




THE FIVE PILLARS OF PRACTICE GROWTH

SPEAR

IMTIAZ MANJI, CHAIRMAN



	INNOCENT, NAÏVE & UNFILTERED SPEAR		
	CRY	WALK	TALK
			

THE MINDSETS WE LEARN SPEAR		
GUARD	FREE/FERAL	DANGEROUS
		

OVERCOMING FILTERS - REMAINING NAÏVE

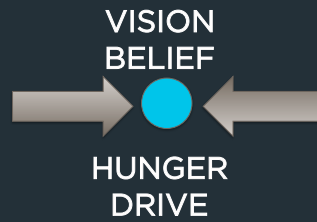
SPEAR



GETTING TO THE SWEET SPOT

SPEAR

INTELLECT/ANALYSIS



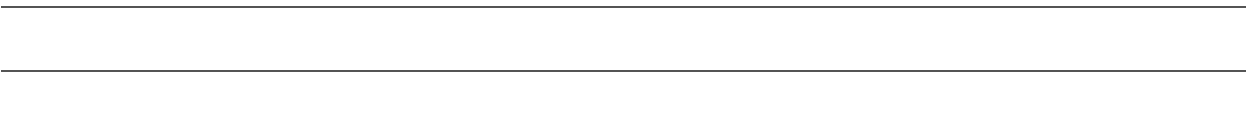
WISDOM/EXPERIENCE





A FORMER CONSULTANT'S CONFESSION SPEAR

PUNCHLINE	IT'S ABOUT GROWTH	LIFESTYLE
		







THE INSIDE SCOOP				SPEAR
KNOWING & DOING	SKIN IN THE GAME	FATIGUE & SETTLING	PEBBLE IN YOUR SHOE	




DEPTH OF IMPLEMENTATION			SPEAR
COMPLICATED	COMPREHENSIVE	PURE	



5 STEP TO SOLVING ANY PROBLEM SPEAR

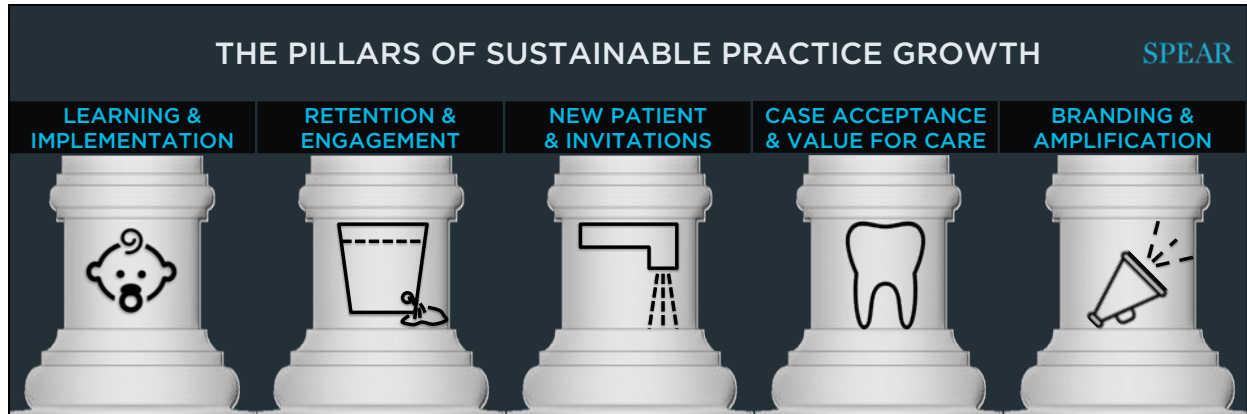
1. DEFINE THE PROBLEM & GOAL		2. GATHER FACTS	
RIGHT QUESTION	DESIRED OUTCOMES(S)	INTELLIGENCE	FACTS BEHIND FACTS
			

5 STEP TO SOLVING PRACTICE PROBLEMS				SPEAR
3. RESEARCH & LEARN		4. IMPLEMENTATION		
ABSORB VS. INNOVATE	GOING DEEP	ADAPT & BREAK DOWN	YOUR CIRCUMSTANCES	
				

5 STEP TO SOLVING PRACTICE PROBLEMS				SPEAR
5. TRACK & FEEDBACK		UNDER OUR SKIN		
STANDARDS	ACCOUNTABILITY			
				

NOT JUST INSIDE THE PRACTICE			SPEAR
5 STEPS	UNIVERSAL TRUTHS	WITH OUR FAMILY	
<p>DEFINE THE GOAL GATHER THE FACTS RESEARCH & LEARN IMPLEMENTATION TRACK & FEEDBACK</p>	<p>ALWAYS ISSUES ALWAYS DISTURBANCE ALWAYS OPPORTUNITIES</p>		


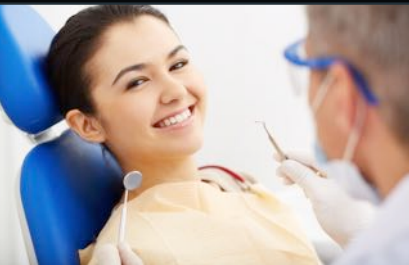

DEFINING THE GOAL IS THE KEY TO GROWTH			SPEAR
VOLKSWAGEN	INSURANCE ACCOMMODATION	ASLEEP AT THE WHEEL	
			

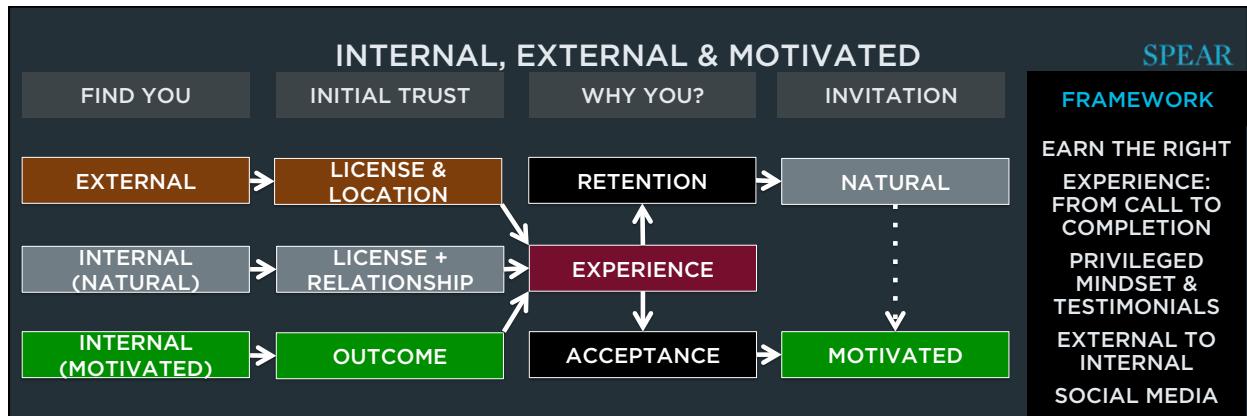


EVOLVING ORGANIZATIONAL VALUES & BEHAVIOR		SPEAR
ESPOUSED VALUES	VALUES IN ACTION	FRAMEWORK/GOAL
		<p>FUNDAMENTAL SKILLS JOB ROLES & TEAMWORK PATIENT RELATIONSHIPS CLINICAL & VALUE GROWTH</p> <p>AWAY/ON INDIVIDUAL PLAN TEAM MEETINGS/PATHWAYS</p>
		
<p>WE HELP OUR PATIENTS TO ACCEPT THE BEST CARE POSSIBLE AND TO INVEST IN DENTISTRY THAT IMPROVES THEIR LIVES.</p>		

2. RETENTION & PATIENT ENGAGEMENT				SPEAR
ONGOING CARE FOUNDATION	FULL CLINICAL JOURNEY & RENEWAL	GROWTH = GROWTH	UPPER LIMIT LEADING TO TRANSITION VALUE	
				

RETENTION TRUTHS FOR TEAM LEARNING			SPEAR
<p>BABYSITTING AND DELAYS</p> 	<p>LIMITED PATIENTS ARE TRULY LOST</p> 	<p>FRAMEWORK</p> <p>RESERVED TIME APPOINTED IN ADVANCE</p> <p>NOT A CLEANING LIFELONG NEED DRIVEN BY PATIENT'S MOUTH VALUE LEADING TO GROWTH</p>	

3. NEW PATIENTS & INVITATIONS			SPEAR
<p>CLINICAL & RELATIONSHIP VALUE</p> 	<p>EVOLVE TOOTH-BASED TO COMPREHENSIVE</p> 	<p>INVITATION VALUE</p> 	







REALIGNING THE TEAM FOR GREAT CASES				SPEAR
INSURANCE MINDSET	CASE VALUE	DEFINING TEAM GOALS	FRAMEWORK	
NEVER A FACTOR	GREAT CASES (10X)	NEW VISION INNOVATION	DOCTOR VISION PATIENT EDUCATION	
USUALLY A FACTOR	GREY AREA	EVOLVING	CONSUMER MINDSET VALUE, URGENCY & FUNDING GREAT CARE	
ALWAYS A FACTOR	FOUNDATION	AUTOMATIC	TEAM BELIEF VALUE ROLES PATIENT EXPERIENCE	

5. BRANDING AND AMPLIFICATION (WHY YOU?)

SPEAR

HIGHEST RATED CAR EVER!



CUSTOMER EXPERIENCE AND OWNER EXPERIENCE



DIFFERENTIATION TO DRIVE AMPLIFIED GROWTH

SPEAR

5 SENSES



BEST OF THE BEST



EMOTIONAL CONNECTION



FRAMEWORK

- ENVIRONMENT TO BE THE BEST
- DOCTOR & TEAM ALIGNMENT TO BEST PRACTICES
- ONE-ON-ONE DEEP CONNECTIONS

THE GROWTH FRAMEWORK MATRIX					SPEAR
LEARNING	RETENTION	NEW PATIENTS	CASES	AMPLIFICATION	
CLINICAL & PRACTICE FUNDAMENTALS	ONGOING CARE	IMMEDIATE NEEDS	ALWAYS A FACTOR (AUTOMATIC)	ENVIRONMENT	
CLINICAL GROWTH	EDUCATION & VALUE OVER TIME	TOOTH TO COMPREHENSIVE	USUALLY A FACTOR (EVOLVING)	BEST OF THE BEST	
VALUE GROWTH	TRUE GROWTH	INVITATION	NEVER A FACTOR (NEW VISION)	ONE-ON-ONE AMPLIFICATION	
	TRANSITION VALUE	MOTIVATED			

COMMUNITY OF LEADERS IN EXECUTION				SPEAR
5 STEPS & 5 PILLARS	STREAMLINED & OPTIMIZED	CULTURE OF GROWTH	LEVEL OF ENGAGEMENT	
		BI-WEEKLY INDIVIDUAL & SPECIFIC ONLINE & STUDY CLUB CAMPUS	STAY HUNGRY ANNUAL RETREAT VISION & SET GOALS RING THE BELL	

