

The Extreme Business 100 – 2024 Quarterly Training Day Agendas

I'm delighted to share with you aims and objectives for our four "Owner & Manager" Training days in 2024 – each one to be delivered at all 7 of our regional locations.

Q1 – Michael Bentley – A Masterclass in Reception

My day is about learning how to master the art of reception. Reception is the first touch point with a patient and the last, it has to be remembered and memorable. Receptionists have to be excellent communicators, be proactive and have autonomy for this important role that they provide in dental practices.

Our day will be me sharing my "lens on the ground" systems of how your reception team can showcase their very best. I started as a PM in 2001 became a TCO in 2005 a qualified nurse in 2009 and I am currently a TCO 2 days a week across two private practices in Lincolnshire supporting the patient experience with the reception team and our team of clinicians.

I like to cover a lot of ground and with this in mind these are the highlights of the day:

- Immersing your reception into your practice brand.
- Harnessing communication skills with effective words whilst engaging the right tone and body language.
- Providing your existing patients an interested meet and greet experience.
- Triaging new patient calls based on what the practice wants and the patient needs.
- Handling complaints.
- Dealing with treatment plans in the right way and not a transaction that needs signing off!

This day will be fast paced and will cover the key reception areas to master with my aim of giving your reception team the WHY and CONFIDENCE they need whilst the owners and PM are also present in the moment. I have many team members feeding back to me, "if only our Owners or PM were here with us today, they need to hear what you are saying" - so here is your time to shine. Bring your whole patient experience team together and let's master these skills together and have a great day.

I promise a fast-paced day, with lots of laughter but plenty of substance. I look forward to meeting you all.



Michael

Q2 – Sarah Buxton – A Masterclass in HR

From recruitment to termination and everything in between.

HR and employment of the team is just one of the many plates you have to spin as a Practice Owner.

Join us to receive the answers to those HR headaches concerning all the team (self-employed, workers and employees).

After this day you will know not only the current legislation, but also know how to recruit effectively, how to deal with those day to day management issues such as sickness absence, maternity/paternity, annual leave, grievances, disciplinary, performance improvement and termination.



Sarah

Q3 – Laura Horton – Grow your business with Treatment Coordination 4.0

During this day Laura Horton will be working with you to help you design an aspirational road map for the development and growth of Treatment Coordination in your business.

This unique consultancy and coaching day will uncover the details of Treatment Coordination 4.0 to help you develop an aspirational road map for growth of the team, business, and patient experience - no matter where you are at with the role.

This session is designed for Owners, TCOs, their managers or PM and Managers if you do not have a TCO.

The day is going to form into 5 parts.

1. Building a long-term succession plan

- Understanding full the role of the TCO
- Effective recruitment of a TCO and phasing in of the role
- Designing a roadmap for full utilisation of the role to grow your business with treatment coordination.

2. Learn how to make changes based on the reality of what is happening in your business.

- Understand your NP tracking and KPIs as a TCO - what do they mean? What do you do with the data as a business?

- Laura will share how to evaluate the data and adapt your workflows as part of TCO 4.0 Mastery

3. Diary zoning for effective production

Laura will share her full method for diary zoning for all diaries in the software. Including how a TCOs diary is zoned to support the patient experience.

4. Getting ahead of the curve with AI

TCOs using smile design AI and many other tools to support your patient experience.

5. Building powerful patient stories in your clinic to help validate the clinical substance of your clinics brand.

A very important yet missing aspect of Treatment Coordination, this is a tool that boosted my conversion rates and blows away competition.



Laura

Q4 – Mike Hesketh – The Extreme Business Leader

Mike brings a wealth of experience and expertise to help our audience understand the crucial aspects of developing successful business teams.

With his extensive background in leadership, including service in the Royal Navy and Royal Marine Commandos, Mike has honed his ability to lead under pressure and achieve remarkable results.

His knowledge and practical experience in these high-stress environments give him unique insights into team dynamics and leadership principles.

Mike's journey at The Exeter Dental Centre (EDC) serves as a prime example of his ability to develop and lead effective business teams. Over the years, he transformed EDC from a £270,000 acquisition into a multimillion-pound venture sold to BUPA. During this period, he focused on building a culture of excellence, empowering his team, and implementing effective systems, which resulted in numerous awards and significant patient growth.

Furthermore, academic qualifications underpin his business advice, holding an MBA from Exeter University and a Professional Certificate in Executive

Coaching from Henley Business School. He is not just sharing anecdotal advice but offers a well-calibrated and cutting-edge perspective on business team development.

Dartmoor Dental in Tavistock, West Devon is his team's next venture. An eight- chair practice that is embracing the digital and therapy revolution in our industry. Serving as a test bed for innovation and is the start of a Southwest dental group.

Mike's guidance on developing business teams includes the following key areas:

- 1. Leadership Under Pressure:** Drawing from his military experience, Mike understands the importance of effective leadership in high-pressure situations. He can share strategies for maintaining composure and guiding teams to success, even in challenging circumstances.
- 2. Team Building:** Mike's success in transitioning team members into dental business managers at EDC showcases his prowess in team development. He can provide insights on recruiting, training, and motivating a dynamic and cohesive team.
- 3. Brand Excellence:** Mike's emphasis on culture and ethos at EDC demonstrates his commitment to creating a positive and productive work environment. He can guide your audience on how to instil a culture of excellence in their organisations.
- 4. Infrastructure Improvement:** Where and when to invest in facilities to empower your team to give the best patient experience.
- 5. Numbers and Metrics:** Mike understands the importance of tracking key performance indicators (KPIs) and business metrics. He can educate your audience on how to use data-driven insights to make informed decisions and drive team performance.

In conclusion, Mike's talk on developing business teams will provide your audience with practical, real-world insights and strategies.



Mike