

TRANSFORMING YOUR DENTAL PRACTICE

Success starts within you.

Presented by Dr. Pirjo Friedman, D.D.S. and Marcelene Anderson, M.A.

When most dentists begin their training, their goal is to learn the science and art of dentistry in order to serve patients as well as be their own boss. In dental schools, little or no education is given on building a business, or how to become an entrepreneur. Research shows that most dentists spend 85%+ of their time on their dentistry craft with the remaining time, if any, spent on building the practice, an effective team, and on the administration of the business. Doing the dentistry part of the job is the easy part and comes second nature, due to the training dentists receive in school — the business building part is different.

Every day, dentists face numerous challenges: growing the practice, patient retention, profitability, hiring and de-hiring employees, clarifying roles and responsibilities, giving feedback, empowering employees and resolving interpersonal conflicts, setting goals for the practice, and much, much more.

Just as dentistry is learned, so is becoming a successful and entrepreneurial dentist, an effective manager of your dental practice and creating a life that works for you.

Join us for three seminars that can transform your dental business dramatically:

THREE – INFORMATIVE, ONE-DAY SEMINARS:

Success is an Inside Job

(November 2nd, 2007)

- How are you doing? – Personal well being self assessment
- Success is an inside job
- Secret methods to loving yourself

Learn how to:

- Feel good about yourself
- Choose an effortless mindset and way of living
- Build your self confidence
- Create joy and happiness for yourself and others
- Make choices that make you feel good
- Balance your life and roles
- Create personal action planning for success as an inside job

Growing a Successful Business as an Entrepreneur

(December 7th, 2007)

- Going beyond becoming your own boss to building a successful practice
- How are you doing? – Dental practice self assessment
- The importance of working *on* your business not just *in* your business
- Envisioning success
- Key ingredients for practice success

Learn how to:

- Get known/create visibility
- Invest in promotion and where to invest
- Communicate with patients
- Build patient loyalty
- Manage cash flow
- Build your relationship with your financial institution
- Brand your practice
- Create a personal action plan for business success

Your Managerial Role as a Business Owner

(January 11th, 2008)

- Why your role as a manager is crucial to building a successful practice
- How are you doing? – Managerial practices self assessment
- Key managerial practices

Learn how to:

- Hire the right staff
- Establish roles and clear expectations
- Delegate effectively
- Giving feedback to employees
- Deal with performance issues
- Let employees when they don't perform or are not a good fit
- Resolve interpersonal conflicts
- Build an effective team
- Create a personal action plan for your managerial role

SEMINAR FEES:

One seminar - \$350.⁰⁰ Two seminars - \$625.⁰⁰ All three seminars - \$999.⁰⁰

Fees include seminar workbooks with exercises and practical tips.

SEMINAR LEADERS:

The three part seminars will be given by **Dr. Pirjo Friedman, DDS**, a successful dental practitioner for 30 years, recently retired, and author of two books *Awakening the Entrepreneurial Spirit in You*, *Embracing Synchronicity* and *Pushing Your Boundaries, the Feminine Principle in Business*, and founder of *Motivational Networks*. She will share her experience in building a successful dental practice in two countries.



Marcelene Anderson, MA, is a strategic management consultant and founder of *Raven Strategic Consulting*. She has worked with private and public companies from small to multi-nationals for 30 years. She developed the *Creating Results Program*[™] for business owners and leaders. Marcelene is the author of numerous articles on strategic planning and successful implementation of plans, and has given numerous seminars to managers on how to increase their effectiveness in their managerial roles.

FOR INFORMATION, OR TO REGISTER, CONTACT:

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