



REMASTERING YOUR PRACTICE

VALUES BASED PRACTICE MANAGEMENT IN THE NEW ECONOMY

OVERVIEW

Remastering Your Practice[®] is designed to educate, develop and train dentists to reformulate their practice to succeed in the new economy. Shifting to a core values based framework from a revenue based context enables dentists to successfully lead, own and manage their practice during the recession and beyond.

Core values are absolute, immutable and unassailable. Core values are not subject to time or economic circumstances. Running your practice firmly anchored to your core values will not only allow you to remain viable during the recession, it will build a dental practice that produces business results and professional satisfaction well into the future.

Using our unique consulting technology and proprietary models, you will learn to operate your practice as a direct expression of your core values. By establishing your vision, management and structures, and making critical decisions based on your core values, you will build a reliable and solid foundation on which to operate – no matter what the conditions.

INTENDED RESULTS

- Create a practice culture that is a clear expression of your core values.
- Produce economic performance to keep the practice viable in the new economy.
- Develop and implement management systems and structures based on core values that ensure effective action and measurable results.
- Develop yourself to be a highly effective leader, manager and owner in the new economy - making the right moves and effecting the right changes, therefore increasing your confidence in what you do and how you do it.

PROGRAM LOGISTICS

- One group Webinar per month (1.5 hours)
- Two individual coaching calls per month (30 minutes each)
- Homework (1.5 hours per week)



REMASTERING YOUR PRACTICE - PROGRAM OUTLINE

Month 1: The Value of Values

- How The Recession Impacts Your Practice
- Core Values – The Foundation
- The Value of Declarative Stands
- Core Values as Measurable Behaviors

Month 2: The Purpose of Mission

- Presenting Core Values & Measurable Behaviors
- What is the Purpose of your Practice?
- Mission of Practice

Month 3: Where has the Future Gone?

- Create a Future that is Possible
- Ownership in the New Economy
- Resetting the Practice Context

Month 4: Operational Integrity

- What's the Reality?
- Managing by the Margin
- Values-Based Staff Compensation

Month 5: Management (Staff Webinar; Pt 1)

- Management by Accountability
- Values-Based Practice Management
- Values-Based Performance Reviews

Month 6: Management (Staff Webinar; Pt 2)

- Communicating for Results (Breakdowns, Problems & Conflict)
- Values-Based Compensation Model
- Is everyone on the 'same' bus?

Month 7: Summary Call

- Dental Practice in the New Economy
- Values-Based Management Summary
- So, What's Next?

TERMS

Cost.....\$7,975 (\$1,500 down, \$925/mo)

Duration..... 7 months



DR. MARC B. COOPER

Dr. 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 solo private practices, large hospital systems, Silicon Valley start-ups and Fortune 500 companies. He works with clients throughout North America and a few select clients in Europe and Dubai. Dr. Cooper has studied with masters in many 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 recognized the oncoming economic breakdown in mid-2007 and has been writing weekly in his e-newsletter about its impending impact on the business of dental practice. Dr. Cooper developed and has delivered *Running on Empty: How to Operate Your Practice in a Recession* throughout the United States and Canada. Soon he will be presenting in Europe. The "Remastering Your Practice" program was developed as the natural outcome of delivering this presentation. It is intended to get information to dentists in private practice in as short a time period as possible to assist them in adapting to the new economy and the changing context of practicing dentistry.

His weekly newsletter has subscribers in 31 countries and is carried by two electronic publications, TrioDent with subscribers in New Zealand, Australia, U.S. and Canada and Dental Learning Hub with readers in Europe, Asia, the Nordic Countries, and the Middle-East.

Dr. Cooper is author of *Mastering the Business of Practice, Partnership: Why They Succeed and Why They Fail* and *SOURCE: The Genesis of Success in Business and Running on Empty*.

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