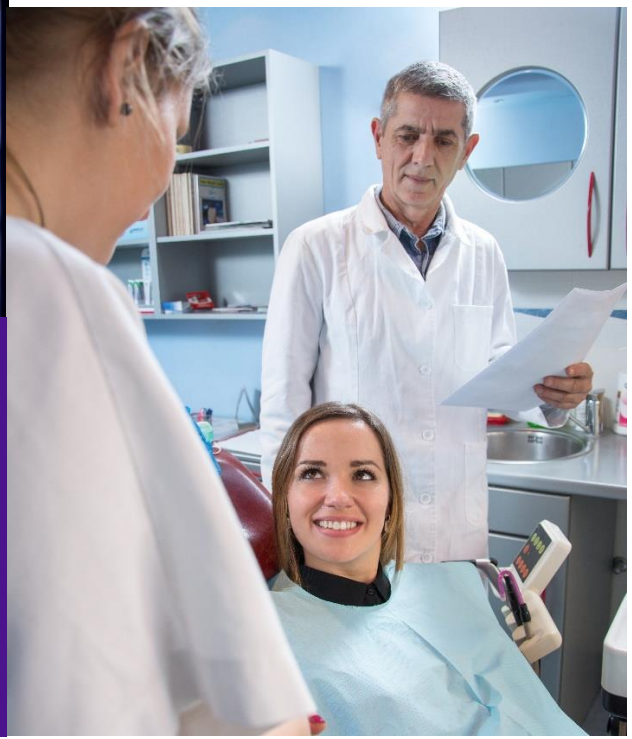
MEDIA KIT

COMMUNICATE WITH INFLUENCE



Lisa Copeland

DENTAL TEAM CONSULTANT

MEET LISA

ABOUT ME

AUTHOR, SPEAKER, CONSULTANT, CEO

GEN X, IRONMAN, & PASSIONATE RDH

Lisa is more than a speaker; she is a catalyst for positive change in dental team communication. Her expertise goes beyond the ordinary – where dental team communication becomes a transformative experience. Lisa stands out as an exemplar – a multifaceted professional whose journey from clinical expertise to global speaking has left an indelible mark on the dental industry she so passionately serves.

Speaking Excellence
Recognized as one of three RDH worldwide to receive the CSP Award from the National Speakers Association. Fewer than 12% of global speakers obtain this designation, showcasing her expertise and credibility.

Global Impact
Global experience from the U.S. to SE Asia, and Europe, enriches her speaking with a wealth of firsthand knowledge. Her ability to relate to international audiences makes her the ideal choice for events with global attendees.

Multifaceted Professional
Lisa's extensive background spans multiple roles within dentistry, providing her with unparalleled insights into the challenges and triumphs of the industry. Her multifaceted approach ensures a comprehensive understanding that resonates with diverse audiences.

Organizational Partnerships (partial list):

American Association Orthodontics, Oral Maxillofacial Surgical Consultants, Academy Osseointegration, Dental Speakers Institute, American Association Dental Office Managers, Seattle Study Club, Sacramento District Dental Society, Rocky Mountain Dental Conference, Midwest Dental Conference, American Association of Oral and Maxillofacial Surgeons, Arizona Dental Association, Academy of Osseointegration, Academy Dental Office Management Consultants, California Dental Association, Interdent, Kaiser Permanente, Dental Learning, American Dental Hygienists Association, Utah Dental Association,

Corporate
Perio Protect, AcceptCare, eAssist, Philips, Oracle, Crest/ Oral B, CE Zoom, Air Techniques, WaterPik, Lighthouse360, Vivos Therapeutics, Beryl Institute,

Global
International Congress Oral Implantology/ADIA, DentalED Global, Japan Dental Hygiene Symposium, EuroPerio: Sweden, International Federation Dental Hygienists ': Sweden, Australia, Tay and Associates, Singapore.

Curious About Lisa?

Interview Questions

Questions to start our conversation.

Question 1 *You completed two IRONMAN®. What does it mean to be an iRONMAN Communicator?*

Question 2 *How do the lessons you learned in competitive sports translate into business communication?*

Question 3 *How does Generational Friction influence dental practice / corporate / association dynamics?*

Question 4 *What are the two challenges dental practices face every day?*

Potential Questions

Topic One:
The Referral Revolution

Attract, retain, and influence referrals, association and study club membership.

Question 1	*Why are association and study club memberships shrinking and how is that impacting referrals?*
Question 2	*Does each generation build trust differently?*
Question 3	*What can organizations do to spice up their agenda and events to attract and retain generationally diverse members?*

Potential Questions

Topic Two:
What is the Solution to Generational Friction?

We are all immigrants
to the other's generation.

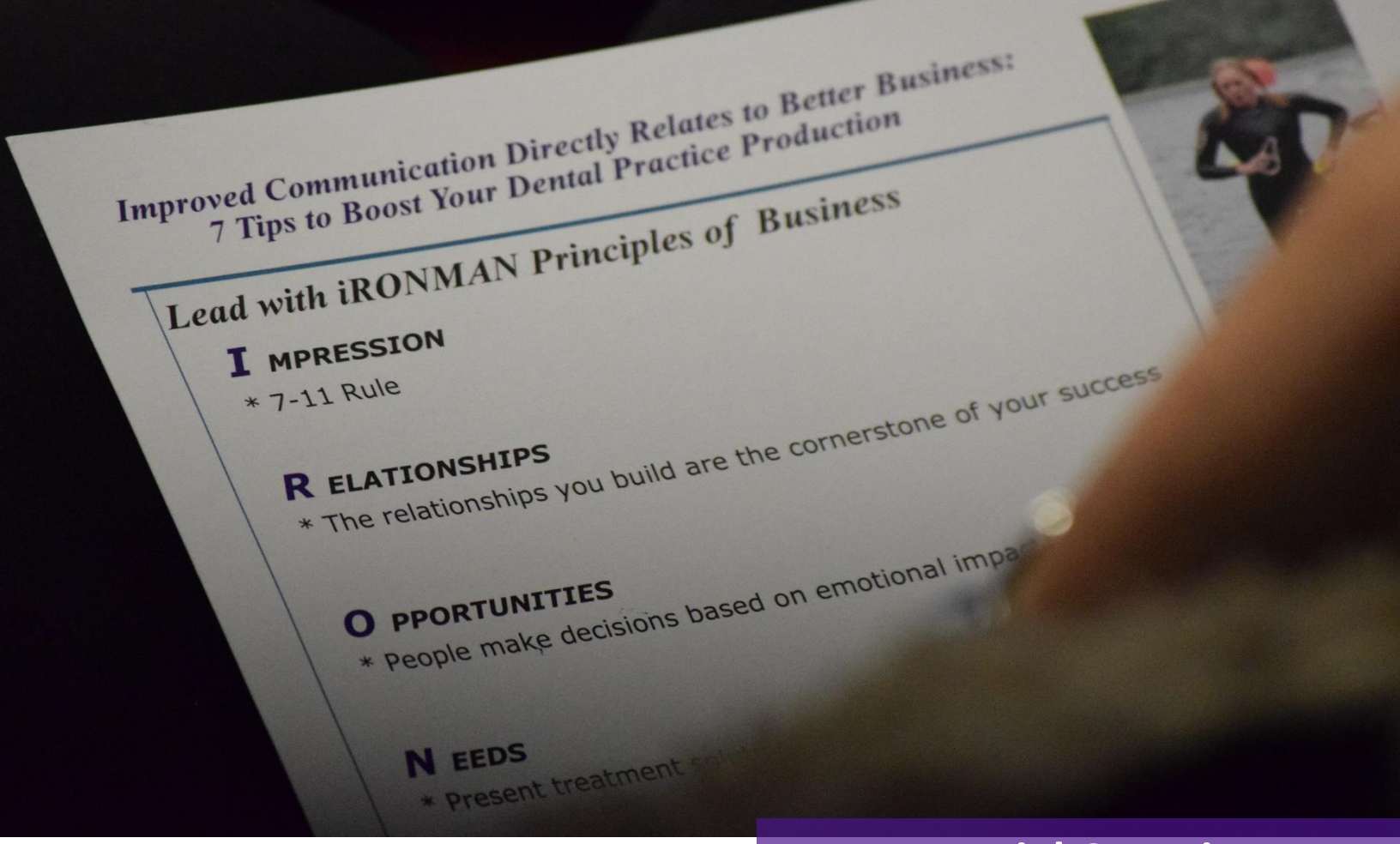
Question 1	*How can generational perception enhance team and patient relationships?*
Question 2	*What is the starting point to cultivate a generationally savvy team?*
Question 3	*You mentioned you are a Gen X. What are the generational markers for that cohort?*

Potential Questions

Topic Three:
Does Every Conversation Have a Consequence?

Miscommunication costs
companies' money.

Question 1	*Why does a positive workplace experience matter to your patients?*
Question 2	*Why is people-centricity more important than product-centricity in dentistry today?*
Question 3	*How does a patient employee experience impact your company brand?*



Potential Questions

Topic Four:
iRONMAN Communication

Use iRONMAN training to
develop team communication strategies.

Question 1	*You use the acronym iRONMAN. What does that stand for?*
Question 2	*What does it mean to be an iRONMAN Communicator?*
Question 3	*What can teams apply immediately that will help them cross the patient focused finish line?*

Potential Questions

Topic Five:
How Can Team Meetings Be Optimized?

Transform team meetings for
superior collaboration and productivity.

Question 1	*What is driving the topic of consistent meetings in dentistry today?*
Question 2	*Are there specific strategies to help practices apply meeting structure?*
Question 3	*Can practice meetings be engaging, productive, AND fun?*

Interested in another topic?
Below are a few that may appeal to you.

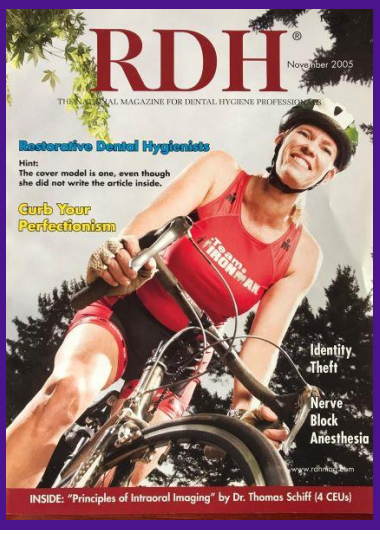
Open Water Sharkfest Swimming

Embracing Gen Z In Dentistry

Event Sponsorship

Presentation Coaching

Membership Mastery



MEDIA BACKGROUND

- Media trained: Short / Long lead publication and television interviews
- NYC Media Marketing Tour, representing Philips, Sonicare
- Media Spokesperson: TV commercials, dental / consumer publications
- IRONMAN® Cover Model RDH Magazine

PHOTOS

- Please email Lisa Copeland at Lisa@CommunicateWithInfluence.org for specific photos.

INTERVIEW SPECIFICS

- I will make every attempt to be in my home studio with high quality technology for the interview.
  Due to my travel schedule, the interview may be from the road.
  Please advise of any special requirements so I can accommodate your requests.

NSA NATIONAL SPEAKERS ASSOCIATION PROFESSIONAL MEMBER

NSA NATIONAL SPEAKERS ASSOCIATION CSP CERTIFIED SPEAKING PROFESSIONAL

CERTIFIED VIRTUAL PRESENTER

RESOURCES

HOW TO REACH ME

Lisa Copeland, RDH, CSP, CVP

www.CommunicateWithInfluence.org

Lisa@CommunicateWithInfluence.org

Mobile: 206.465.1637

Schedule an Appointment:

https://bookme.name/LisaCopelandRDH

LET'S CONNECT

COMMUNICATE WITH INFLUENCE

PACE ACADEMY of GENERAL DENTISTRY PROGRAM APPROVAL FOR CONTINUING EDUCATION

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