



# Take Your Practice To New Heights

Join us in Sundance, Utah

Weekend of April 19, 2012

*"In 1969 it started with an idea  
and \$500; this is the place,  
the place where it all started."*

— ROBERT REDFORD

SKIP ▶



Time, do you have enough of it? You are the CEO, CFO, CMO of your practice. You are it! You have a full time job, when do you have time to plan, execute and evaluate the results? Success is about seeing success. Can you see your dream practice? Join us at Lotus, where you will leave with clarity about what your dream practice is. Take the steps to create your best future, your best life. Think through the steps of success with a team of experts. You've worked in your business, now let's work on your business.

## Thursday

- Arrive at 5pm from SLC (Salt Lake City) Airport
- Welcome to the Sperry Cabin
- Begin with the end in mind
- Anonymous leadership survey results

## Friday

- Practice models/Building your TEAM  
Write your current team model/Create your future DREAM TEAM
- One-on-One coaching sessions to write business plans
- Make sure YOUR DREAM is on track
- Questions ARE the answers:  
Ask the question to which the answer is the message!
- Personal mission- "I do the very best I know how - the very best I can; and I mean to keep on doing so until the end." Abraham Lincoln.  
Align yourself to what matters most to YOU  
Do not enable your TEAM

- Transformational leadership
- Group leadership exercise  
Demonstrating leadership in the real world

## Saturday

- Motivating yourself and your team  
Keeping YOUR DREAMS alive  
How to hire, fire and INSPIRE your team
- Business Vision- "its all about the Story" Mike Czubiak  
Vision is the most powerful tool we have
- Business plan presentations
- Closing Ceremonies
- Travel home (optional)

## Sunday (optional)

- Enjoy your time in the Rockies

## The workshop will be held at the Sperry Cabin in Sundance, Utah.

Your tuition includes your accommodations at the cabin, breakfast, lunch, and dinner, as well as snacks and appetizers. Breakfast and lunch are included on Saturday. The cabin offers comfortable guest rooms and ample recreation. There is free wifi; you will need to bring your laptops and flash drives. This is a working weekend.



You are not required to stay at the cabin. For your comfort and convenience, we strongly recommend staying on site. Our mornings start very early. Most doctors have found that the cabin has a great atmosphere and environment to relax and focus. Any questions regarding the program, from content to accommodations, please contact Steve Sperry by cell/text 214.505.6586 or email [stevensperry@gmail.com](mailto:stevensperry@gmail.com).



## Lotus: Our Speakers

**Steve Sperry, owner of Inventive Dental Solutions.** Steve has been providing dental specific coaching, consulting, practice management and marketing services for over 25 years and is the past founder of the largest dental consulting firm in the Southwest. Steve has worked hands-on with over 5000 practices; developing and implementing strategic business plans and models for growth and a lifetime of success.



**Dr. Michael Czubiak, owner of Camarillo Smiles, Camarillo, CA.** Mike is a practicing dentist and hands-on leader and trainer of his TEAM. Mike has also been helping dental practices respond correctly to changing economic times for over 25 years. He started in 1982 during the recession of the early 80's and has since helped other dental practices achieve their goals no matter what the economy was trying to dictate, all the while maintaining his own private practice.



**Sharmyn Long, owner of SMiLe, Inc.** Sharmyn has been a licensed R.D.H. since 1987; no longer a hands-on clinician, she is a fulltime coach in the dental industry. Sharmyn has provided dental specific coaching, consulting, practice management and marketing services for 22 years and is passionate about all aspects of dentistry. Sharmyn and Steve Sperry have worked together as a coaching team for the majority of the last 22 years. Sharmyn has led over 2000 dentists and their teams to success.



**Dr. Eric D. Shapiro, owner of Encino Dental Health and Cosmetics, Encino, California.**



Eric is a practicing dentist for close to 25 years and has led his practice to ultimate success through economic downturns and physical hardships. He has worked with large dental groups to implement new practice systems, and companies such as Discus Dental to further develop their sales team's communication with dental offices. Eric has teamed up with Steve and Mike to help other doctors lead their teams to success!

## Past Participants Rate Their Overall Experience a 10!

**Chris and Dr. Vaishali Patel,** "Lotus was very inspirational. To be with a group of honest dentists with vast knowledge and experiences under one roof and at the same time being in a fun and caring learning environment encourages you to be very motivated and transformational!"

**Dr. Stephen Kerper,** "An excellent opportunity to get away from the office and meet with other professionals and hear their experiences. It enabled me to focus on the future of my practice".

**Dr. Schubert Sapien,** "MUST GO!! Great learning experience. You will definitely take something back with you that applies to your specific needs and will benefit your practice".

**Dr. Brad Kane,** "Time Well Spent!! Being a better leader is a learned skill...not just a gift or natural born talent".

# Lotus

## Creating Your Dream Practice

### Frequently asked questions:

#### **Must I stay at the Sperry Cabin?**

You are not required to stay at the cabin. For your comfort and convenience, we strongly recommend staying on site. Because of the distance between the nearest hotel and the cabin, the commute in the morning would be a strain for our 7:00am start time. Most doctors have found that the cabin has a great atmosphere and environment to relax and focus. Staying at the cabin is definitely the way to go; but, if you do choose to stay offsite, please let us know.

#### **Do I need a car?**

No.

#### **Should my team attend?**

This workshop is designed for dental business owners only.

#### **Do I need to bring any instruments or supplies?**

The only necessary items would be your laptop, flash drives or other devices to maximize your weekend. This workshop is about the business you own, your dental practice, not clinical dentistry. Your supplies will be provided.

#### **Is there a limit to class size?**

Yes, our ideal class size is less than 15.

#### **Do you need any information about my practice?**

Yes. Once you register, a packet of information will be given to you to complete that includes questions about your practice. Production, collections, team patient base, marketing, practice goals, personal goals and more. This information is critical to help you create and develop your unique business plan.

#### **Can my spouse attend?**

Yes, your spouse can come. This is primarily an opportunity for you to grow and define your personal vision for your practice.

#### **Is there free time?**

Not much! We want to make the most productive use of your time at Lotus. Our days have activities included to give us breaks and keep us creative. Saturday ends at 5:00pm you will have free time Saturday night and Sunday early.

#### **What should I wear?**

The workshop is casual (t-shirts, sweatshirts, jeans) it can get cold early and late so make sure you have a jacket. The average temperature in April is 55 high and 30 low.

### Things to do while in the area!

[http://www.tripadvisor.com/Tourism-g57140-Sundance\\_Utah-Vacations.html](http://www.tripadvisor.com/Tourism-g57140-Sundance_Utah-Vacations.html)

[http://www.tripadvisor.com/Tourism-g57097-Park\\_City\\_Utah-Vacations.html](http://www.tripadvisor.com/Tourism-g57097-Park_City_Utah-Vacations.html)



In its mining heyday, over 400 million dollars worth of silver was extracted from the hills surrounding Park City. The silver boom created 23 millionaires, including George Hearst, father of newspaper magnate, William Randolph Hearst. Sixty-four buildings are listed on the National Register of Historic Places, and surrounding hillsides are still dotted with old mine structures. Park City is rumored to have more restaurants per capita than any other city. With over 100 restaurants, guests enjoy a sophisticated dining scene and can choose from a variety of cuisines including Thai, French, Italian, Southwestern, Continental, American and Asian Freestyle. During the day, shoppers stay busy browsing in Main Street boutiques carrying clothing, ski gear, antiques, and jewelry, and bookstores and cafes offer quiet places to watch the world go by. When the sun goes down, plenty of clubs and wine bars guarantee a lively nightlife.



Contract for Leadership Program—Fee \$2695.00 All expenses Included for Weekend Except Airfare. To Make Reservations and Ensure Your Future Success Please Complete This Form and Fax to 877.784.0804. \$500 off Sign Ups before March 23, 2012

Name: \_\_\_\_\_ Date of Leadership Program: April 19-22, 2012

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Office Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_ Date of Birth: \_\_\_\_\_

Program will include:

- Thursday: Ground transportation is provided, meals and accommodations at the Sperry Cabin.
Friday: 7am (all day course) Breakfast until you have completed your business plan.
Saturday: 7am (all day course) Breakfast until 4pm (back to airport for 7pm flight, unless you are staying over to relax on Sunday).

The dental coaching/consulting services provided by Lotus are individually designed for each practice. The topics and the amount of time spent on each subject listed below will vary based on needs and goals of each client.

- \* Business model/vision
\* Measurement/stats/goal settings
\* Interviewing techniques
\* Leadership/delegation
\* Progressive discipline/termination
\* Teambuilding/communication
\* Facility/technology
\* Meetings – huddles, staff meetings, performance reviews
\* Staff models and staffing transitions
\* Profit & loss (overhead) analysis/budgeting for expenses
\* Development of an optimized hygiene department
\* Marketing (internal, promotional, external)
\* Customer service
\* Social Media/Internet Marketing

Credit Card Authorization Form

I, \_\_\_\_\_ hereby authorize the use of my credit card as the method of payment to cover the fee to attend the Lotus Leadership Program, fee is \$ \_\_\_\_\_, to be paid on date of this contract. Space is limited, see the cancellation policy below; also note this reservation cannot be sold, transferred or assigned in any manner with Lotus's approval.

Type of Credit Card: (please circle one)

Master Card Visa

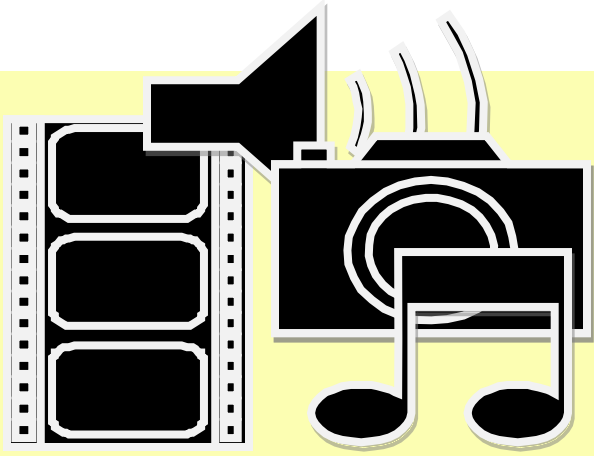
Acct. # \_\_\_\_\_ Expiration Date: \_\_\_\_ / \_\_\_\_ Security Code: \_\_\_\_

Cancellation Policy

A refund will be issued, less a cancellation fee (of 40% of program fee), if written notification is received at least 14 working days prior to the program. Notification of withdrawal received after this time will result in forfeiture of the entire course fee. Neither Lotus nor its employees, agents, or independent contractors (hereafter, collectively, "Lotus") will provide legal or tax advice of any kind, nor will Lotus provide any financial management services including but not limited to: accounting, making bank deposits, reconciliation of bank statements, or financial planning. Lotus will not perform any dental services on patients and assumes no liability for any clinical dental treatment performed by Client. Any attempt by Client to utilize Lotus's agents, employees, or independent contractors for the services excluded by this agreement, as provided above, will result in the immediate termination of the Agreement. The client understands and agrees that the services of Lotus are training and coaching services exclusively. The client understands that results attained from the training and coaching received are in direct proportion to the actual implementation of the suggestions and techniques of the client's entire team and the client. This agreement constitutes the entire agreement between the parties, and there are no other understandings or representations either expressed or implied. The terms, conditions, and specifications of this agreement are hereby accepted and shall begin on this day \_\_\_\_\_, 2012.

Lotus Representative

Client Signature



## RELEASE FORM FOR MEDIA RECORDING

I, the undersigned, do hereby consent and agree that LOTUS its employees, or agents have the right to take photographs, videotape, or digital recording of me beginning April 19, and ending April 22, and to use these in any and all media, including educational materials now or hereafter known, and exclusively for the purpose of training and promotion.

I further consent that my name and identity may be revealed therein or by descriptive text or commentary.

I do hereby release to LOTUS, its agents, and employees all rights to exhibit this work in print and electronic form publicly or privately and to market and sell copies. I waive any rights, claims, or interest I may have to control the use of my identity or likeness in whatever media used.

I understand that there will be no financial or other remuneration for recording me, either for initial or subsequent transmission or playback.

I also understand that LOTUS is not responsible for any expense or liability incurred as a result of my participation in this recording, including medical expenses due to any sickness or injury incurred as a result.

I represent that I am at least 18 years of age, have read and understand the foregoing statement, and am competent to execute this agreement.

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Witness for the undersigned: \_\_\_\_\_

Signature: \_\_\_\_\_

Please contact these prior attendees of LOTUS for their testimonies:

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