



ABOVE THE CLOUDS

CREATING A HIGHLY SUCCESSFUL CORPORATE DENTAL ENTERPRISE

A Special Invitation

Dates – July 29th, 30th and 31st

Location – Chicago, IL / Ritz-Carlton

There are a small number of dentists who see dental practice as a unique opportunity, an opportunity for a distinctive entrepreneurial company, a pathway to create an extraordinary business expression.

They are visionary leaders, captivated by what is possible to accomplish as a corporate business. They have a deep interest in business process, leadership, management and ownership. And for the most part, they are already successful in their own right, but their success is just a beginning and they have a hunger for more.

This invitation is not extended to dentist owners of solo practices that generate strong revenues of over a million dollars along with a rewarding personal income for themselves.

Nor is this invitation extended to those two or three partnered provider practices that generate \$2 to \$4 million in revenue, with one or two strong and experienced staff members who have come up through the ranks, able to manage the operations and staff.

Both the successful solo practice and small partnered practices should be acknowledged for their achievement. They have mastered their model of practice, deliver real value to patients, and have figured out how to lead, manage and own within their context. No small accomplishment.

But this invitation is extended only to those individuals who belong to a very small, but unique breed of dentists who yearn for a much larger business expression in the world. Dentist entrepreneurs who have a vision of creating a dental enterprise that produces multi-million dollars in revenues, exists in multiple sites, captures a large market share, and possesses a vibrant corporate culture. A company managed by highly competent, professional senior executives. A corporate enterprise where they are the CEO, spending their time leading and managing others to deliver on the enterprise's vision and mission. This conference is designed specifically for them.

CONFERENCE AGENDA

PreConference Homework

Book Recommendations:

- 'Good to Great' by Jim Collins
- 'How the Mighty Fall' by Jim Collins
- 'The Last Word on Power' by Tracy Goss
- 'SOURCE' by Marc Cooper
- 'Courage' by Gus Lee

DAY 1

- Introductions and Presentations of Respective Dental Practice Companies
- Essential Distinctions of Developing and Running a Highly Successful Corporate Enterprise that is 'Built to Last'
- A Way of Being to Enable You to Create and Sustain Your Corporate Vision
- Necessary Relationships and Management of those Relationships to Create Corporate Achievement

DAY 2

- Structures and Management to Effectively Operate a Corporate Entity
- Your Job as CEO in Management and Leadership
- Creating Your Board of Directors and Your Job as a Board Director and CEO
- Reception & Dinner

DAY 3

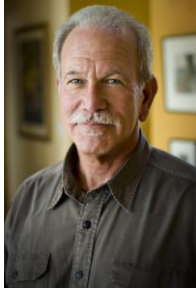
- Creating and Structuring a Network of Players to Empower and Support Success
- Metrics and Reports for Corporate Management
- Establishing Management by Accountability
- Thinking and Speaking for Corporate Performance
- Declarations, Promises and Requests

Tuition

- \$3,600 US not including direct costs
- Nonrefundable Deposit of \$1,200 US
- No charge for spouse or senior executives (HR, CFO, COO, Chairman of Board), but they must attend all sessions

Registration

www.MasteryofPractice.com/abovetheclouds/



CONFERENCE FACILITATOR

Dr. Marc B. Cooper's professional career includes periodontist, private practice, academician, researcher, teacher, consultant coach, trainer, seminar director, board director, author, entrepreneur and inventor. The Mastery Company has been in existence since 1984.

Dr. Cooper's client experience includes health care entities from solo private practices to large hospital systems, Silicon Valley start-ups to Fortune 500's. He is unique in the dental industry having a strong background in corporate and organizational consulting. Corporate clients include: Intel, GE Capital, Boeing and the NASA/Ames Business Incubator. He has been a coach to a number of corporate CEOs, Boards and Senior Executives.

His weekly newsletters are read by subscribers in 31 countries. He works with dental clients throughout North America with a few select clients in Europe and Dubai. He is the author of five books; *Mastering the Business of Practice* is the best selling practice management book in the world.

He has studied with masters in wide ranging disciplines, participated in formal business educational programs, worked as an independent contractor with several top flight consulting companies, and developed a suite of online business assessment tools.

Dr. Cooper works with a number of visionary entrepreneurial dentists and recognized the unique opportunity of bringing these extraordinary professionals together to generate a conference of learning, sharing, and ongoing empowerment.

For More Information:

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