

Employee Engagement | STRATEGIC PLANNING
LEADERSHIP | BUSINESS | Team Building
Profit and Loss | ACADEMY | CONTROLLING
Financial Planning | Cybersecurity | SEATTLE STUDY CLUB® | Investment Strategies | OVERHEAD
DIGITAL MARKETING | Buying and Selling Practices | Maximizing Value
A TRANSFORMATIONAL EXPERIENCE

IT'S TIME TO ASK YOURSELF SOME TOUGH QUESTIONS:

- *Is your business savvy as refined as your clinical expertise?*
- *What should you be doing today to secure your family's future?*
- *Are you deep in the maze of uncertainty and confusion when it comes to practice growth and profitability in the face of all the changes happening in dentistry?*

There's no denying that it's overwhelming: so many twists and turns. Whether you're a millennial or a seasoned practitioner, it's easy to become paralyzed into inactivity, or conversely, to rush ahead without a clear purpose or concrete plan.

JOIN US TO LEARN MORE

INAUGURAL SUITE

LEADERSHIP



ACCELERATE YOUR LEADERSHIP BRILLIANCE I

Mr Simon T. Bailey

One of the most significant challenges every organization faces is finding quality employees—and then developing their talents so they become “assets with facets” focused on being breakthrough contributors to the organization’s success.

During this session, leaders will learn to inspire their teams to:

- Contribute to the success of clients, partners, and their teammates by bringing out the best in themselves.
 - Create their future by becoming self-motivated, productive, and engaged in their work.
 - Operate in their brilliance and bring out the brilliance in others.
 - Create harmony in their teams and organizational partners, bringing about higher levels of performance.
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STRATEGIC PLANNING



A BLUEPRINT FOR STRATEGIC PLANNING

Dr Andy Boynton

Strategy helps focus the conversation, and it begins with looking at what’s happening around your practice in terms of competition, growth, technology, or changing customer needs. We’ll talk about why patients are coming to see you, whether they are young families or retired couples—and what your value proposition to them is.

This session will cover:

- How to focus people, money, time, and technology resources on delivering excellence.
 - The importance of seeing your practice as it really is and not the way you want it to be— thereby identifying any gaps in your delivery.
 - Determining what to start or stop doing to achieve that strategic plan.
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PROFITABILITY



INCREASED PROFITABILITY—THE KEY TO FINANCIAL INDEPENDENCE

Mr Ken Runkle

We all seek financial independence, and no dentist should work until retirement only to find that independence unattainable. The key is increased net profitability, which results from long-term, continual practice growth. Sustaining such growth can be difficult with fluctuations in the economy, local competition, and more. We’ll talk about implementing change that makes growth every year achievable.

During this interactive workshop, participants will:

- Explore the numbers that really matter.
 - Discover the proper change in mindset to achieve greater profitability.
 - Develop tactics that support sustainable practice growth.
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FINANCIAL STATEMENTS



PROFIT MASTERY: UNDERSTANDING FINANCIAL STATEMENTS—AND USING THEM AS POWERFUL MANAGEMENT TOOLS TO DRIVE PROFITABILITY AND CASH FLOW

Mr Steve LeFever

Your financial statements tell the story of your business in numbers. Steve’s Profit Mastery™ tools allow you to go inside the numbers to measure and manage the performance of your practice.

This two-part interactive session will cover:

- Seven steps to improved business performance.
 - Breakeven 360 Degrees—the absolute best tool to measure and manage practice profitability.
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CYBER SECURITY



CYBER SECURITY IN DENTISTRY: PROTECTING YOUR PATIENTS AND PROFITS

Mr John Sileo

In your dental practice, building an effective culture of security begins at the top, and you must learn to cope with a wide range of cyber threats. While protection adds a level of responsibility to your plate, your direct involvement and authority means successful defenses can be implemented immediately and on a smaller budget.

Topics covered will include:

- Protecting your data in the cloud.
- Evaluating data security with third-party vendors.
- The human element of cyber security: social engineering and security-awareness training.
- Protecting personal devices such as smartphones and internet-enabled objects.

ADDITIONAL SUITES

Once you have completed your first suite, you and your Business Academy at Seattle Study Club participants will select a focused suite that allows you to dive deeper into more specific subject matter.

ORGANIZATIONAL SUITE

EMPLOYMENT LAW/HR

Fundamentals of Successful Human Resources

ACCOUNTABILITY

Engaging Your Team One Member at a Time

STRATEGIC ANALYSIS

How to Use Big Data and Analytics to Drive Practice Growth and Empower Your Team

TEAM BUILDING

3 Critical Steps to Team Building. Which Ones Are You Missing?

TIME MANAGEMENT

The Time Management Myth: Why Managing Your Choices Is More Important Than Managing Your Time

BUSINESS STRATEGIES SUITE

SOCIAL MEDIA / MOBILE TECHNOLOGIES

Connected Patient Care:

When Social Media and Mobile Technologies Interfere with Patients and the Dental Professional

MARKETING

The Experience Is the Marketing

TRANSITIONS

Dental Transitions: Top Strategies to Buy, Sell, or Associate in a Rapidly Changing Dental Environment

NEGOTIATION

The Art of Negotiation

THRIVING IN A COMPETITIVE LANDSCAPE

The Evolution from Solo Practice to MLP or DSO. Stay Solo or Not, What's Next?

FINANCIAL MANAGEMENT SUITE

FINANCIAL PLANNING

Your Financial Check-up:

A 360-Degree Plan to Build Wealth

INVESTING

Investment Strategies: Securing Your Financial Future

EMBEZZLEMENT

Employee Embezzlement and Fraud.

Protection, Detection, and Prosecution!

PROFITABILITY

Profitability: Controlling Overhead

FINANCIAL PLANNING

Maximizing the Value of Your Biggest Asset (Your Practice)

TEAM ENGAGEMENT SUITE

LEADERSHIP

Accelerate Your Leadership Brilliance II

TEAM BUILDING

A Declaration of Interdependence: How to Work Together in a World Where Everyone Is Yelling at Each Other

HR

Social Media Risk Management: Education and Policy Framework to Protect Your Practice, Educate Staff, and Ensure Positive Communications Online

INNOVATION

LOOK: All Innovation Begins with Observation

COMMUNICATION MARKETING/SALES

Say What? Mastering the Art of Patient Communication

PROGRAM HIGHLIGHTS

- Business curriculum delivered in five powerful interactive business sessions (90–120 minutes each)
- Two additional Live Stream Sessions (60–90 minutes each) annually with top experts in their fields
- Facilitation Guides accompany each module
- Handouts delivered electronically to each participant
- Modules stream on-demand, on your schedule
- Instructors recommend podcasts at the end of each session
- Business-oriented Expert Tips delivered regularly to each participant
- Curated business-oriented Symposium videos sent monthly to each participant

SEATTLE STUDY CLUB®

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