LEADING CHANGE

Essential Truths to Know, Do & Be

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Thank You to Dr. Marc Cooper and Vance Taylor

Also thanks to all vendors & the AADGP

Thank You
Innovate, Share, Learn & Interact Together

Better Way - Marriage of Clinical Care & Financial Success

Today
To succeed, I have to be on purpose, persistent and patient. In other words, I need to be consistently persistent in what I choose to do and be.

My Parents
Shift Happens: Gearing Up for Changes in Your Dental Career

A Little About Me

Financial Security Concerns

Heartland Dental
Early Heartland Dental Years
Equity is the basis for all long term thinking.

You still pay attention to the day to day details, but you are doing it for the right reason because it is the best way to achieve lasting success.

Ownership Mindset
Shift Happens: Gearing Up for Changes in Your Dental Career

One Source of Truth
Open Book Management
8 Domains of External Environment

- Customers
- Technology
- Competitors
- Economy
- Industry
- Culture
- Vendors/Suppliers/Partners
- Regulatory
Top 10 Business Goals

• Write your top 10-15 Challenges & Opportunities for the coming year

• The goals must be SMART  
  (Specific, Measurable, Achievable, ROI, Timeline)

• Once the goals are SMART, make them actionable
8 Domains of External Environment

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The Call
Dentists are in the driver’s seat of their own careers.

Autonomy
Transparency

Press Ganey

Customers
8 Domains of External Environment

- Customers
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- Regulatory
Millennials
Wanting a Pathway for Success
Taking Our Commitment to Advancing Dentistry Even Further

Doctor Mastery Program

Supported by Heartland Dental
Growing New & Experienced Doctors
This five year plan will take your career to the next level.

Year 1  Year 2  Year 3  Year 4  Year 5  MASTERY

Doctor Mastery Program
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8 Domains of External Environment

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Regulatory
Changing the Industry
Shift Happens: Gearing Up for Changes in Your Dental Career

Three Skills Pyramid of Success

- **TECHNICAL**
  - Work Hard

- **COMMITMENT**
  - Work Smart

- **PERSONALITY/COMMUNICATION**
  - Work Together

Diagram:
- Technical
- Commitment
- Personality/Communication

Three Skills Pyramid of Success
“If you change the way you look at things, the things you look at change.”

Wayne Dyer

Leading Change
Questions?

Thank You