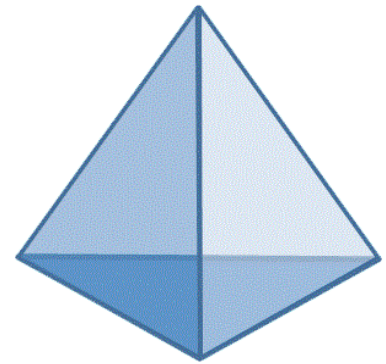




The symbol for **THE RUDDLE SHOW** is a tetrahedron, or a triangular pyramid, with 4 faces. Each face represents a different aspect of a clinician's professional journey, but can also be considered to be the various aspects of any person's life, representing the complete individual. The four aspects are:



EDUCATION

To stay relevant as a clinician, continuous education is extremely important. Watching **THE RUDDLE SHOW**, you will learn new things, refresh existing knowledge that may have been forgotten, and keep your mind sharp. Throughout our lives, we should always stay humble, maintain an open mind, and never stop learning; do not assume you know everything you need to know and are done. Stay hungry for knowledge.

COMMUNITY

Contact with other colleagues is crucial. **THE RUDDLE SHOW** highlights the importance of getting out in the community, seeing what others are doing, and connecting with others. Human beings are not generally solitary creatures. We find purpose and meaning when we connect with and help others, communicate ideas, and see what is going on in the world around us.

INNOVATION

Innovation represents more than simply inventing a dental product. **THE RUDDLE SHOW** emphasizes creativity, open-mindedness, and breaking down paradigms. Approach your dental practice with creativity, find new solutions to old problems, and never settle for stagnation because it is comfortable. Sometimes the greatest ideas and innovations ever were initially uncomfortable.

LIFESTYLE

There is more to life than work, work, work. On **THE RUDDLE SHOW**, you will see how Cliff Ruddle finds inspiration from his family and personal life. There is much more to individuals than how productive they are in the workplace. Fun, laughter, and stepping away from work sometimes can be rejuvenating and necessary to maintain balance in your life.