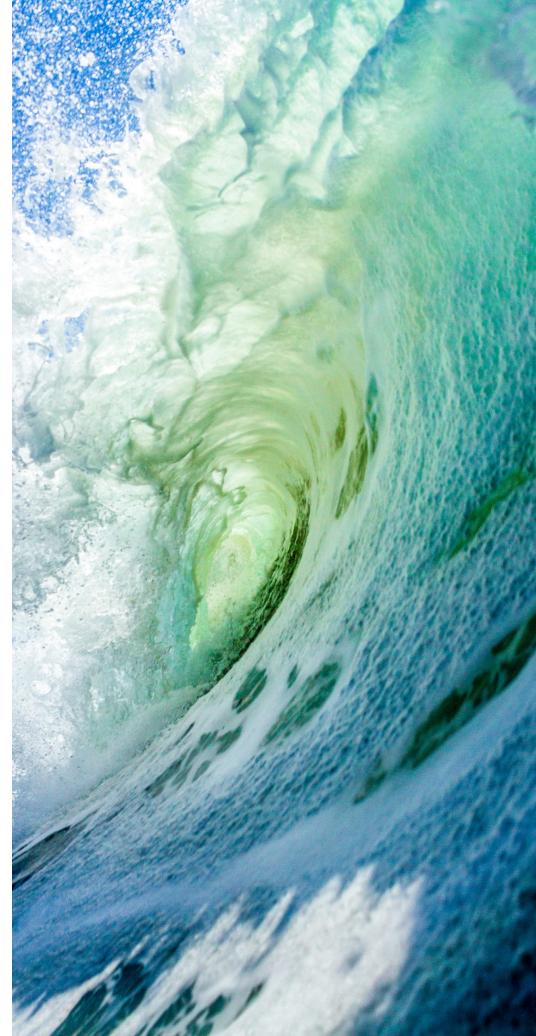
Yet he maintains "You can allow failure to crush you or you can choose to make it be the reason you become something greater than you were before. Failure is an opportunity to become a better version of you."

He takes his role as a Dad seriously starting from the very first day he was tasked with buying diapers at the supermarket. "I am now a parent," he thought. "This is serious." Brendan's son is now 10 and his daughter 12. They are his pride and joy. He enjoys hanging out with them and acting the fool, the jokester, especially in public, to the point of sometimes embarrassing them. He loves seeing them beg him to stop. But there's always a lesson. It's his way of letting them know not to take things too seriously; don't be too caught up in yourself; just go out and have fun, don't be too critical of yourself all the time; be natural.



“
Habit is discipline.
Having ‘a routine’
and keeping things
in order is hard
”

DR. BRENDAN BARTHOLOMEW



WHAT HAS MOST CHANGED HIS LIFE IS THE HABIT OF DOING 20 MINUTES OF EXERCISE, EVERY SINGLE DAY

"Habit is discipline. Having 'a routine' and keeping things in order is hard. Staying healthy now is most important to me." His exercise time is non-negotiable.

After a day doing his thing as a dentist, he comes home, and dons his parent hat. He plays with the dogs, makes dinner, feeds his kids, spends time with them, and then puts them to bed. No matter how tired he is after doing all that he needs to do, he does his 20 minutes of exercise.

Brendan cautions, "Chaos is so easily achieved. You don't have to think to create chaos. It could be twelve o'clock at night; I'm doing my routine because chaos is waiting to envelop me. It's just waiting for that slip, that opportunity, to come in and create havoc. Discipline closes that door."

"CHAOS IS JUST WAITING FOR THAT OPPORTUNITY TO COME IN AND CREATE HAVOC. DISCIPLINE CLOSES THAT DOOR"

At this stage of the game, Dr. Brendan Bartholomew is unstoppable. For many, the loneliness, isolation and fear associated with the COVID-19 pandemic is, indeed, a dark night of the soul.

Dr. B's prescription : Mindset – sky's the limit. Affirmation – "Step out of the way, I'm coming through! Watch out! Let's have some fun!"



Is Your Business Aligned for Growth?

Your business should work for you—not against you.
But too often, hidden constraints slow growth, reduce profitability, and create unnecessary friction.

- 🚫 If scaling feels harder than it should be...
- 🚫 If marketing and sales aren't driving predictable results...
- 🚫 If you know something needs to change, but you're not sure what...

Alignment is the key.

Every business, whether a growing organization or a solo practice, needs clear positioning, a scalable structure, and a strategic approach to remove bottlenecks and accelerate results.

The first step? A Private Business Alignment Briefing.

Take the First Step → Let's Get Clear on What's Holding You Back:

- 📌 For Business Leaders (20-100 Employees):
 - ✓ Discover where misalignment is costing you revenue and efficiency.
 - ✓ Get a Strategic Business Alignment Report pinpointing key areas of improvement.
 - ✓ Preview The Hudson Alignment Framework™ and how it removes constraints for sustainable growth.

📌 For Solo Professionals & Solopreneurs:

- ✓ If you're a consultant, service provider, or coach, staying aligned is just as critical.
- ✓ Select the Business Alignment Workshop (Live, 15 attendees max) or the Self-Paced Alignment Workbook and receive details.

17 Your Next Step Starts Here. [Click this link now to take action.](#)

