

Lost that Lovin' Feeling?

*Success is All
About Relationships*



Would you like the *magic potion* for attracting and retaining patients and the powerfully simple tools for cultivating a high-functioning team?

When we understand others, we can guide our conversations and build a culture of trust. Drawing from 30+ years of small business and clinical dentistry experience, Dr. Larry Stanleigh brings humor, story-telling and real-life examples to this interactive, fast-paced presentation. Learn how to communicate more effectively through an understanding of basic personality types. Discover how and where to apply this knowledge to build trust and improve patient and team experiences from our marketing to the waiting room to the operatory.

Consistency leads to trust. Trust leads to treatment plan acceptance. Through an understanding of ourselves/each other and responding with kindness and respect, we can develop a team of self-directed leaders, nourish a flourishing practice, and cultivate a culture of success while increasing the quality of patient care.



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LEARNING OBJECTIVES:

- Clarify your definition of success and the road map for achieving it
- Illuminate the science of setting and achieving goals and the essential role goals play in success
- Recognize opportunities to refine your responses and actions to build a stronger culture of trust
- Gain an understanding of basic personality types and how to apply this knowledge to your team and patients
- Pinpoint how and where to implement and improve communication with both team and patient
- Transform your approach to marketing, greeting and seeing new patients
- Identify your greatest source of practice strength and growth
- Learn how to increase case acceptance by applying personality type to planning, presenting and scheduling treatment
- Explore a method for discovering what people really want and providing what they uniquely desire
- Break through roadblocks, transform mindsets and create the ultimate practice no one wants to leave

SUGGESTED AUDIENCE:

Dentist and Team

SUGGESTED FORMAT:

Full or Partial Day; Keynote, Lecture, Workshop