



THE CORE OF PRACTICE

A One Day Intensive Workshop for Dentists and their Staffs

'Core of Practice' is a profound and powerful interactive workshop. The workshop delivers a process in which you shift the entire foundation of your practice to the very fundamental aspects of who you are - your core values.

By shifting the practice to being core value centric - how you operate and manage your practice and how you perform as a team, dramatically improves. The greater your integrity with your core values, the more effective your actions and, therefore, the greater the level of results and the more cohesive the relationships.

Prior to the workshop, we have each dentist and their staff complete our online Core Value Assessment. When the assessment is complete, we bring your individual Report of Findings (results of the assessment) to the workshop. The reason we do not send the report in advance is because we want to explain how to interpret the results. The Core Value Assessment and its subsequent report will powerfully enhance your ability to define your own core values as well as determine the level of alignment between your staff's core values and your own. Once known, you will be able to align core values between you and the staff.

When you register for the workshop, you receive a document entitled 'The Core of Practice Manual.' The manual provides instructions to complete the Core Value Assessment and provides other valuable information and articles. The manual is your workbook for the workshop. We request that you print a hard copy and review it before you arrive.

The workshop is designed to transform your practice to becoming core value centric. Once achieved, you will have more power, peace of mind and greater performance.

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PURPOSE OF THE WORKSHOP

To fully integrate core values at the heart of your dental practice.

INTENDED RESULTS OF THE WORKSHOP

- Identify, define, mutually agree and fully abide by the core values of the practice.
- Generate a practice culture that produces effective action and sustainable results.
- Create a powerful team, a sense of purpose and a clear mission.
- Establish a reliable core you can count on to enable you to make difficult decisions.
- Reduce friction and resistance in staff relations and performance.

SCHEDULE

- 8:00 AM Continental Breakfast
- 8:30 – 12:30..... Identifying, Defining and Aligning or Core Values
- 12:30 – 1:30..... Lunch Break
- 1:30 – 3:30..... Converting Core Values to Measurable Behaviors
- 3:30 – 4:30..... Purpose and Mission of Practice
- 4:30 – 5:00..... Dentists Only - Completion

TUITION

- Sponsored Workshop (Study Clubs, Dental Organizations) - \$4,000 plus direct costs (hotel, seminar room, travel, food, parking)
- Register online at www.MasteryofPractice.com/CoreofPracticeReg

SUMMATION

It today's economy, where every action counts, where patients are less abundant, where money is tight, a dentist needs a place to stand to run the practice as a viable business. Operating with and inside core values give the dentist a reliable and accessible platform from which to lead, own and manage their practice successfully.

The only thing that works is management by values. Find people who are competent and really bright, but more importantly, people who care exactly about the same things you care about.

Steve Jobs
Apple Inc.

