

# 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

Effective communication in dentistry yields positive results. Prioritizing clear and empathetic communication with patients and team members reduces stress and fosters practice loyalty. Creating exceptional experiences for patients and team members cultivates a thriving employment brand and a positive organizational culture.

### The Referral Revolution

Navigating referral trends in dentistry is challenging due to evolving dynamics. Our course addresses this by exploring generational communication, adapting to in-house dentistry, and creating value for referrals.

Stay ahead in the ever-changing dental landscape with our actionable insights.

### Generational Geoparty

Are your patients and team members' experiences aligning with generational expectations? Bridging generational gaps is vital for dental practices to minimize turnover and maintain competitiveness. Discover how to recognize generational cues and enhance your practice culture to meet the coaching, mentorship, and upskilling expectations of all generations.

### Optimizing Team Meetings

Enhance team meetings for superior collaboration and productivity. Explore engagement methods, goal setting, agenda preparation, and effective follow-up steps. Acquire valuable tools and strategies, along with technology insights, to transform your meetings into a driving force for practice success.



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.

Communicate With Influence, LLC.  
Nationally Approved PACE Program Provider for FAGD/MAGD credit. Approval does not imply acceptance by any regulatory authority or AGD endorsement.  
12/01/2023 to 11/30/2026  
Provider ID# 400395



*"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

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### Iron-Out Your Communications

Harness the power of words in dentistry. Embrace the iRONMAN Principles to elevate your practice into an elite organization delivering exceptional care. Lisa's interactive approach is your path to building trust, loyalty, and referrals while disrupting communication norms, propelling practices to the iRONMAN level.

### Membership Mastery

Is your study club or association facing challenges in generating consistent referrals? Tailoring your approach to resonate with diverse generations can significantly influence referral loyalty. Discover how to provide value and establish trust for referrals by aligning with the unique ideals of each generation.

### Sponsorship Strategies & Partnerships

Join the event sponsorship revolution and discover the keys to achieving mutually beneficial goals. Benefit from Lisa's three decades of expertise in corporate sales, marketing, clinical research, and keynote speaking. Ideal for speakers, sponsors, and meeting planners seeking to cultivate successful sponsorship relationships and surpass expectations.

### Tailored Presentation Coaching

If you have something incredible to share but are unsure where to begin, elevate your presentation skills through personalized 1:1 coaching from a seasoned professional. Craft a compelling message and lead your audience on an unforgettable journey.



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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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