

# DENTIST, BOSS, LEADER CONUNDRUM

*How to be a leader AND a dentist!*



**Happy employees have, on average, 31% higher production.**

## **Are you struggling with your dual role as dentist AND business owner?**

Most dentists aren't taught the skills necessary to become an effective boss, leader, and business owner in dental school. Yet you are required to be all three AND the dentist with your focus on your patient 99% of the time. This course brings clarity to these multiple roles and tips for performing each role well.

Every practice experiences working with difficult people *whether they are patients or team members*. When the difficult people are team members, it is especially challenging! **Chronic lateness, underperformance, constant complaining, persistent negativity, and failure to comply** have lasting effects on a practice. This type of behavior may result in increased overhead because of high turnover or absenteeism, low production because of lowered morale and patient dissatisfaction, and worst of all...burn out for the doctor! Learn the strategies needed to reduce staffing headaches, create a healthy work environment, re-energize the team, assure a professional atmosphere, and lead effectively with confidence.

## **PARTICIPANTS WILL LEARN:**

- How to perform each of the doctor's roles well
- The power of effective leadership
- Communication skills for leadership in the 21<sup>st</sup> century
- Elements of an exceptional dental team
- Methods for energizing employees
- Components of a first class professional atmosphere
- Strategies for dealing with difficult people, both patients and employees
- Patient-centered systems
- The purpose of a mission statement and its many uses
- Ways to develop and implement an employee handbook

Presentation Length: Up to full day

Suggested Audience: Dentists, Office Managers, Practice Owners

## **SANDY BAIRD, M.B.A.**

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