

Stepping Outside the Box

Big Business Strategies For Your Dental Practice

Smash through the status quo! In today's competitive business climate, it makes great sense to step outside of the small sandbox that is your dental world and learn how to lead your team with winning business strategies from Corporate America that can help you set your practice apart from the rest. Spend some time with nationally recognized management strategist Ginny Hegarty and learn big business techniques that will make a pivotal difference for your small business.

Course Objectives:

- Learn the result of a Gallop Poll, the secret to achieving superior business growth & profitability
- Debunk two widely held business strategies that are stifling your practice success
- Attract and keep great team members with advice from the winners of the 100 Best Companies to Work
- Stop the Boredom! Introduce a few simple changes to your team meetings and gain commitment and create positive change
- People bring their own motivation to work; you can't motivate them to high performance but you can learn how to create an environment where high-performers thrive and the slackers can't hide
- Conflicts Happen – but you will learn how to lead healthy debates that will make for a stronger, more effective team

Presenter: **Ginny Hegarty, SPHR** Length: 2-4 hours Audience: Doctor, Team

With over 25 years of experience, certification as a Senior Professional in Human Resources (SPHR) and an extensive background as a speaker, writer and consultant, Ginny Hegarty, owner and President of Dental Practice Development, Inc. is recognized as a leader in the dental community. Ginny is best known as a turnaround expert specializing in practice renewal as she leads new teams or teams that have plateaued to rediscover and build on their strengths. Clients describe Ginny as “**a master communicator and motivator**”, “**a management strategist** with a keen eye for analyzing practice data and identifying where your purpose and focus must be” and “**a caring, personable, upbeat motivator.**”

Ginny is a visiting faculty member and featured speaker at The Las Vegas Institute for Advanced Dental Studies (LVI). She has authored the Practically Speaking Column in Dental Products/Practice Report for the past six years and been published in Dental Economics and other trade journals. Ginny also lectures at the Kornberg School of Dentistry at Temple University in Philadelphia as part of the Practice Management Program, and is the President-Elect of the Academy of Dental Management Consultants.

Ginny's breadth of experience, passion, and pragmatism get her audiences thinking, learning and leading as she offers real-world, practical solutions to the challenges they face.