

The Art and Science of Designing Your Future

Applied Strategic Planning For Your Life and Practice

Practicing dentistry in today's turbulent social, political, professional, and economic environment has never been more challenging or more promising.

Leading today's practice, while also serving as a primary revenue producer, is analogous to riding a bicycle on a cobblestone street. The very act requires so much energy and attention that little is left for you to decide where you really want your practice and life to go.

In this content rich, compelling presentation, Dr. Bob Frazer, the foremost authority in applied strategic planning in dentistry today, shares the critical beliefs, processes and actions necessary for success from some of the world's most respected and profitable companies in the context of our dental practices.

Participants will explore the three cornerstones of our life and life's work, clarifying what matters most in each of these dimensions of life — both as a whole person and as a committed professional. A central theme will be the values-based, principle-centered life.

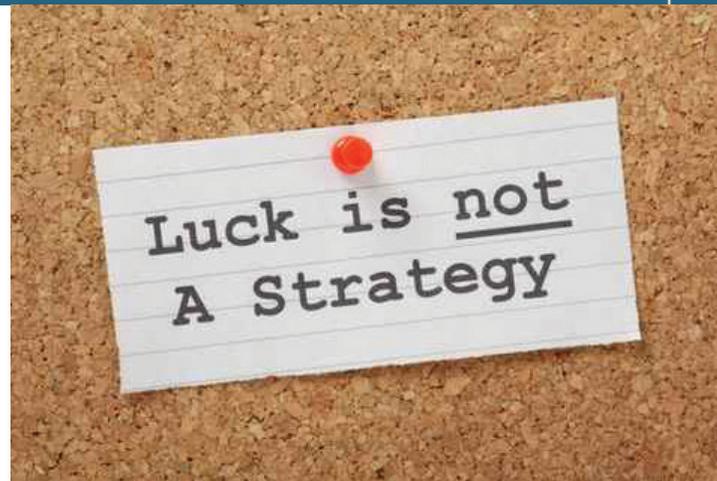
Laugh and perhaps even shed a tear as Dr. Frazer shares some of his life's trials and triumphs toward a life well lived.

Learning Objectives:

- Understand the Applied (Action Oriented) Strategic Planning process
- Learn how to create a clear and compelling vision of your best possible future
- Through energizing exercises and discussions, clarify your values and highest aspirations for what you really want for your life and practice.
- How to write an empowering mission, supporting goals and concrete objectives, and integrated action plans that assure your vision's attainment.
- Know and act on what matters most for you to live an intentional life of uncommon success and significance.
- Most importantly how to create, monitor and execute your plan

Suggested Format: Full or Half-Day, Workshop, Keynote

Suggested Audience: Dentist, Team Member, Spouse



"If you commit to the work with Bob, your professional and personal life will be that of your dreams!"

**Betty Barr, DDS, MS;
Denver, CO**



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