UP YOUR GAME

Lisa Copeland, RDH, CSP, CVP has leveled up organizational communication for more than 30 years. Her tips, tools, and techniques push professionals to smooth friction and build team and client loyalty.

Focus on Emotional Safety First
Explore emotional safety drivers in dentistry that inspire new strategies. Creating space that allows for courageous conversations is the fundamental element for emotional safety and enforces a unified work environment where innovation thrives.

Solutions to Generational Friction
How we communicate cross-generationally impacts our bottom line. The truth is, generational friction is real. Lisa empowers audiences with bridge-building tools and adaptability concepts that enhance client and team member connections and fluency.

7 Tips to Better Team Performance
Sharing her seven iRONMAN productivity-boosting tips, Lisa’s interactive session discloses the secrets of how to break patterns of expectation that make your business truly remarkable and memorable for each customer and team member.

COVID-19 Impact on Gen Z (age 4-early 20’s)
Discover Gen Z’s language by taking a deep dive into the impacts of COVID-19. Lisa will introduce you to the best communication and technological approach to attract Gen Z patients and employees. Be the practice that embraces Gen Z now, to guarantee future business growth!

Lisa Copeland, RDH, CSP, CVP knows communication! Her career has been focused on sharing her expertise in diverse business cultures that span the globe. Her unique experience and stories as a competitive athlete fuel her meaningful and memorable messages. Attendees will feel the passion and drive of her iRONMAN principles that turn communication chaos into profit, performance, and productivity.

“Lisa is a high impact speaker who leaves her audience informed and empowered to take action.”
– Noel Paschke, Consultant

“Lisa is polished and professional. She is a strong communications coach.”
– Don Smith, Consultant

“Powerful and approachable. I love how Lisa not only articulates her practical principles, she also demonstrated them.”
– Jenni Butz, Executive Producer

GET INSPIRED WITH LISA COPELAND, TODAY! Call her at 206-465-1637
Lisa@CommunicateWithInfluence.org | www.CommunicateWithInfluence.org
Lisa Copeland, RDH, CSP, CVP has leveled up organizational communication for more than 30 years. Her tips, tools, and techniques push professionals to smooth friction and build team and client loyalty.

**Every Conversation Has Consequences**

Miscommunication is costly. Clients and team members expect and reward harmonious tones, positive dialogue, and seamless interactions. Lisa will share with you how respect and appreciation creates a culture of inclusivity that ultimately ensures every client and team member experience is exceptional.

**Dental Crisis Communications**

Acute disruption often leads to creative solutions. As we navigate through this turbulent time in dentistry, we need to stay connected with our teams and patients to promote unity. Dental Crisis Communications will enable you to have courageous conversations. The key is to communicate, early, often, and respectfully.

**Maximizing Team Meetings**

Staying connected and confronting the business of dentistry with our teams is essential. Meetings should follow a specific, timed agenda and each team member should participate. Utilizing engaging strategies such as: polling, breakout rooms, surveys, interactive handouts, and Q&A, will motivate and involve all.

**1:1 Presentation Coaching**

You have something amazing to share, but just don’t know where to start. Lisa’s 1:1 coaching for presentation development and/or delivery will guide you through a proven process. Crafting a message that inspires your audience and takes them on a journey through the eyes of your experience.

“I approached Lisa for coaching with my Myofunctional Therapy business presentation. From PowerPoint development to speaking tips, Lisa helped me create and deliver a clear picture of my dental expertise and specialty for my clients and referring doctors. My treatment case acceptance is improving and that was my #1 goal! Lisa’s vast knowledge in corporate dental sales, marketing, and clinical make her an ideal coach/consultant to bring your business to the next level. Thank you Lisa for a project well done!”

Shelly Azevedo, Consultant

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How to Focus on Emotional Safety First

“The Single Biggest Problem in Communication is the Illusion That It Has Taken Place” — George Bernard Shaw

Creating space that allows for courageous conversations is the fundamental element for emotional safety and enforces a unified work environment where innovation thrives.

- Has your operatory comfort zone shifted from a safe haven to an uncomfortable hazard zone?
- Do you feel secure enough to share thoughts / ideas freely, without worrying about negative reactions?
- Are you simply coping to make it through the day?

This interactive course will provide team practice strategies on how to "aviate, navigate and communicate" to an emotionally safe environment.

*Aviation* is driven by systems, which provide us with a solid foundation to build on. Designing customized processes leads to: Predictability, Productivity, Consistency, and Clarity.

*Navigation* is about cultivating high-courage teams with diverse, problem-solving skills. You can’t anticipate every issue that may occur, but everyone can prepare themselves with skills that will help them successfully navigate through an unanticipated situation.

Making Emotional Safety part of everyday culture can be challenging and requires skills to accelerate Communication to SurThrival. It is a fragile ecosystem that requires continual nurturing. Build a team and patient-centric culture by understanding that each person has a different interpretation of experiences that they compare to their own expectations. Rise to their hopes by learning and practicing empathy, flexibility, and active listening.

**Learning Objectives**

In this course, attendees will learn to:

- Explore Emotional Safety drivers in dentistry
- Implement trust tactics to emotionally connect
- Discuss guidelines to implement Emotional Safety strategies
- Employ team and patient conflict skills
- Practice active listening

Lisa Copeland, RDH, CSP, CVP knows communication! Her career has been focused on sharing her expertise in diverse business cultures that span the globe. Her unique experience and stories as a competitive athlete fuel her meaningful and memorable messages. Attendees will feel the passion and drive of her iRONMAN principles that turn communication chaos into profit, performance, and productivity.

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Solutions to Generational Friction

The Key to Cultivating a Passionate Team is Generational Perception

The Generational Friction Factor is real and influencing the dynamics of your team’s success. Each generation measures everything against their own language, perceptions, and work value.

To bridge the divide and flourish, Lisa educates leaders and team members about the value of recognizing and addressing those differences. Her 4-G Concept instructs audiences how to spot generational markers or signs, and then offers simple yet powerful ways to reduce or even eliminate friction points that are particularly damaging to the bottom line.

Learning Objectives

In this course, attendees will learn to:

- Cultivate a generationally perceptive team
- Immediately enhance and build relationships of trust using customized language tactics
- Foster an elevated self-awareness about people and how to connect with them in more meaningful ways
- Get past generational stereotypes to create a better patient experience

Moreover, attendees will be given the tools that positively improve issues around patient scheduling, optimized care, and stagnant or declining production.

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Are Your Patients Really Listening?

Disrupt the patterns of expectation with your team, patients, and vendors and you’ll have their attention! With that, they are now ready to actively listen, participate, and take actions that will improve your ability to serve them.

Communication is the cornerstone of business and life. When you orchestrate a more personalized and customized dialogue you will have built a foundation of trust with patients that is held together by footings of confidence. That trust is then rewarded with loyalty, followed by viral word-of-mouth referrals, and ultimately profitability and practice stability.

Lisa’s interactive style pushes audiences through a heart-pumping experience where her iRONMAN Principles are guaranteed to transform offices into elite iRONMAN practices.

Learning Objectives

In this course, attendees will learn to:

- Lead with iRONMAN Principles that empower teams and clients
- Master consistent, predictable communication that produces desired productivity, revenue, and profit goals
- Understand the 7-11 Rule and how to create a positive, lasting impression
- Develop best-in-class inter-team communication skills that drive results

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COVID-19 Impact on Gen Z (age 4-early 20’s)

Be The Practice That Embraces Gen Z

COVID-19 is the defining moment for this generation and will influence their generational DNA significantly. According to the US Census Bureau the Gen Z cohort range is from 2000-2016. They are currently entering the work environment and becoming patients in your practice. This interactive course will help you understand: how they think, what they value, and where to communicate effectively. Gen Z will change dentistry...so be the practice that’s ready for it.

As a result of growing up in an increasingly uncertain world, Gen Z are more cautious. They are hyper-aware of their dental health, with the top oral health problem this generation reports being pain, predominantly with biting and chewing. Gen Z will not take risks they may not be able to afford to address in later life, which makes them more receptive to the latest research and treatment options to maintain dental health.

Whether you’re trying to attract a Gen Z as a patient or as an employee, you need to transition quickly. They are the first cohort that are digital natives, never knowing life without technology, and will move on if they don’t immediately see what they are looking for on your website and social media platforms.

Build a dental practice that speaks their language and meets their expectations now to guarantee future practice growth!

Learning Objectives

In this course, attendees will learn to:

- Discuss the impact of COVID-19 on Gen Z’s future decision making as patients and employees
- Understand Gen Z’s values and communication expectations
- Learn to adopt blended, virtual and in-person, communication strategies
- Explore how to attract new Gen Z patients and employees

Lisa Copeland, RDH, CSP, CVP and Gen X knows communication! Her career has been focused on sharing her expertise in diverse business cultures that span the globe. Her unique experience and stories as a competitive athlete fuel her meaningful and memorable messages. Attendees will feel the passion and drive of her iRONMAN principles that turn communication chaos into profit, performance, and productivity.

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Every Conversation Has Consequences

Miscommunication Costs Your Company Money Every day... Until You Fix it!

Business is changing. Organizations are shifting from product-centricity to people-centricity. Those who are adapting to this new reality are winning by creating unique and positive experiences for customers and team members.

According to Gallup’s workplace analytics team, “Your employee experience is your employment brand.” Implementing high level, intentional communication yields these and other results:

- Comfortable interactions
- Diffused confrontations
- Harmonious exchanges

Learning Objectives

In this course, attendees will learn:

- The foundations of an inclusive culture
- How strong workplace cultures gain momentum
- The keys to indivisibly linking team members together
- How to implement bi-directional leadership
- The ability to tap into each team member’s superpowers

Moreover, attendees will be given the tools that positively improve chronic problems of turnover, lack of engagement, and stagnant or declining production.

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Dental Crisis Communication Series

Acute Disruption Often Leads to Creative Solutions

Most of us have never experienced a pandemic in our lifetime. As dental professionals, we have many unanswered questions and are wondering; Are we going to survive this? Will I have a practice or a job in the future?

As we navigate through this turbulent time in dentistry, we need to stay connected with our teams and patients to promote unity. Keeping everyone well informed about the updates and changes your practice has made to protect them during the appointment is essential. Additionally, patient interaction is critical to keep them informed and maintain your relationships. The key is to communicate, early, often, and respectfully with your team and patients.

This 3-part series will address:
1. Virtual Verbiage to Keep Your Practice Healthy
2. Strategies for Practice Health
3. Surviving and Thriving

Learning Objectives
In this course, attendees will learn to:
- Master virtual team / patient communication
- Embrace telehealth to recreate ways of working
- Maximize the use of your computer software
- Discuss social media strategies

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Discover Your Team’s Superpowers

Stop the Communication Chaos and Get Fluent in Generational Language

The expansion of multigenerational workforces has led to a daily collision of professionals seeking to understand each other. Yes, Generational Friction Factor is a reality that is too often putting organizations into communication chaos and distress, leading to job dissatisfaction, disengagement, and turnover.

But there is a better way. Lisa will demonstrate the superpowers within each of us that perpetuate a culture of learning, understanding, and respect for the unique generational value we each possess. Equipped with the right strategies and techniques, attendees will have a powerful plan to build and participate in a more cohesive and productive team.

Learning Objectives

In this course, attendees will learn to:

- Recognize the unique superpower qualities that define every generation represented at the practice
- Use specific generational language with colleagues that elevates office harmony and reduces misunderstandings
- Apply these same principles to multigenerational patients, creating real connections that turn treatment plan obstacles into opportunities

Moreover, clinical skill courses are always an important part of professional development. But the necessary skills of communication are just as critical to career growth and an office’s bottom line.

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Event Sponsorship Secrets

Attention: Speakers, Sponsors, Meeting Planners

Ready to learn the secrets of sponsorship to maximize each parties’ goals and expectations?

As a 20-year professional speaker in corporate sales, marketing, and clinical research, Lisa knows the tips, tools, and techniques for leveraging winning sponsorship relationships. Sponsorships start with the rules of matching an organization with compatible sponsors and speakers to maximize and align goals.

Lisa’s virtual or live collaborative learning experience is both informative and entertaining, helping ensure audiences create a successful triangulation. The speaker gets paid, the meeting planner stays within budget hiring a dynamic professional speaker, and the vendor gets amazing promotional opportunities.

Participants will develop a customized worksheet in a breakout session that answers the following:

- Who is the client?
- What is the industry?
- How is the partnership a collaborative success?

Course Objectives

1. Convert “budget restrictions” into sponsorship solutions
2. Develop a customized list of potential sponsors
3. Create a strategic business and post-event report template

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1:1 Presentation Coaching

Presentation Development Coaching
You have something amazing to share, and the ability to share it but just don’t know where to start. Lisa is available for 1:1 presentation development coaching. And with more than 30 years of experience she knows how to help you craft a message that informs, engages, and inspires.

Presentation Delivery Coaching
Standing in front of an audience takes practice, but it also helps if you have a seasoned pro in your corner. Lisa is available for 1:1 presentation delivery coaching. Her experience in delivering thousands of presentations and keynotes to audiences ranging from 1 to 5000 will guide you in how to articulate a message that takes audiences on a riveting journey through the eyes of your experience.

Why Hire Lisa?
- Help manage your fear of public speaking
- Increase your confidence in all communications
- Enhanced ability to command lucrative speaking fees
- Customized support in formulating a successful presentation
- An ability to inspire and motivate action in your audiences

Testimonials

“Lisa is polished and professional. She is a strong communications coach.” Don Smith, Consultant

“Lisa will help you design / customize your presentation and find your unique voice.” Joanne Pacheco, RDH Director

“Lisa inspires others through her commitment to excellence in all that she does.” Sherry Heaney, RDH Director

“Lisa helped me create and deliver a clear picture of my dental expertise.” Shelly Azevedo, Myofunctional Therapy Specialist

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Testimonials and Happy Clients

“I approached Lisa for coaching with my Myofunctional Therapy business presentation. From PowerPoint development to speaking tips, Lisa helped me create and deliver a clear picture of my dental expertise and specialty for my clients and referring doctors. My treatment case acceptance is improving and that was my #1 goal! Lisa’s vast knowledge in corporate dental sales, marketing, and clinical make her an ideal coach/consultant to bring your business to the next level. Thank you, Lisa, for a project well done!” Shelly Azevedo, Balanced Faces, Myofunctional Therapy

“Great new ideas for offices to incorporate. The bottom line is communications begins with active listening and it starts with me!” Ranae Watson

“Lisa is knowledgeable and relatable. She makes great points while having fun.” Marionette Holmberg

“Lisa is energetic, motivating, and delivers very applicable information for offices.” Jan Drobnak

“I recently organized an event where Lisa presented “iRONMAN Presentations Every Day”. Her energy was powerful and approachable as she not only articulated practical principles to the audience, but also physically demonstrated them. I look forward to working with Lisa again.” Jenni Butz, Co-Executive Producer

“Lisa takes you on a journey of her personal iRONMAN story and translates it into a practical application for many aspects of life.” Kim Peterson

“Lisa was enthusiastic, direct and practical. Her stimulating generational exercises engaged everyone in the room and left us wanting more. Great insight into an important topic.” Sue Wagner
Presentation Partnerships

International Conferences
Academy Osseointegration
Seattle Study Club
DentalED Global
Saskatchewan Oral Health Professionals, Canada Yoshida Dental Hygiene Symposium, Japan
EuroPerio Symposium, Sweden
Int’l Federation Dental Hygienists, Spain
Int’l Federation Dental Hygienists, Australia
Dr. Tay Study Club, Singapore

Study Clubs
Seattle Study Club National Meeting
DentalED Global Live / Distance Learning
Robert Crook Seminars
South Shore Study Club
Emerald City Study Club
NW Oral Surgeons
Silicon Valley Study Club
Spokane Study Club
Chico Study Club

National Dental Hygiene
RDH Under One Roof
American Dental Hygienists’ Association

State Dental / Dental Hygiene
AZ Dental Association
OK Dental Hygienists’ Association
TX Dallas Dental Hygienists’ Association
UT Dental and Dental Hygienists’ Association
CA Dental Association
CO Rocky Mountain Dental Conference
WA State Dental Conference
WA Inland Northwest Dental Conference
OK Dental Association Annual Session
OR Garfinkle Orthodontic RDH Forum
NW Educator Annual Conference
WA State Dental Hygienists’ Association
HI Dental Hygienists’ Association
OR Fall Dental Health Conference
MT Dental Hygienists’ Association
CA Dental Hygienists’ Association
OR Expanded Practice Dental Hygiene Conference

Local Dental Hygiene
Mt Diablo Dental Hygienists’ Association
Portneuf Valley Dental Hygienists’ Association
Greater SW WA Dental Hygienists’ Association
Sacramento Valley Dental Hygienists’ Association

National Corporate
Vivos Therapeutics
Lighthouse 360
WaterPik
OraPharma
SOS Outreach
Philips Oral Healthcare
Straumann USA
Business Theater Live
Inspired Hygiene Mastermind Interview
Career Horizons Executive Workshop
Interdent National Sales Conference
Interdent Capable Summit
Kaiser Permanente Annual

Educational Institutions
City University WA
University of WA Continuing Education
University of WA School of Business
University of Pacific CA
University San Francisco CA
OR Health Science University
ID State University
MT State University
HI University

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