

# PROGRESS



*Dr. Jeannie Ju*

The shift that revolutionized her practice.



# *It wasn't* **PART OF THE PLAN**



Jeannie's journey to dentistry and entrepreneurship is a tale of transformation and self-discovery. Born into a culture that revered the medical profession, Jeannie and her husband Sung found themselves on a predetermined path, their futures beginning in the halls of dental school.

Jeannie and Sung excelled in their studies and soon found themselves wearing the white coat of a dentist, a symbol of success that, in short order, began to feel more like a straitjacket of expectations.



**IN 2013, THE COUPLE DECIDED TO MAKE A BOLD MOVE AND ACQUIRED THEIR OWN DENTAL PRACTICE. THEY INSTANTLY SHIFTED TO BEING ENTREPRENEURS, TAKING ON ALL THE EXCITEMENT AND PRESSURE OF BUSINESS OWNERSHIP.**

**AT THE EXACT SAME TIME THEY CHOSE TO BECOME PARENTS. WHILE EXCITED AND HAPPY WITH THEIR NEW BABY SON...JEANNIE STRUGGLED TO JUGGLE MOTHERHOOD AND ENTREPRENEURSHIP. "I DON'T RECOMMEND BECOMING A BUSINESS OWNER AND A NEW MOM AT THE SAME TIME. IT WAS STRESSFUL BEYOND WORDS." THEIR NEW DENTAL PRACTICE, ONCE A PLAN FULL OF HOPE, INDEPENDENCE, AND FULFILLMENT, QUICKLY TURNED INTO OVERWHELMING RESPONSIBILITIES AND SLEEPLESS NIGHTS.**

## *from white coats* **TO SLEEPLESS NIGHTS**

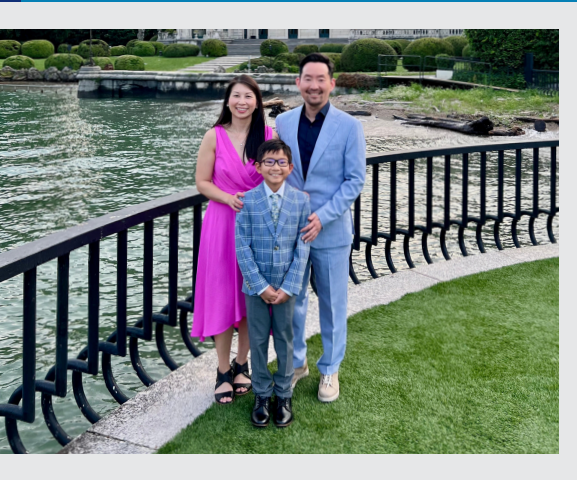
Doubt and exhaustion were her new friends. Characteristically a happy and light-hearted person, the weight of financial stress and relentless demands threatened to crush her spirit. "There were so many nights I just cried and thought, 'What have I done?'" The journey that began with the expectation of success led her to question her career, setting the stage for a transformation that would redefine her life and career.

Before every breaking point there is a turning point that is available to us all. Jeannie's self-awareness and intelligence allowed her to spot the opportunity and pursue it, steering her life in a new, far better direction.

# starting TO SHIFT

It happened in one conversation with her dental broker, who introduced her to the idea of coaching. "I was skeptical at first," she says, "but I was desperate for a lifeline." After a few months with her first dental coach, Jeannie began to see the light at the end of the tunnel. "It was like I found my passion for dentistry again."

*"I started asking* **WHY ARE OTHERS SUCCEEDING AND NOT ME?**



With newfound energy, Jeannie channeled every business frustration into motivation. She soon acquired a second practice, and it was during that transition that she discovered the transformative work of Michael Bernoff. "My coach kept bringing up this event called CORE LIVE," Jeannie recalls. "She was subtle yet persistent, and eventually, my curiosity got the better of me. I had no idea how much that curiosity would go on to change my life." After years of mastering her craft yet still feeling frustrated and tired, Jeannie now had the chance to study herself and learn how to navigate life and business on a whole new level.

In 2017, Jeannie attended CORE LIVE, initially planning to go alone, but her husband decided to join her. "That turned out to be one of the biggest turning points of my life," she reflects. "I walked into CORE feeling angry, frustrated, and uncertain. But what I found there went beyond just business growth—it was deep personal healing." The breakthroughs she experienced were transformative, especially when Michael addressed her feelings of resentment and frustration around her career and life choices. The pressure to become a dentist, a path chosen to meet her parents' expectations, left her carrying a heavy load of bitterness. "At CORE, I learned to reframe those emotions and discovered a new sense of purpose that was truly my own."

What Jeannie learned at CORE LIVE didn't stay there—it transformed her entire practice. She brought Michael Bernoff's teachings back to her team, revamping monthly meetings to include not just bookkeeping and operations, but also personal growth sessions. "My team loves it, and it has created a culture of constant improvement and growth," she says.







## *It's not just about dentistry*

### **IT'S ABOUT CREATING A CULTURE WHERE EVERYONE CAN WIN**

Jeannie's commitment to a growth mindset has not only revitalized her practice but has also redefined its purpose. By making personal development a priority, she's created a space where her team and patients experience growth beyond dentistry. She began sending her employees to CORE "At first, they didn't know what to expect, but they came back different—more motivated, more engaged, and more connected to the bigger picture."

Reflecting on her journey, Jeannie attributes much of her success to embracing personal development and implementing Bernoff's philosophy into her everyday business practices. From struggling to balance the demands of entrepreneurship and motherhood to cultivating a thriving, growth-focused practice, she has experienced a profound transformation. "The impact they've had on my life is immeasurable. It's not just about business; it's about becoming the best version of yourself," she says. Her message to others is simple: "Take the leap. You never know how much your life can change when you're willing to invest in yourself."

## **THOUGHTS FROM MICHAEL**

Entrepreneurship isn't just about the vision; it's about discovering your own potential, capabilities, and challenges. From the moment I met Jeannie, her passion for life and drive for growth were undeniable. She wasn't just committed to her dental practice—she was committed to herself. What set Jeannie apart was her willingness to take action, always sharing stories of how she'd applied new insights to keep growing. While some people crumble when faced with adversity, Jeannie leaned in. Through her dedication to learning new communication skills, she improved her business and became a better version of herself. The impact was tangible, reaching everyone around her, from her team and patients to her family.

What truly stands out about Jeannie is how she extends her personal growth to those she cares about. At nearly every event, someone shares that they met me through Jeannie, and the light in their eyes says it all. Her leadership isn't just about being the best in her field; it's about inspiring others to elevate themselves, too. Watching Jeannie embrace the journey of entrepreneurship and grow through challenges has been incredible. It's not just about what she's achieved—it's about who she's become along the way.

