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2026 Training Day Agendas

Q1 – Lisa Grogan – From Toxic & Turbulent to Thriving: How to Rebuild Trust, Boost Morale & Lead Dental Teams with Confidence

In 2025, clinics are facing unprecedented people challenges. From post-pandemic fatigue to generational shifts and rising attrition rates, many leaders are finding that what used to work no longer does. The result? Friction, poor communication, and a slow breakdown of team dynamics that directly impact patient experience, morale, and clinic performance.

This full-day workshop, led by Lisa Grogan, Dental Business & Neuroscience Coach, qualified in psychology, and a columnist, and trainer with nearly two decades of experience across corporate and private dental practice, blends real-world insight with practical psychology, & neuroscience to help you understand, diagnose, and transform team behaviour in your clinic.

What You'll Learn:

Over the course of the day, you'll explore the psychological and emotional foundations of team behaviour, identify what causes teams to unravel, and leave with step-by-step tools to restore trust, motivation, and performance.

Outcomes:

You'll walk away with:

- A practical Leadership Toolkit you can apply immediately
- Custom frameworks to manage difficult behaviours with compassion and clarity
- Your own personal and clinic-wide Vision & Culture Map
- A renewed sense of confidence in managing people and protecting your energy as a leader

This is not just theory, it's a transformational blend of practical systems, neuroscience, and human insight tailored for real-life dental practice. If you've ever thought: "Why is this person so hard to manage?" or "How did we get here?", this session will give you answers... and the plan to turn things around.



Lisa

Q2 – Laura Horton – Communication in Practice Management

This workshop explores the essential role of communication in dental practice management, highlighting the demanding and challenging aspects that managers face daily. The workshop also introduces coaching principles, including the GROW model, to help managers support their teams through effective, empathetic communication. By the end of the session, attendees will be better equipped to lead with clarity, handle difficult conversations, and foster a positive and productive practice culture.

In one day, Laura will cover:

- How to identify common communication pitfalls and how to avoid them
- How to explore how tone, timing, and delivery affect outcomes
- How to understand how emotional intelligence influences communication success
- -What to say in an informal meeting with a team member
- -What to say to handle different scenarios that may arise from eye rolling in meetings, slamming doors, overhearing gossiping about a team member, and undermining comments
- How to define your communication cultures for your business
- How to present business changes to the team in a positive way that engages the team

Learning Outcomes

1. Mastering the Messy Middle of Communication
 - a. Reflect on real-life examples of effective and poor communication in dental practices.
 - b. Identify common communication pitfalls and how to avoid them.
 - c. Explore how tone, timing, and delivery affect outcomes.
 - d. Understand how emotional intelligence influences communication success.
2. Performance Management Communication
 - a. Conduct informal meetings to address concerns early and constructively.
 - b. Handle emotionally charged conversations with confidence, empathy, and emotional intelligence.
3. Retention & Culture
 - a. Build a positive workplace culture through consistent and values-led communication.
 - b. Recognise how poor communication contributes to burnout and turnover.
 - c. Leadership & Vision Planning
 - d. Understand the difference between managing and leading through communication.
 - e. Learn how to communicate a compelling vision for the practice.
 - f. Apply techniques for gaining team buy-in and embedding the vision in daily life.



Laura

Q3 – Colin Campbell – The Consultation Masterclass

Learn the system Colin uses to convert over 75% of his dental consultations for new patients. The Consultation Masterclass by Colin Campbell aims to provide a fun, informative, and interactive day discussing all aspects relevant to dental consultations, including clinical, psychological, social, and business elements.

This Masterclass aims to provide delegates with a structured format for the consultation process, which Colin uses weekly, ensuring a conversion rate of over 75%!

This encompasses the following elements:

1. Collection of all relevant clinical material to help provide an appropriate treatment plan and comply with the current onerous regulations.
2. Personal interaction and emotional intelligence aspects of consultations that are critical to gaining a patient's trust in the provision of ethical dental care.
3. Collection of metrics and key performance indicators through consultations to ensure improvement in both the clinician and patient experience.
4. A suggested structured format for clinicians to take away and modify for their own clinical environment to improve their experience and the experience of their patients and their teams.
5. This master class will provide lifelong value to attendees and help them improve their consultation process throughout their practice for themselves and their colleagues.

Learning Outcomes:

- Explore and discuss the relevant clinical material to be collected at dental consultations to provide an excellent and ethical clinical experience for patients.
- Describe and discuss psychological and emotional intelligence aspects of dental consultations when meeting a new patient to ensure patients are comfortable and can trust the clinician as an ethical and honest practitioner.
- Understand the business aspects of dental consultations, the difference between free and paid consultations, and the collection of appropriate key performance indicators to improve consultations moving forward.
- Delegates will be presented with a framework for a dental consultation in their practice to improve the overall experience for dentists, teams, and patients.
- Delegates will explore the aspect of the provision of appropriate informed consent for patients during the dental process.
- Delegates will explore and understand how to deliver the material from the consultations to patients in new and innovative ways moving forward.



Colin

Q4 – Justin Leigh – Coaching Leaders: Stop Managing. Start Inspiring.

Most dental practice leaders don't realise they're accidentally creating dependency. Every question, every decision, every problem flows straight back to them - and before long, they're exhausted, frustrated, and wondering why the team "just can't take ownership."

This day is about breaking that cycle.

Drawing on the principles from Justin's best-selling book *Coaching Leaders*, you'll discover how to move from directive management to a coaching-led style of leadership that frees you from firefighting and builds a team that steps up, takes responsibility, and thrives.

With over 30 years of sales and leadership experience - including extensive work with dental practices across the UK - Justin will guide you through his proven *Coaching Leaders* framework. Expect a highly interactive day with opportunities to practise coaching conversations, ask questions, and walk away with practical strategies you can apply immediately in your practice.

Key Outcomes:

- Understand why traditional management creates bottlenecks - and how to avoid them
- Master the 5 stages of the *Coaching Leaders* framework (from the book) and apply them in daily practice life
- Develop a coaching style that combines accountability, empowerment, and psychological safety
- Practise real coaching conversations and receive direct feedback in a safe environment
- Leave with practical tools and confidence to embed a coaching culture in your practice immediately

In detail:

- The hidden cost of "always having the answers" - and the shift that changes everything
- The COACH model explained: Contracting, Objectives, Action, Coaching for Change, Heroes
- Interactive coaching practice: role-plays, group work, and live feedback
- How to bring coaching into one-to-ones, appraisals, and everyday conversations
- The role of emotional intelligence in coaching-led leadership
- Practical strategies and advice for creating independence, accountability, and growth in your team



Justin

2026 OWNERS & MANAGERS DAY

GUEST SPEAKERS

Q1



Lisa Grogan

From Toxic & Turbulent
to Thriving

Q2



Laura Horton

Communication in Practice
Management

Q3



Colin Campbell

The Consultation Masterclass

Q4



Justin Leigh

Coaching Leaders:
Stop Managing. Start Inspiring.