



Technology, Cash, and Generation Z

TOP PRACTICES

THE HOME FOR PRIVATE PRACTICE

Rem Jackson
CEO Top Practices



AI COULD KILL US ALL

Nuclear War is always a 50/50 proposition

Podiatry could sunset for lack of new students

Private Equity and Big Medicine could end private practice

Alien invasion

Zombie Apocalypse





Everything is Mindset



“In times of change, the learners will inherit the earth, while the knowers remain beautifully prepared for a world that no longer exists.”

–Eric Hoffer



"Any fool can criticize, condemn, and complain - and most fools do."

Dale Carnegie

Everything is Mindset



Your Autonomy Blueprint

For years, we've talked about "elevating" our practices. But in 2026, elevation isn't enough—you need **Autonomy**.

We are living in a unique moment in time and in podiatry

AI is promising to change everything, insurance companies are tightening their grip, and the "labor shortage" is forcing us to rethink how we lead. You can either be swept up in the chaos, or you can use it as

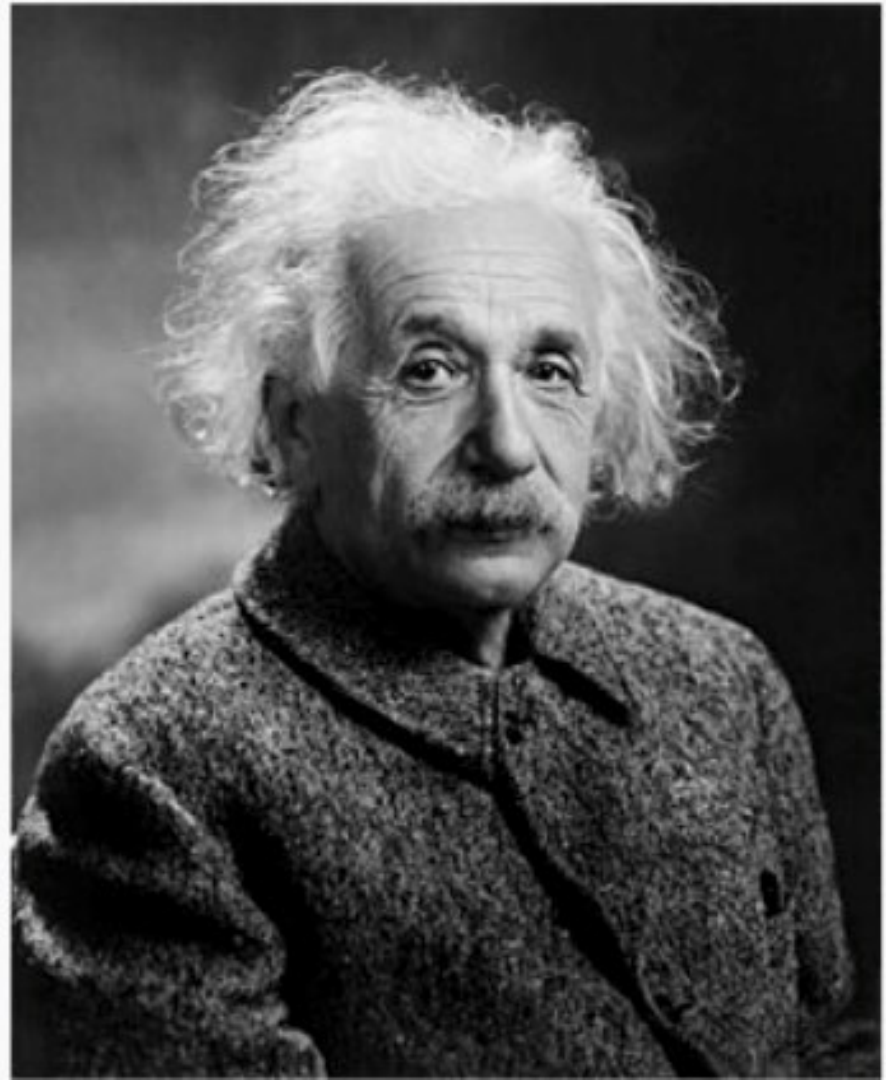
fuel.

Three essential strategies for a thriving, independent future:

- **AI Integration:** How to evaluate and adopt the tech that actually buys you back your time.
- **Cash Modalities:** How to provide elite patient outcomes and massive practice growth—on your own terms.
- **Leadership Mastery:** How to stop "managing" and start coaching your team into a self-sustaining powerhouse.

“We cannot solve our problems with the same thinking we used when we created them.”

- Albert Einstein



The "middle of the road" has become the most dangerous place to be—where stagnant insurance reimbursements meet rising overhead

The best path to true professional freedom is through the intentional integration of AI, Cash Modalities, and Leadership Mastery

Embrace Innovation

AI Anthropic

SEO Lead


New York, NY · 1 day ago · 59 people clicked apply

Promoted by hirer · Responses managed off LinkedIn

\$255K/yr - \$320K/yr

Hybrid

Full-time

Apply 

Save

Embrace Innovation

Avoid “Beta Bait”

- AI
 - AI Scribes
 - AI Receptionists
 - AI scheduling
 - More...

Embrace Innovation

- Cash Modalities, products, services



MONTH	\$ 3D FFO	\$ LUNULA	\$ MLS	\$ RSWT	\$ SWIFT	\$CBD/CBG	\$EBM	\$TOLCELYN	\$ PRP	TOTAL
Dec-25	\$16,263	\$5,312	\$8,802	\$2,780	\$2,360	\$995	\$1,103	\$2,838	\$440	\$40,893
Nov-25	\$14,490	\$2,631	\$1,920	\$950	\$2,065		\$1,580	\$2,062		\$25,698
Oct-25	\$11,085	\$5,262	\$2,250	\$556	\$590	\$1,150	\$467	\$3,101	\$550	\$25,011
Sep-25	\$11,785	\$3,700	\$9,000		\$1,180	\$440	\$2,186	\$3,308	\$550	\$32,149
Aug-25	\$12,881	\$11,920	\$2,630	\$1,875	\$1,180	\$810	\$636	\$3,512	\$1,350	\$36,794
Jul-25	\$10,484	\$7,450	\$1,387	\$695	\$1,770	\$170	\$1,262	\$2,522	\$1,017	\$26,757
Jun-25	\$9,138	\$770	\$7,350	\$1,390	\$1,770	\$1,335	\$467	\$3,460		\$25,680
May-25	\$10,486	\$3,271	\$5,325	\$695	\$1,386	\$980	\$1,113	\$2,359		\$25,615
Apr-25	\$17,828	\$6,761	\$6,600	\$695	\$2,360	\$1,335	\$1,729	\$3,448		\$40,756
Mar-25	\$12,785	\$11,437	\$7,800	\$2,085	\$1,770	\$1,635	\$1,252	\$2,288	\$550	\$41,602
Feb-25	\$11,816	\$12,476	\$8,950	\$695	\$2,065	\$1,135	\$1,272	\$2,376		\$40,785
Jan-25	\$15,380	\$4,475	\$5,100	\$1,390	\$2,065	\$795	\$1,113	\$1,584	\$550	\$32,452
TOTAL 2025	\$154,421	\$75,465	\$67,114	\$13,806	\$20,561	\$10,780	\$14,180	\$32,858	\$5,007	\$394,192

<https://www.youtube.com/watch?v=-fEP2Uhm7wY>

<https://www.youtube.com/watch?v=FLTHzzax6I>

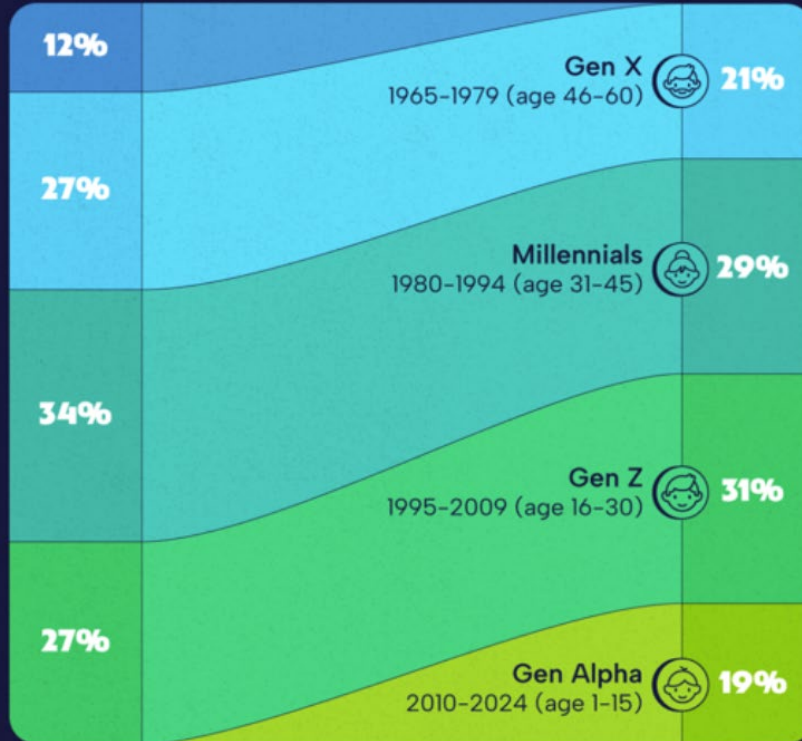
Shape the Global Workforce by 2035

Current Workforce Share

Projected Workforce Share (2035)



Boomers
1946-1964 (age 61-79)



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The principles and practice of coaching and leadership

5th
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Foreword by John McFarlane, Chairman, Barclays

SIR JOHN WHITMORE

Performance Consultants International

GROW

Performance = potential - interference

GROW

Internal Obstacles are often more
daunting than external ones

GROW

Coaching is unlocking people's potential to maximize their own performance

GROW

Coaching is **unlocking people's potential** to maximize their own performance

Gen Z

Gen Z (born roughly 1997-2012) are true digital natives who prioritize **flexibility, purpose, stability, and work-life balance**. Their approach to work can sometimes seem counter-intuitive to older generations, but by understanding their core values, Boomers, Gen X, and Millennials can build highly effective teams.

Boomers/Gen Z

Baby Boomers (Born 1946-1964)

Boomer Tendencies: Often value loyalty, long hours as a sign of commitment, hierarchical structure, and face-to-face communication.

Optimizing the Relationship with Gen Z:

- **Acknowledge Boundaries:** Gen Z draws a strong line between work and personal life. Their desire for work-life balance is not a lack of work ethic; it's a prioritization of mental health and well-being.

- **Action:** Respect their time off and avoid equating late hours with productivity.

Boomers/Gen Z

- **Embrace Two-Way Mentorship:** Boomers possess invaluable institutional knowledge, but Gen Z has digital fluency and fresh perspectives.
 - **Action:** Offer your wisdom, but be open to them *reverse-mentoring* you on new technologies or digital communication tools.
- **Connect Work to Purpose:** Gen Z needs to understand the *why* behind the work.
 - **Action:** When delegating tasks, explain the task's **impact** on the company's mission or a larger social good.

Gen X/Gen Z

Generation X (Born 1965-1980)

Gen X Tendencies: Known for independence, self-reliance, efficiency, skepticism of authority, and valuing work-life balance and results.

Optimizing the Relationship with Gen Z:

- **Be Accessible, Not Hands-Off:** While Gen X values autonomy ("figure it out"), Gen Z often seeks structure and **frequent, prompt feedback**. They may feel abandoned by a purely hands-off approach.

- **Action:** Establish a routine for check-ins (even quick digital ones) and create clear, structured project outlines.

Gen X/Gen Z

- **Leverage Digital Efficiency:** Gen X is generally comfortable with technology, but Gen Z expects a **digital-first, rapid-response** environment (Slack, quick chats, etc.) over traditional email.
 - **Action:** Use fast, instant communication channels. "Reply with 'Ok'" in a chat is often a complete answer for Gen Z, so avoid reading formality into short digital messages.
- **Offer Stability and Practicality:** While Gen X is often pragmatic, Gen Z (entering a world of economic and climate uncertainty) desires **financial stability** and clear growth paths.
 - **Action:** Provide transparency on career progression, skill-building opportunities, and practical training over vague, aspirational goals.

Millennials/Gen Z

Millennials (Born 1981-1996)

Millennial Tendencies: Value collaboration, coaching-style management, continuous feedback, technology, and purpose-driven work.

Optimizing the Relationship with Gen Z:

- **Refine the Feedback Loop:** Millennials crave feedback, but Gen Z expects it to be even **more immediate, specific, and actionable**. They want to know *exactly* how they are doing—promptly.
 - **Action:** Don't wait for a formal one-on-one. Offer instant, real-time "micro-feedback" in the moment, delivered constructively.

Millennials/Gen Z

- **Distinguish Collaboration from Independence:** Both generations are collaborative, but Gen Z also highly values **individual autonomy and self-direction** in their specific tasks. They often enjoy managing their own workflow.
- **Action:** While collaboration tools are great, give Gen Z clear tasks they can own and execute independently, allowing them the space to innovate on the process.
- **Validate the Digital Landscape:** Millennials are digital adopters, but Gen Z is *native*. They seamlessly blend digital life and work.
 - **Action:** Embrace cutting-edge digital tools and communication platforms. Be comfortable with their use of video, social platforms, and rapid-fire texting/chat for work updates.



Universal Takeaway for All: Flexibility and Communication

To achieve optimal productivity, all generations must:

- 1. Adapt Communication:** Ask Gen Z (and all team members) their preferred method of communication (Slack, email, in-person, etc.) and adapt your style to meet their needs.
- 2. Encourage Psychological Safety:** Gen Z is the most open generation about mental health. Create a culture in which asking for help is seen as a **strength**, not a weakness.
- 3. Lead with Empathy:** Remember that each generation was shaped by a unique set of world events. What one generation perceives as *work ethic*, another may perceive as *unhealthy boundaries*. Assume positive intent and focus on the **results**, not the rigid process.



NAPOLEON HILL

WHATEVER

THE MIND CAN CONCEIVE AND BELIEVE

THE MIND CAN ACHIEVE



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This isn't just another seminar. It's a strategic retreat designed to help you reclaim your time, your profit, and your passion for podiatry.

Rem Jackson, CEO, Top Practices

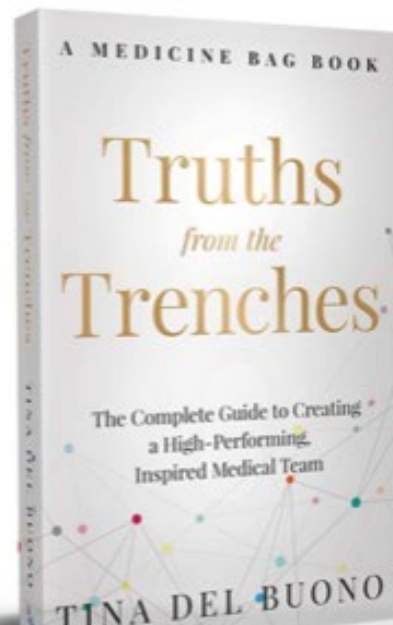
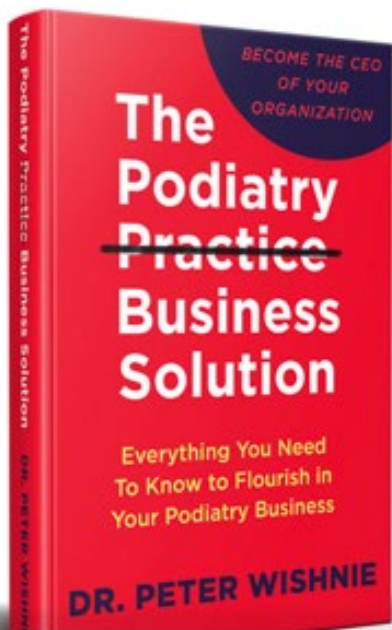
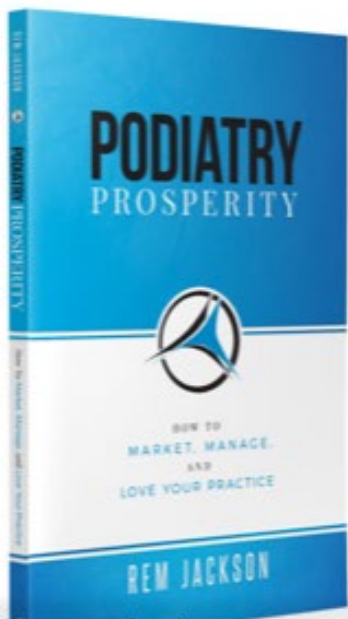


KEYNOTE ADDRESS THE ARCHITECT VS. THE BUILDER

PRESENTED BY

DR. MELISSA LOCKWOOD
HEARTLAND FOOT AND ANKLE, BLOOMINGTON, IL





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& Something Greater

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