

To: Clients and Colleagues in Western Washington
From: Dr. Marc Cooper
Re: Western Washington Staff Communication and Relationship Program
Dates: November 4-5, 2010
Location: Hotel Murano, Tacoma Washington

Like many technologies, The Mastery Company's transformational technology continues to generate breakthroughs – breakthroughs that lead to new possibilities and totally new distinctions. Several of these breakthroughs have contributed to a redesigned and timely Staff Communication and Relationship Program.

In order to arrive at the 'true core' of your practice you must communicate and collaborate with staff to identify and articulate fundamental and critical core values as well as core behaviors. These values and behaviors are then continuously expressed in your daily interaction with each other, with patients and with the public. When you operate consistent with your core values, external conditions have far less influence on your decision making, ultimately resulting in higher performance and greater results. *The Staff Communication and Relationship Workshop enables you to identify and express your core values so that you operate consistent with them.*

Communication between the front and the back staff has never been more critical. The distinction between 'consumer' and 'patient' needs to be reinvented so that the practice as a unified entity, serves this new expression, the "patsumer," at every level and in every interaction. *This workshop will create new distinctions and eliminate the miscommunication that occurs between front and back.*

As the owner, leader and manager of your practice you must communicate a clear vision, purpose and mission to your staff, to every patient and to the community. To accomplish this you must be dead on in touch with 'your' vision, 'your' purpose and 'your' mission. *This workshop will guide you in getting to 'your' core business expression and engaging staff in that future.*

PURPOSE

The Staff Communication and Relationship Program is a day and half program designed to educate, train and develop the doctor and their staffs in highly effective communication that will lead to high performance. The program will also educate and train the doctor and their staffs to address and resolve conflicts, upsets and disagreements.

*How you communicate with your staff, and staff with each other, ultimately determines the **performance** of the practice.*

*How you communicate with patients governs case acceptance, referrals, reputation and therefore **practice success**.*

*How you communicate your vision, purpose and mission decides how the staff sees you, and how you see yourself, as a **leader**.*

*How you handle complaints and conflicts establishes how your staff sees you, and how you see yourself, as a **manager**.*

*How you communicate about behavior, attitude, team work, and responsibility, molds how the staff holds you as the **owner**.*

*How you communicate about the future decides the **future**.*

PROGRAM OUTLINE

Evening Session (Thursday Evening)

7:30 to 10:00 PM Doctors Only

Full Day Session (Friday)

8:00 – 8:30 AM..... Continental Breakfast

8:30 AM -12:30 PM..... Doctor and Staff

12:30 – 1:30 P Lunch

1:30 – 3:30 PM..... Doctor and Staff

3:30 – 4:30 PM..... Doctors Only

To Register:

<http://www.masteryofpractice.com/westernwastaffprogram/>



DR. MARC B. COOPER

Dr. Marc Cooper's professional career spans private practice periodontist, academician, researcher, teacher, consultant, coach, trainer, elder, seminar director, board director, author, entrepreneur and inventor.

Dr. Cooper has studied with masters in many disciplines, participated in formal business education programs, worked as an independent contractor with top-flight consulting companies, and developed a suite of online business assessment tools.

Staff Communication and Relationship workshops have been delivered all over North America, Dubai as well as in Europe. Reviews from participants range from 'Extraordinary' to 'Our office staff have never communicated as well as they do now since attending Dr. Cooper's program!'

The Mastery Company

MasteryCompany.com

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