

# UP YOUR GAME

## IRON-OUT YOUR COMMUNICATIONS

Elevate your dental practice and foster strong relationships with team members and patients through expert communication strategies provided by Lisa Copeland, RDH, CSP, CVP.

### Every Conversation Has Consequences

Miscommunication is common in dentistry and can lead to negative outcomes. Prioritizing effective communication with patients, team members, and the practice can prevent stress and foster loyalty.

Create unique experiences for patients and team members to build a successful employment brand.

### Iron-Out Your Communications

Words have power in dentistry. Learn iRONMAN Principles to transform practices into elite organizations that provide exceptional care.

Build trust, loyalty, and referrals by disrupting communication patterns. Lisa's interactive style elevates practices to the iRONMAN level.

### Generational Geopardy

Are your patients and team members' experiences meeting generational expectations? Bridging generational differences is essential for dental practices to reduce turnover and stay competitive. Learn how to identify generational markers and improve practice culture to meet younger generations' expectations for coaching, mentorship, and upskilling.

### Optimize Team Meetings

Optimize team meetings for improved collaboration and productivity.

Learn engagement techniques, goal setting, agenda planning, and follow-up actions. Gain practical tools and strategies, including technology tips.

Transform meetings into a success driver.



Lisa Copeland, RDH, CSP, CVP is a healthcare expert, author, global speaker, public speaking coach, and passionate RDH with vast experience in the dental industry. Using generational communication strategies and refined language skills, she coaches teams to improve their profit, performance, and productivity. Lisa fosters a harmonious workplace by applying engaging communication strategies.

*"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**



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### Tailored Presentation Coaching

You have something amazing to share, but just don't know where to start.

Improve your presentation skills with personalized 1:1 coaching from an experienced pro.

Craft a captivating message and take your audience on an unforgettable journey.

### Membership Mastery

Is your study club or association struggling to generate predictable referrals?

Understanding and delivering information that resonates with different generations can impact referral loyalty. Learn how to create value and build trust for referrals based on each generation's specific ideals.

### Sponsorship Strategies & Partnerships

Join the event sponsorship revolution and unlock the secrets to achieving mutually beneficial goals with Lisa's 30 years of experience in corporate sales, marketing, clinical research, and keynote speaking Perfect for speakers, sponsors, and meeting planners looking to build winning sponsorship relationships and exceed expectations.

### Emotional Safety First

Emotional safety in dentistry encourages expression, innovation, and productivity. In this interactive course learn to Aviate, Navigate and Communicate with customized systems, diverse abilities, and emotional safety strategies.

Build a patient-centric culture by nurturing a fragile ecosystem.



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*"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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