



# Harnessing the power of personalities in the dental practice

By Kevin Henry

[Kevin@KevinSpeaksDental.com](mailto:Kevin@KevinSpeaksDental.com)



Before we even begin...



## Let's talk business and branding...

- Coke vs. Pepsi?
- Google vs. Yahoo vs. Bing?
- Starbucks vs. Dunkin Donuts?
- McDonald's vs. Burger King vs. Subway?
- Apple vs. Samsung?
- Wal-Mart vs. Target?
- White Sox vs. Cubs?

Let's talk business and branding...

- Your dental practice vs. every other dental practice in your city or zip code



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What makes you different?



Where are you heading?





## Remember Alice in Wonderland?

- One day, Alice came to a fork in the road and saw a Cheshire cat in a tree.
- “Which road do I take?” she asked.
- “Where do you want to go?” was his response.
- “I don’t know,” Alice answered.
- “Then it doesn’t matter,” said the cat.  
“Any road will get you there.”



## Did you know...

- According to researchers...
- More heart attacks happen on Monday than any other day
- The worst night for sleep in the United States is on Sunday
- “Everybody is good at something ... but few people are good at working with people.”



Let's talk about  
discovering the  
“hidden need”

What does that  
mean to you?



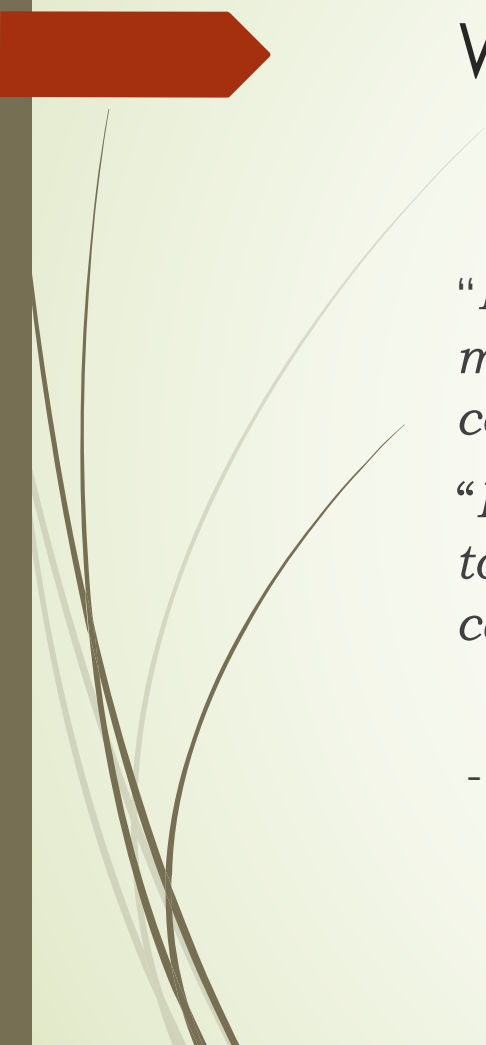
It's about  
the Easter  
eggs





## So let's talk for a minute...

- What are some of the most common problems in your practice?
- What are some ideas that you might have to solve them?
- Do you have the belief in yourself to suggest them?
- Who do you talk to outside of your office about these problems and potential solutions?



# What are you building?

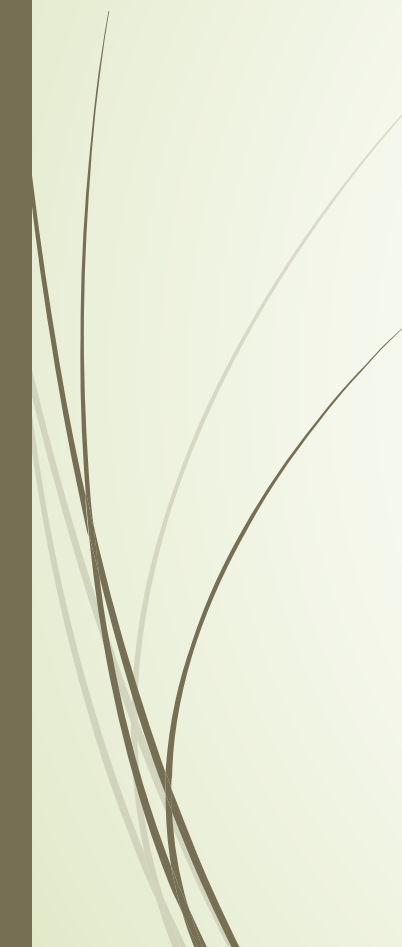
*"Loyalty among employees is when they turn down more money or benefits to continue working at the same company."*

*"It's the cause we come to work for. We don't want to come to work to build a wall, we want to come to work to build a cathedral."*

- Simon Sinek, Start with Why



Let's talk about three core things vital to every practice...

- Vision
  - Alignment
  - Execution
- 



# Communication

It's just this easy, right?



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Well, maybe not...





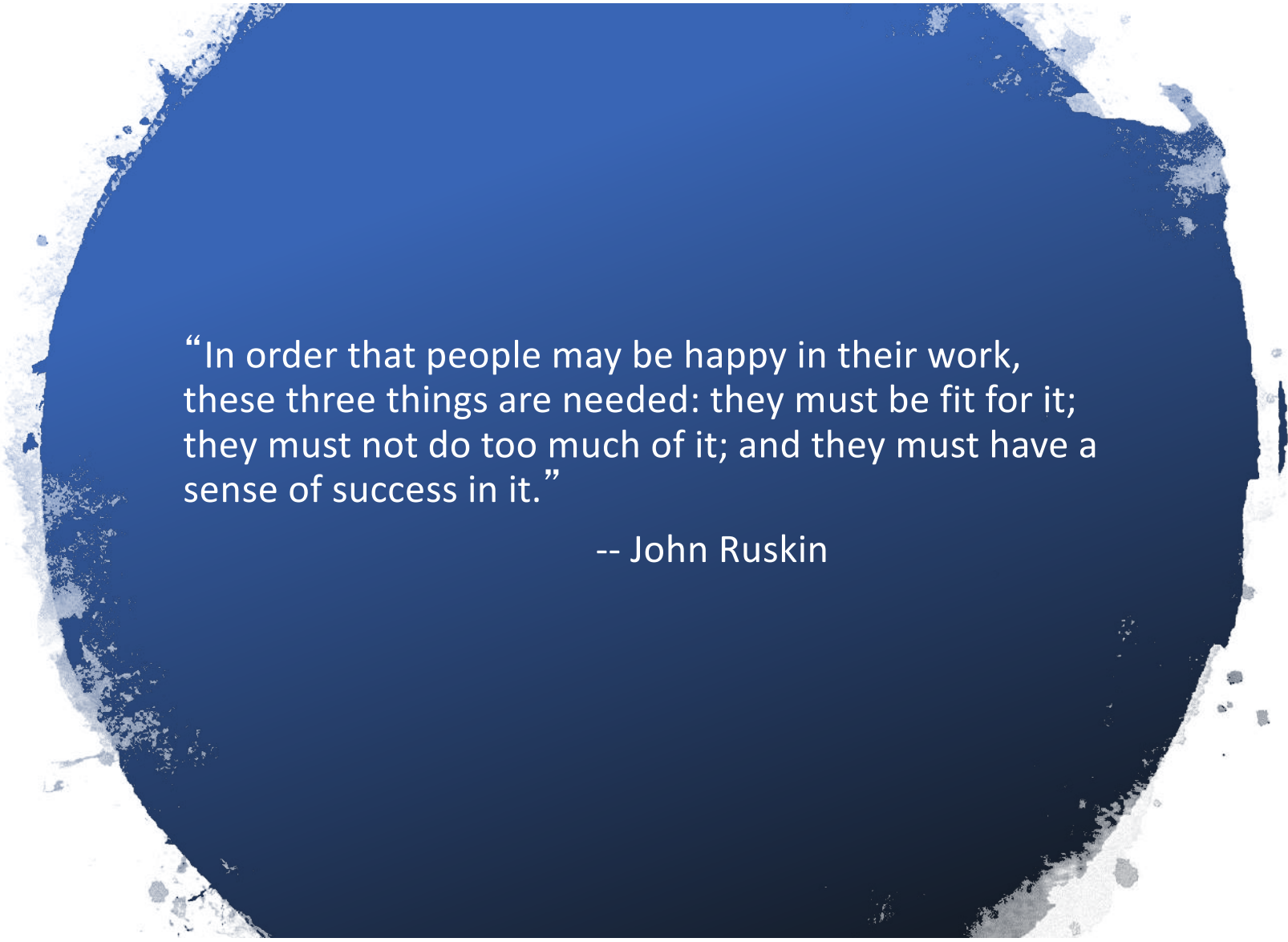
One thing to  
always  
remember...





## **So what motivates you?**

- Responsibility
- Recognition
- Rewards
- Respect



“In order that people may be happy in their work,  
these three things are needed: they must be fit for it;  
they must not do too much of it; and they must have a  
sense of success in it.”

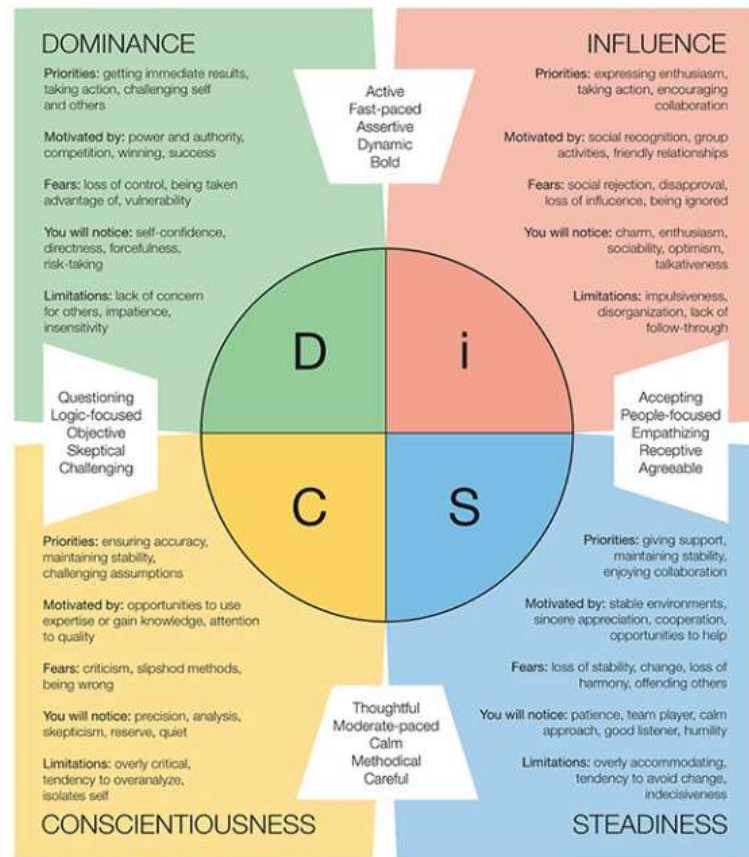
-- John Ruskin

- 
- Who has the best coffee in the Chicago area?

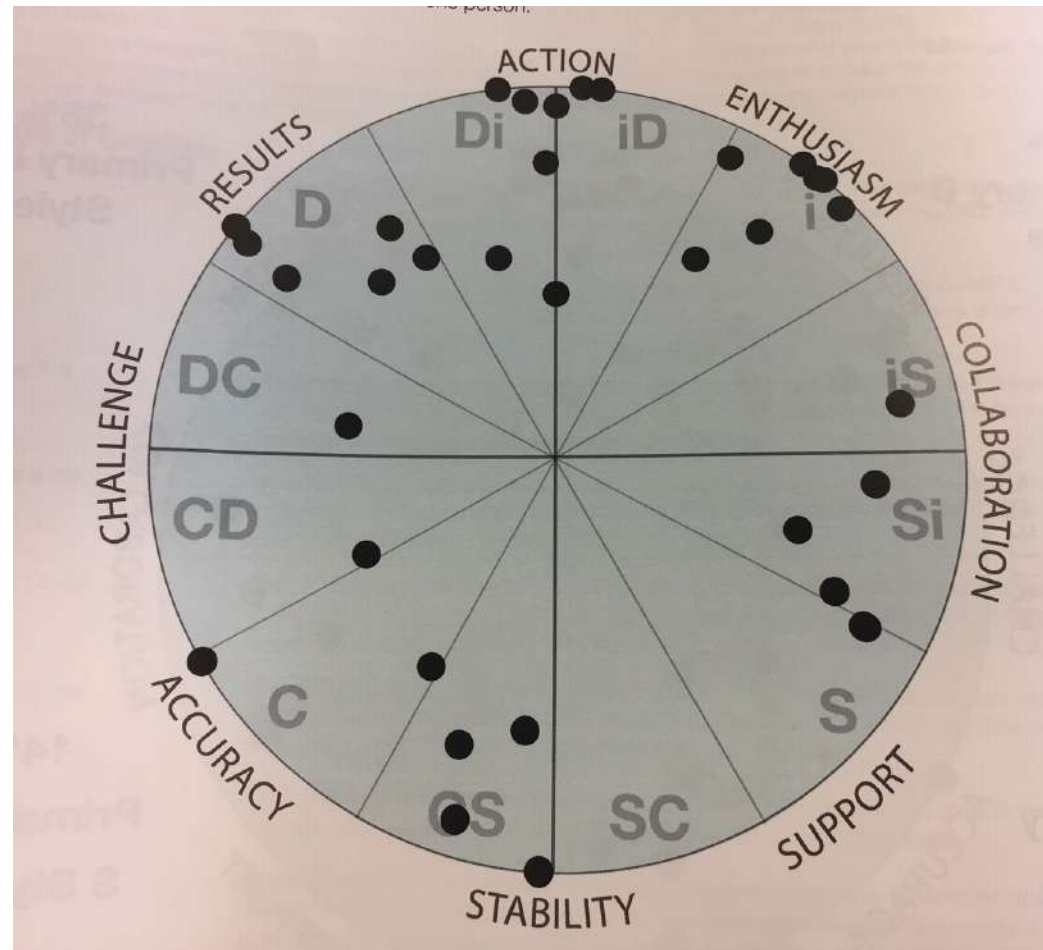


## OVERVIEW OF THE DISC® STYLES

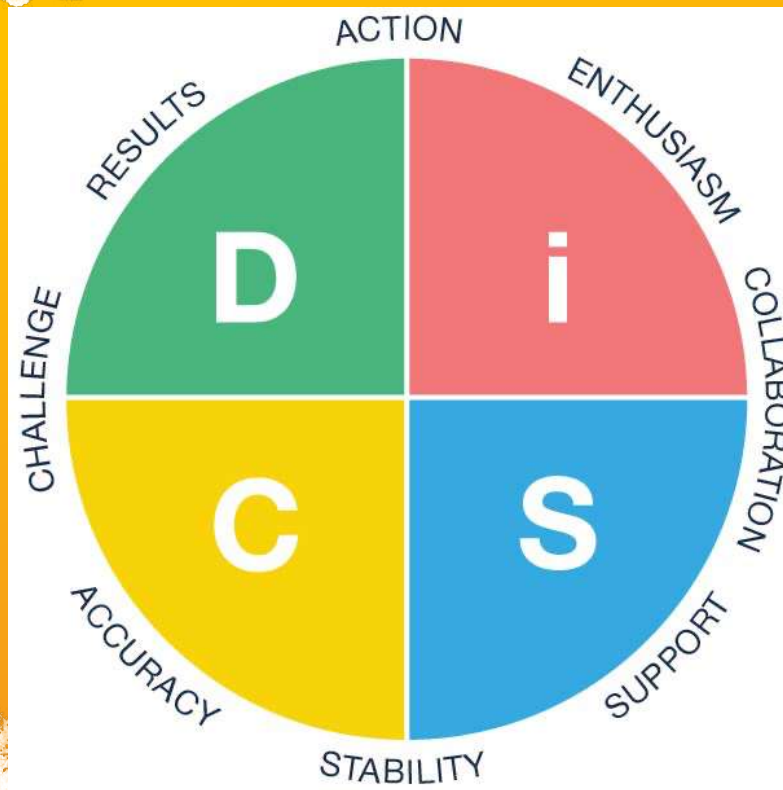
EVERYTHING DISC  
WORKPLACE®



- D – Dominance
- I – Influence
- S – Steadiness
- C – Conscientiousness



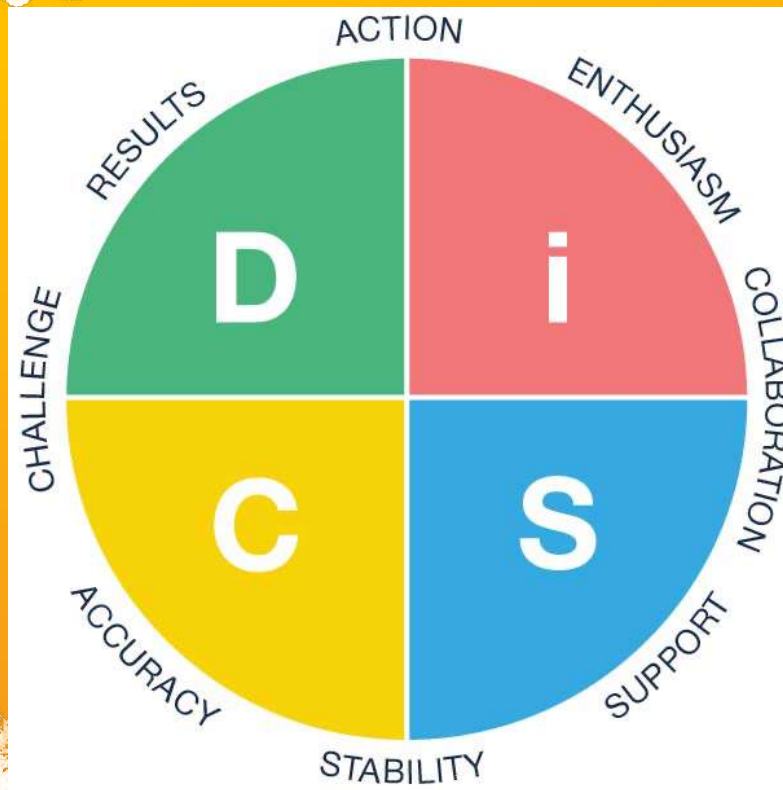




Fast-paced  
and outspoken

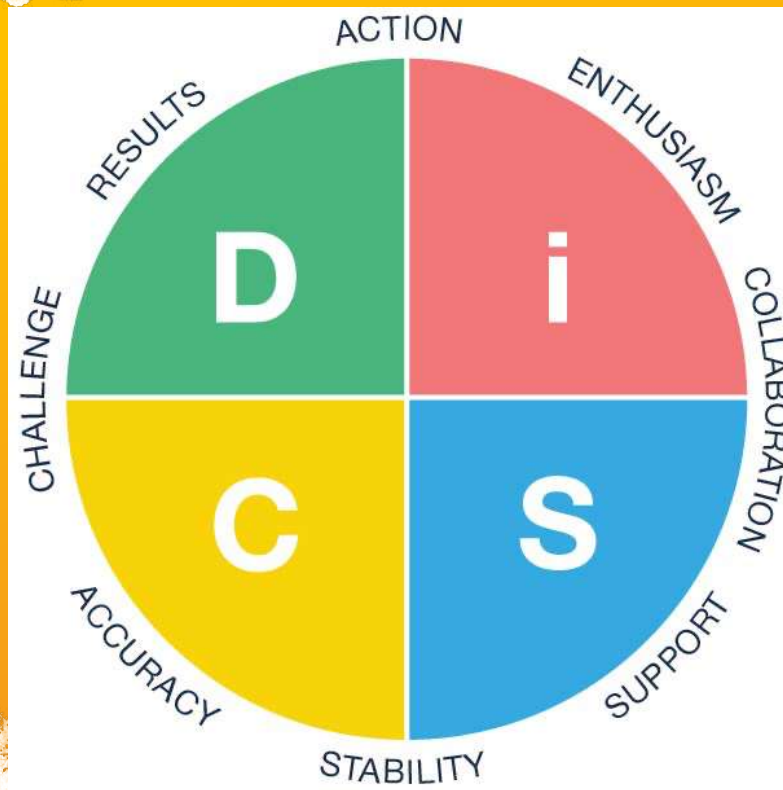
Cautious and  
reflective

Questioning  
and  
skeptical



Accepting  
and warm

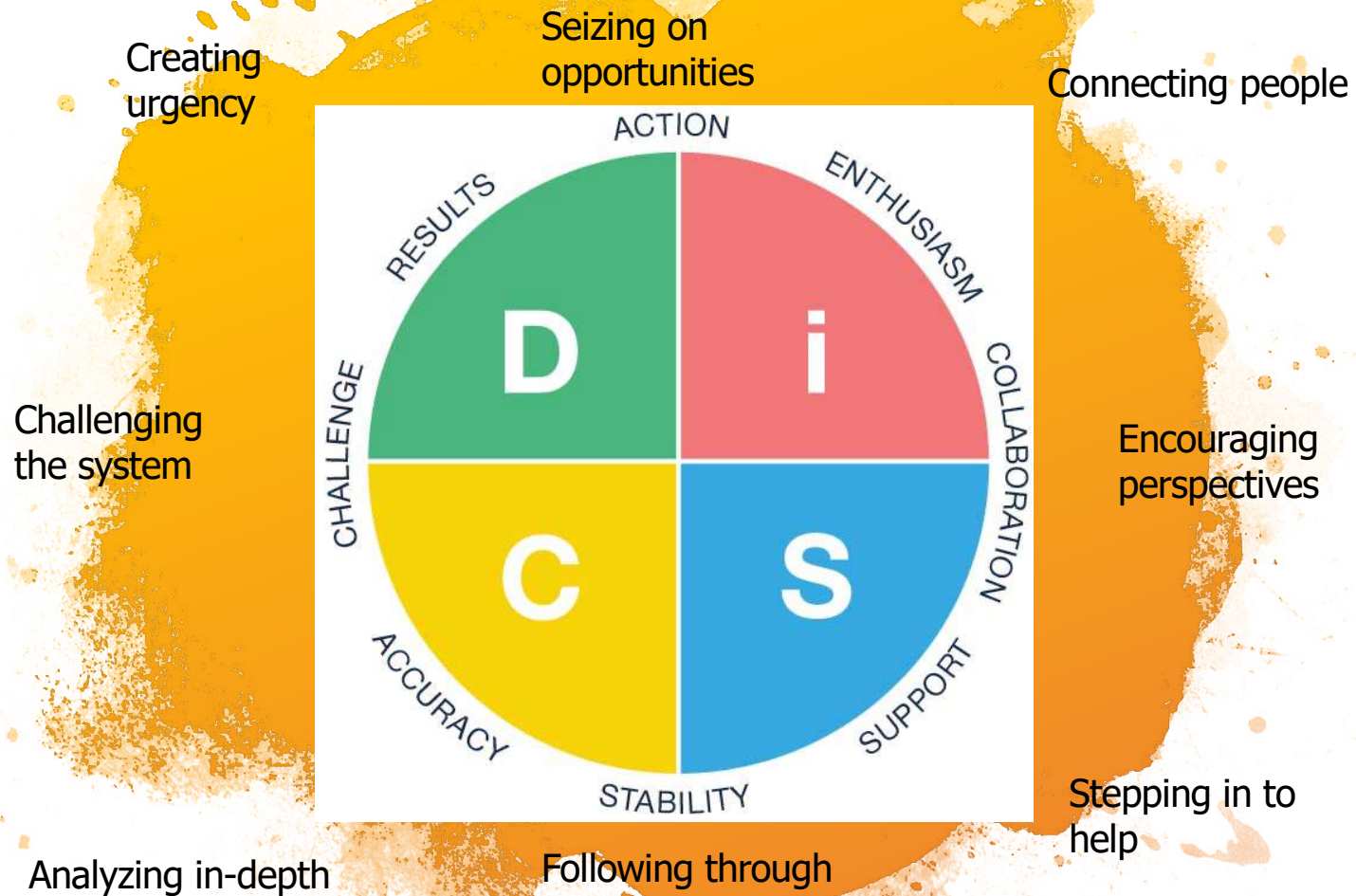
Fast-paced and  
outspoken



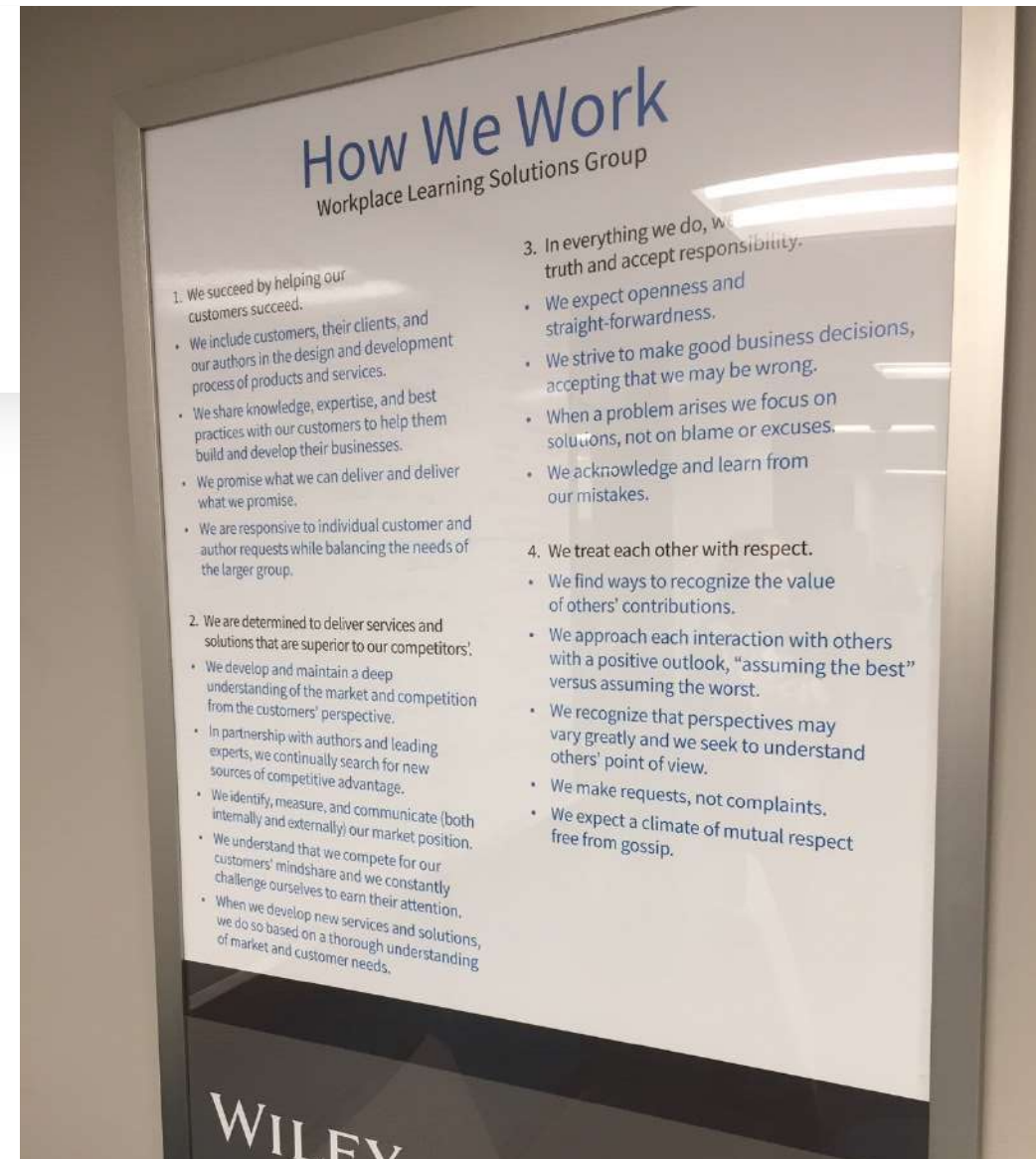
Questioning  
and  
skeptical

Accepting  
and warm

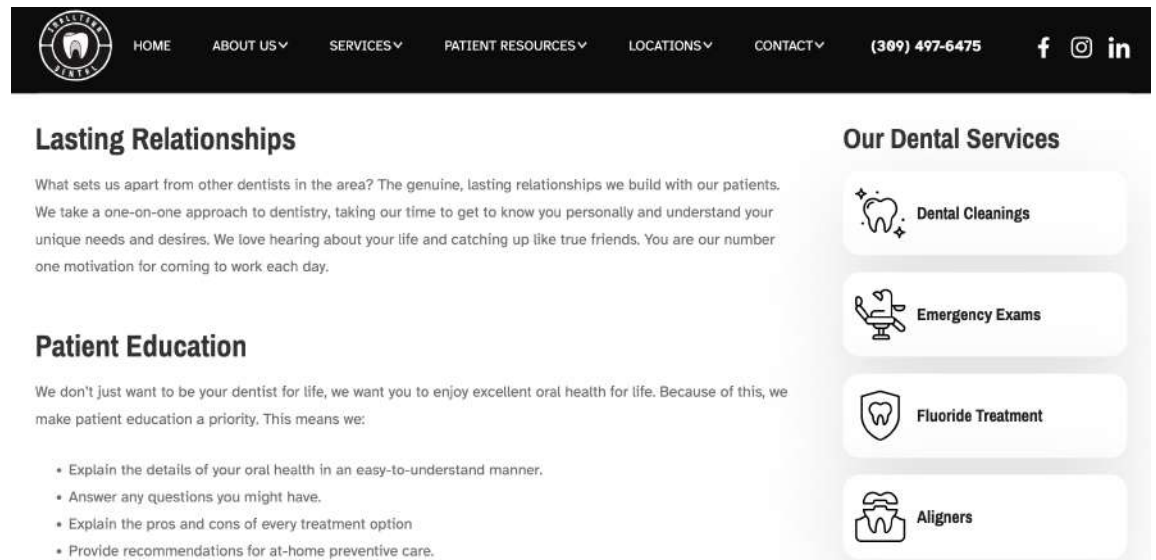
Cautious and reflective



# What I saw in Minnesota



# What I saw from Smalltown



# What I saw from Smalltown

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## Family Atmosphere

Our goal is to welcome you into our office no matter which community we serve. We strive to make Smalltown a place you can feel remembered. We are a piece of your community, and your family's dental health is important to us!

## Quality Dentistry

Our practice may have a small-town feel, but the quality we deliver far exceeds that of many practices around us. We are dedicated to delivering the highest standard of care in everything we do. All our doctors and team members work with accuracy and precision, paying attention to detail and utilizing advanced technology to deliver superior results. They will never settle for less than their very best when it comes to your oral health care.

## Honest Treatments

In every treatment and service we provide, you can count on us to be honest in our recommendations and to always keep your best interests in mind. We will never overtreat or push unnecessary care. We promise you're in

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## Science News

*from research organizations*

### A friendly pat on the back can improve performance in basketball

*Date:* April 8, 2024

*Source:* University of Basel

*Summary:* A free throw in basketball will have every eye glued to one person. It's an intensely stressful situation. A research team studied whether a friendly tap on the shoulder increases the odds of making a shot.

*Share:* [f](#) [t](#) [p](#) [in](#) [✉](#)

- Andre Agassi vs. Boris Becker



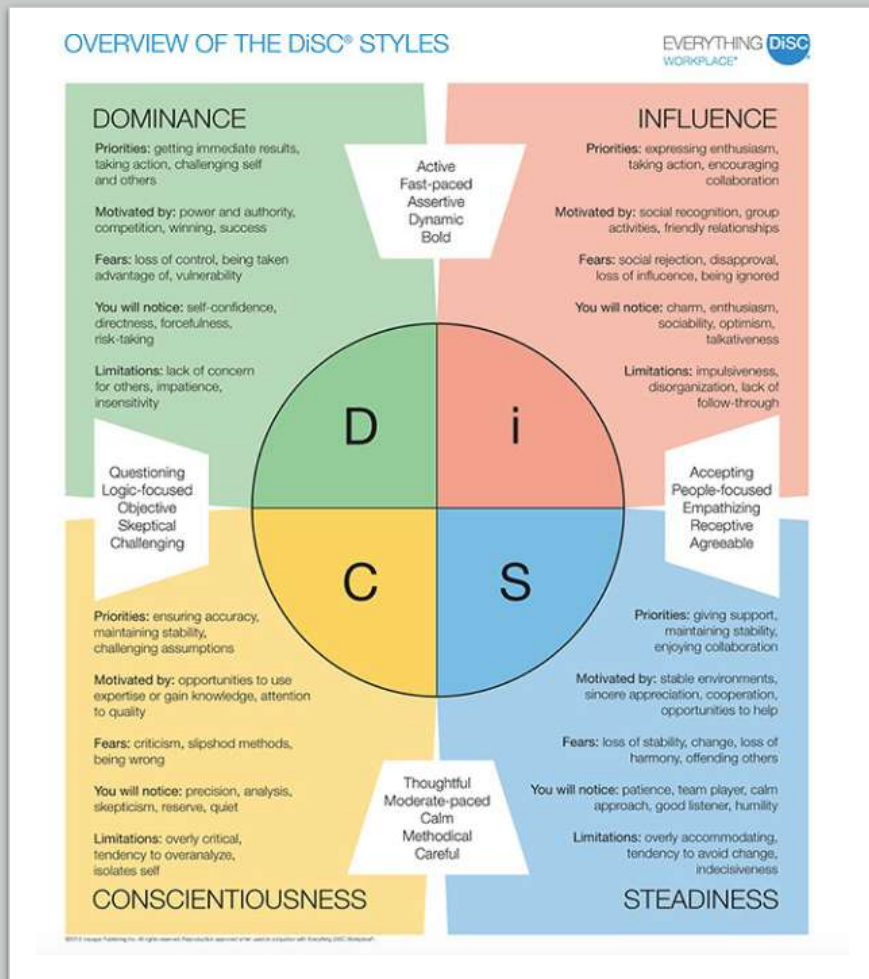
- Andre Agassi vs. Boris Becker



“When faced with a challenge, get smarter.”

Agassi began to study Becker because, after yet another loss to him in the semifinals of the 1988 Indian Wells Open, Agassi writes, “I promise myself I won’t lose to him the next time we meet.”

To make good on that promise, he knew he didn't need to get better. He needed to get smarter. “Tennis is about problem-solving,” Agassi says after telling the Becker story. “And the more you understand...the more problems you can solve—in life and in business.”



D – Show a desire to help them get immediate results

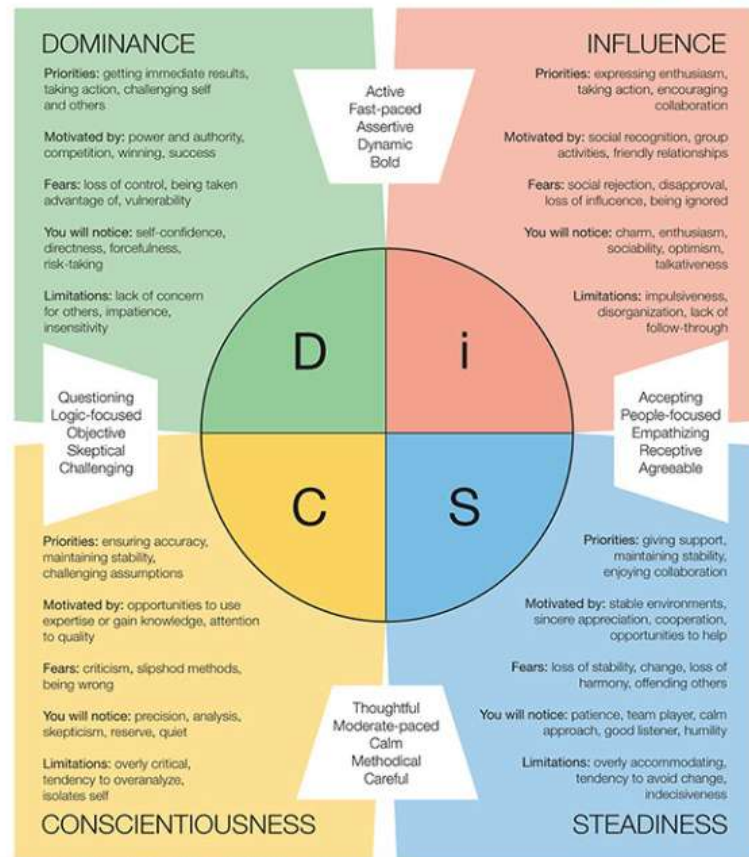
I – Demonstrate how your suggestion can help other people

S – Allow them space and time to process what you've said

C – Go through details and give them a chance to show their knowledge

## OVERVIEW OF THE DISC® STYLES

EVERYTHING DISC®  
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Let's play a game



You've been shipwrecked!

- A bag of fruit and vegetable seeds
- A Swiss army knife
- Mirror
- A fishing net
- Sunblock
- A 100-foot rope
- A waterproof bed sheet
- A large, strong bucket
- 2 gallons of kerosene
- A lighter
- Fresh drinking water
- Metal pot
- Sleeping bag
- Tarp
- 5 tins of tuna
- Container of fresh clothes
- Bottles of hand soap
- A can of bug spray
- A flashlight
- A hammock





So what did you  
learn about your  
group?

What did you  
notice about your  
group?



# Leadership

# Woman charged for being a fake dental assistant

Melissa Busch

Jan 25, 2024



## Latest in Legal Issues

**Dentist accused of performing a root canal while intoxicated**

JANUARY 23, 2024



**Patient sentenced for murdering 2 dentists**

JANUARY 23, 2024



**THE BEST LEADERS  
KNOW THIS**



## BOSS



- Drives employee
- Depends on authority
- Inspires fear
- Says, "I"
- Places blame for the breakdown
- Knows how it is done
- Uses people
- Take credit
- Commands
- Says, "Go"

## DIFFERENCE BETWEEN

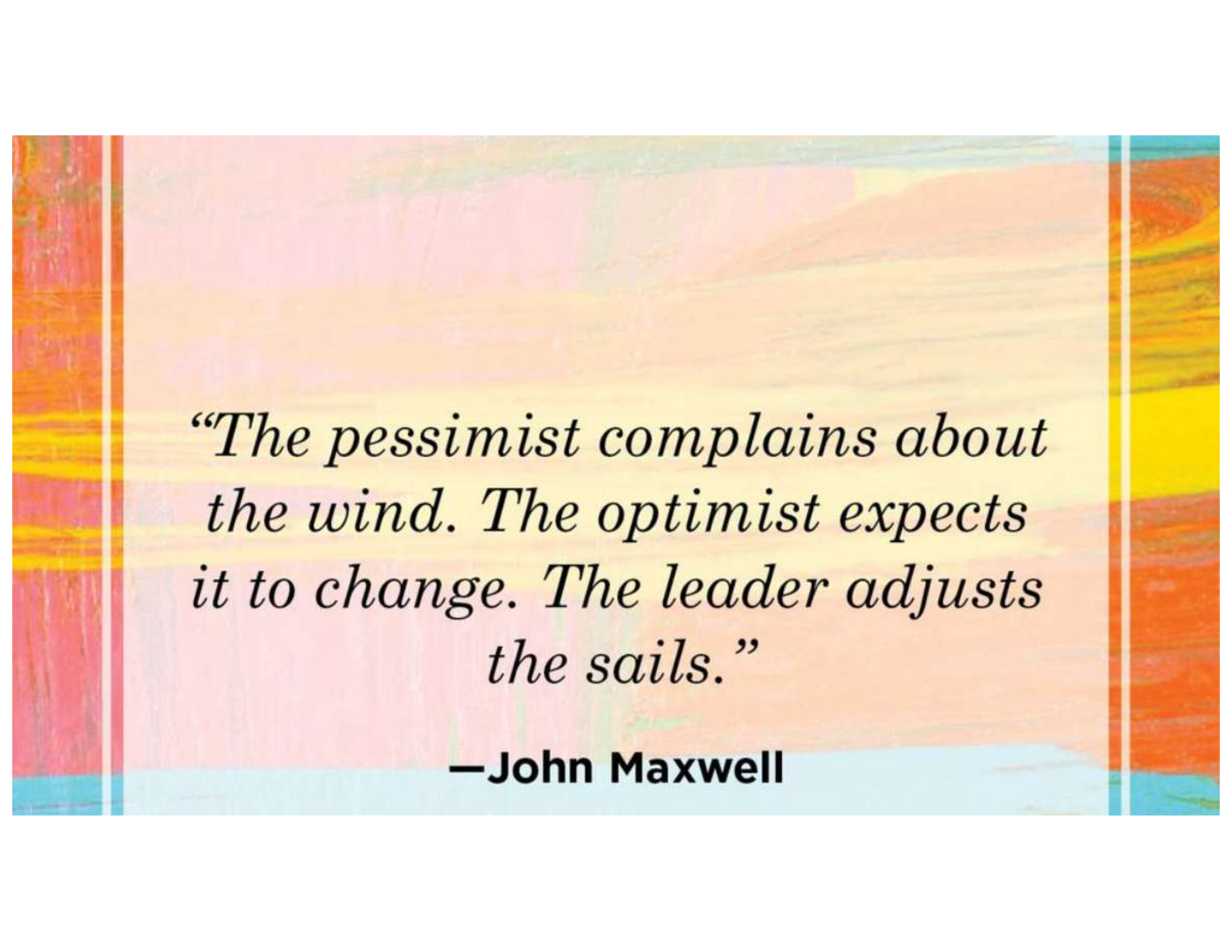
VS.

## LEADER



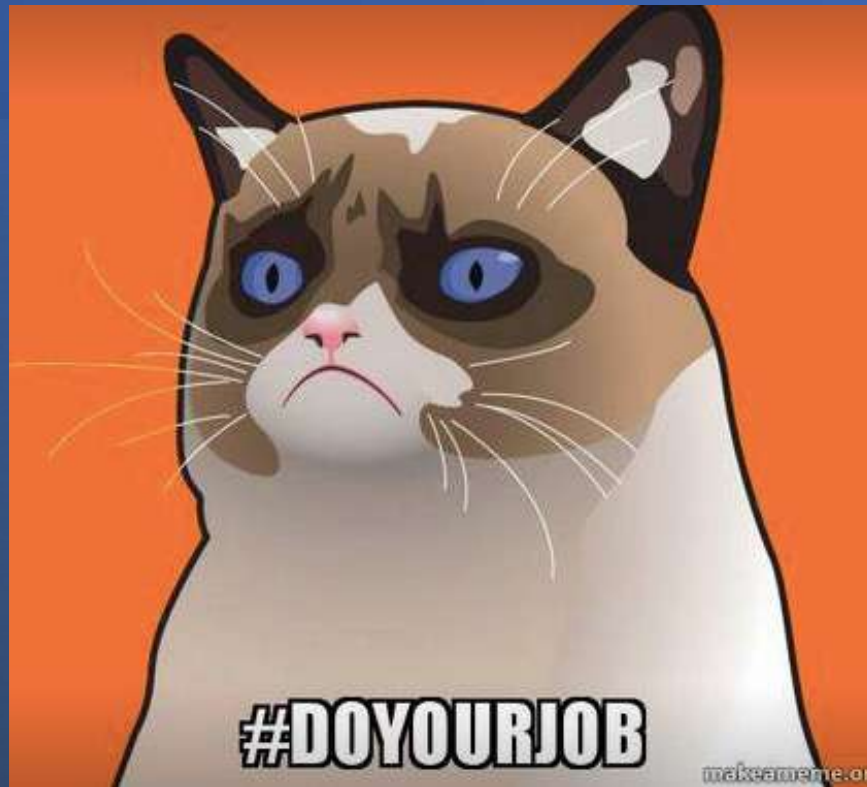
- Coaches them
- On goodwill
- Generates enthusiasm
- Says, "We"
- Fixes the breakdowns
- Shows how it is done
- Develops people
- Gives credit
- Asks
- Says, "Let's go"





*“The pessimist complains about the wind. The optimist expects it to change. The leader adjusts the sails.”*

**—John Maxwell**



Think  
about this

What do you need from a leader?

What would turn you off from a leader?

What kind of leadership style would you say you have?



- 
- “Learn from the mistakes of others. You can’t live long enough to make them all yourself.” — Eleanor Roosevelt





**Change is inevitable.  
Growth is optional.**

– John C. Maxwell





Nick Saban walked up to the interview podium after practice one day.

“Okay, y’all ready for a lecture?” he asked.

“Let’s talk about the importance of nothing. You get up every day, you’re entitled to nothing. Nobody owes you nothing.

“You have talent, but if you don’t have discipline, you don’t execute, you don’t focus, what do you get? Nothing.

“If you’re complacent and not paying attention to detail, what does that get you? Nothing.

“So, nothing is acceptable but your best.

“Everything is determined by what you do and trying to be your best. There should be nothing else but that, for everybody.

“That’s what we need to stay focused on. We need to not accept anything but our best in terms of what we’re doing in preparation.”



It is about a commitment to  
excellence every day in  
everything you do

As great as Nick Saban is.....he's been replaced in less than 48 hours. The reality of this life is we are all replaceable at work, with our friends, in social settings, but there's one place you are not replaceable: AT HOME.

Invest in eternal things with your family because one day it's the only thing that will matter. Someone else will live in your house. Someone else will work in your office, but no one else will ever be your kid's father or mother.

- Something to think about...



**Greg Berge** ✓  
@gb1121

Follow



Great Teams Have Great Assistant Coaches.

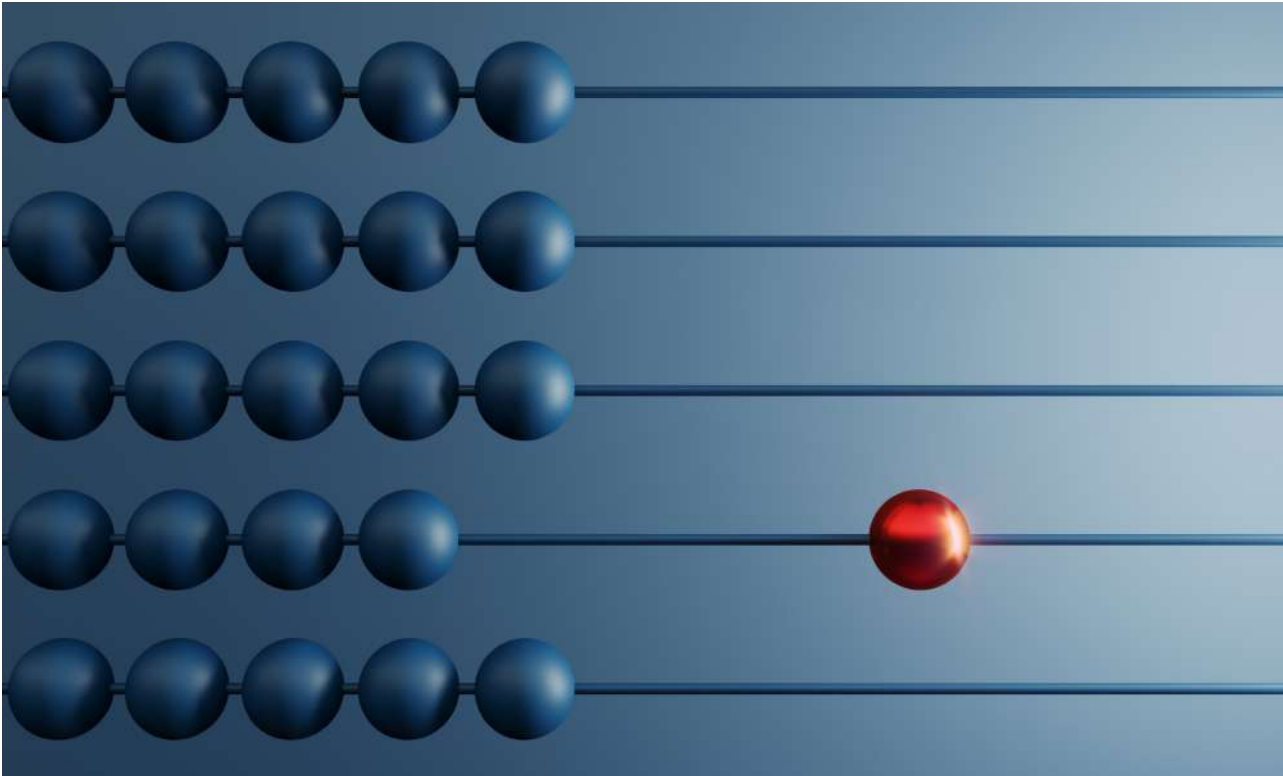
Great Assistants...

1. Show Loyalty
2. Share their voice
3. Bring positive energy
4. Stay poised & composed
5. Are committed and put in the time
6. Do the little things to help the team
7. Have good relationships with all players

• Something to think about...







So now  
what?

WHAT ARE SOME LESSONS  
YOU CAN TAKE FROM TODAY  
AND WORK TOWARD  
IMPLEMENTING ON  
MONDAY?



**Let's keep the conversation going**

**[Kevin@kevinspeaksdental.com](mailto:Kevin@kevinspeaksdental.com)**