

## Logistics

### Meeting Venue

Universal Training Concepts offices,  
5633 Tylersville Road  
Suite D  
Mason, OH 45040  
(513) 779-7134

### Airports

Cincinnati International Airport (CVG)  
Dayton Airport (DAY)

### Arrival

12:00 noon start on Day 1

### Departure

Meeting concludes 12:00 noon on Day 4.  
Plan departure for after 2:30 p.m.

### Dress

Very casual.

### Pre-Work

Read "The Five Temptations of a CEO" and the "The Five Dysfunctions of a Team" by Patrick Lencioni, as well as "The Fred Factor" by Mark Sanborn. Have staff read "The Five Dysfunctions of a Team" and "The Fred Factor".

### Pricing

Provided separately.

## Your Sherpas For The Conference

**Bruce Manchion** is C.E.O. of **Universal Training Concepts, Inc.**, a 20 year old international training and consulting company based in West Chester, Ohio, specializing in building productivity and organizational capacity by enhancing the people skills at all levels. Originally from Brooklyn, New York, Bruce graduated from Emporia State University in Emporia, Kansas. He has extensive experience in training and consulting for a broad range of individuals in businesses of all sizes. He is a sought-after keynote speaker, as well as a skilled trainer and consultant, having trained and addressed thousand of professionals worldwide.



**Melinda Heryford** is owner of Melinda Heryford Practice Management Consultants. She has been coaching winning teams since 1984. She employs practical experience as well as innovative strategies to help deal successfully with today's business challenges. Melinda specializes in professional development, with an emphasis on productivity, efficiency, and personal growth.

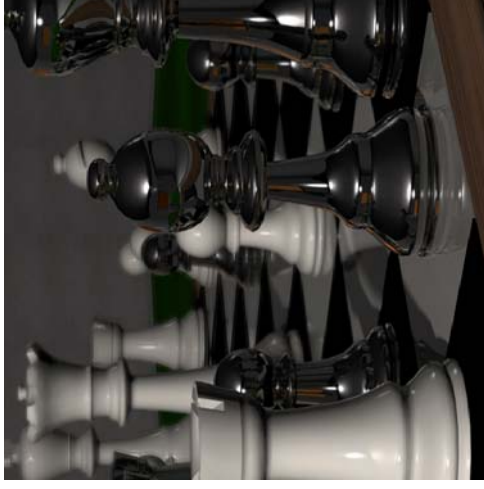


Melinda is known for her ability not only to enhance communications within teams but also to create a more productive, satisfying work environment.

**Dr. Dawn Martin, DMD** completed her dental training at both the University of Florida, where she earned her DMD, and at Baylor College of Dentistry, where she earned her MS. She has been practicing in Gainesville and Lake City, Florida since 1999. She is a member of the North Central Florida Study Club, AAO, SAO, and FAO and the ADA, FDA, and ACDA as well as the Baylor Orthodontic Alumni Association. She is currently serving as the Central District representative to the Florida Dental Association's Council on Communications. Dawn is also a charter graduate of UTC's Dental Leadership Conference.



Leadership is a strategic choice. Choose wisely.



# The Dental Leadership Conference

Brought to you by:



Universal Training Concepts, Inc.  
5633 Tylersville Road  
Suite D

Mason, OH 45040  
Phone: 513-779-7134  
Fax: 513-898-8982  
www.utctraining.com

# The Dental Leadership Conference

Leadership is the one thing that no team can do without. Some leaders are chosen, some appointed. Some leaders fall into their positions by mistake, some by process of elimination, and some choose to lead. Regardless of reason, leaders are a dime-a-dozen. However, the good ones are rare.

The mark of a true leader is two-fold:

1. People **willingly** follow, because...
2. The true leader knows **WHY** what's working is working.

Effectiveness—consistent effectiveness—in leadership is simple to achieve (simple, but not easy). It is based in a stripping away of false assumptions, unrealistic hopes, personal encumbrances that limit growth, and building a foundation of leadership built on conscious, strategic choices. It is finding the “X” on one’s personal treasure map and choosing to navigate a course for that “X” every working day.

Leadership is a strategic choice. Effective leaders choose their course wisely.

## Leadership Road Map

### Leaders Do Not Communicate Well

- Are you an excellent communicator?
- Are you listened to?
- Are you followed?

### Leaders Like “Kicks”

- Who are your sidekicks?
- Who are you grooming?
- Who are you growing?
- Is excellence required?

### Leaders are Losers

- What must you give up?
- Who is getting in the way?
- What has to be excised?
- Who is toxic?
- Who are you toxic to?
- What will you lose to grow?
- How’s your attitude?

### Starting Out

- Introductions
- Ground Rules
- Self-Disclosure
- Foundation

## Road Map

### Day 1

Formal start, opening 12:00 noon  
Self-disclosure, Foundation  
Assignment and close

### Day 2

Check-In and calibration

### **Leaders Are Losers**

Lunch

### **Leaders Like “Kicks”**

### **Leaders Do Not Communicate Well**

Debrief, assignment, close

### Day 3

Systems Exercise

Practice

Debrief, assignment, close

### Day 4

Next steps

Close 12:00 noon

Leadership is a strategic choice. Choose wisely.