



## **MASTERY PROGRAM OVERVIEW**

Today, given the current economic circumstances, the level of patient service required, and the type of individual/team performance necessary, the Mastery Program has never been more relevant.

Most dentists achieve mastery in their clinical delivery of dentistry. At this level, they are able to handle problems, breakdowns and issues with grace and ease. At this level of mastery they can accurately forecast the future. As masters they are able to direct themselves, their patients, and their staff to produce quality clinical results. The Mastery Program is designed to produce a comparable level of mastery for dentists on the business side of their practices.

Dr. Cooper delivered the first Mastery Program in April of 1985 to a small group of leading edge dentists in Seattle. Since that time, there have been over 70 Mastery programs delivered to well over 1,200 dentists in every region of the country and abroad.

From its inception, the driving purpose of the Mastery program has remained the same. *Educate, train and develop dentists to become able leaders, managers, owners and marketers of their practices.* Although the technologies of the program have changed with the times, the purpose and results of the program have remained constant.

This year-long program is designed for the vast majority of dental practices; solo or partnered, single to multi-provider, start-up to mature to transitioning, young to old, small to very large, and urban to rural. Using our exclusive transformational methodologies, the program enables dentists to run their practices as highly successful businesses.

Graduates of the Mastery Program report feelings of confidence and satisfaction in running their practices as successful businesses. Graduates understand and practice elements of powerful ownership, enabling their practices to continuously grow and expand. They know how to make money and capitalize the future. Graduates become stronger leaders, better able to inspire staff and patients. They learn to take command and motivate committed action in others. Graduates become more powerful managers, able to produce results through staff while developing them through work. And graduates learn how to execute remarkable "service" that generates referrals.

## **PURPOSE**

- Train, educate and develop dentists to consistently and effectively lead, own and manage their practices.
- Create a practice culture that is an authentic expression of a dentist's core values.
- Facilitate dentists in building powerful structures and systems which create successfully managed business processes, inspire staff performance and deliver consistently strong financial results.
- Enable dentists to undergo a fundamental transformation whereby they are able to master the business of dental practice.

## **BASIC STRUCTURE**

- A one-year program
- Two (2) individual coaching calls per month
- One (1) group Webinar per month
- Program delivered in four (4) modules:
  - **LEADERSHIP**
    - Core Values; The Foundation
    - A Vision that Lasts and a Mission that Delivers
    - Core Values as Measurable Behaviors
  - **OWNERSHIP**
    - Ownership in the New Economy
    - Money Management & Managing by the Margin
    - Generating a Commitment-based Culture
  - **MANAGEMENT**
    - Management by Accountability
    - Values-based Performance
    - Communication for Results
  - **MARKETING & SERVICE**
    - Word of Mouth versus Broadcast Marketing
    - Converting Patients into Missionaries
    - Service Excellence

## **PROGRAM TUITION**

- Tuition for the year-long program is \$13,400
- A deposit of \$2,000 holds your seat in this limited engagement.
- 12 monthly payments of \$950 processed on a credit card the 15<sup>th</sup> of each month.

### **THE MASTERY COMPANY**

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