



Dare to Dream: Moonshot Ambition



**THE
LEADERSHIP
THREAD**

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DENTAL ODYSSEY
The Moonshot Practice

Ambition Aligned: Transforming Vision into Reality with Clarity and Confidence

“True achievement happens when your ambitious vision aligns seamlessly with clarity of purpose and the confidence to execute. When these elements come together, extraordinary results become inevitable.”

As our world, profession, and marketplace evolve at an unprecedented pace, we face a landscape where patients are no longer just patients - they are clients and consumers with high expectations. Referring doctors are diversifying into specialty procedures, and consolidation within the industry is reshaping traditional practices. In this era of accelerated growth, it's crucial to stay ahead and seize new opportunities.

This first workshop is about envisioning a future without limitations. It's about getting so inspired that you walk out with a dream, a purpose, a vision, and a belief in your possibilities. We aim to energize you to face every obstacle head-on and embrace the challenges of execution. You'll learn to love the pain of pushing boundaries, so that when you reach the other side, you can look back and say, "That wasn't so hard."

This workshop will equip you with the mindset and strategies needed to transcend conventional thinking and achieve extraordinary success. We'll provide the fuel to your rocket ship, enabling you to break through any remaining limitations and reach new heights.

SEGMENT 1

The Billion Dollar Mindset: Envisioning Unbounded Success

DESCRIPTION

In our opening segment, we delve into the Billion Dollar Mindset - a paradigm shift that redefines what it means to achieve success. Imagine starting your journey with the clarity and confidence to dream without limits, where the possibilities are as vast as your imagination. This session is designed to break down the mental barriers that confine us, encouraging you to envision a future that transcends traditional expectations. We will explore the principles of visionary thinking, focusing on how a successful mindset embraces exponential growth and innovation. You'll learn from the most successful leaders and thinkers who have mastered the art of turning ambitious dreams into reality. **In this process, you will gain the framework for designing your future, enabling you to approach your practice and career with newfound vision and purpose.**

This segment aims to instill a sense of purpose and belief in your ability to achieve the extraordinary. By the end of this session, you will be equipped with the mental tools to set audacious goals, fuel your passion, and embark on a path of continuous, unbounded success.

SEGMENT 2

The How Hard Can It Be? Principle: Overcoming Obstacles with Confidence

DESCRIPTION

In the second segment, we explore the transformative principle of “How Hard Can It Be?” – a mindset that challenges the perceived difficulty of ambitious goals. This principle is grounded in the idea that the psychological barriers that hinder progress are rooted in beliefs that are shaped by old visions. By reframing challenges as opportunities, we encourage you to approach obstacles with a proactive, solution-oriented attitude.

SEGMENT 3&4

The Operating System: Building a Culture of Excellence

DESCRIPTION

In the third and fourth segments, we shift our focus to the heartbeat of any successful practice: its culture. The operating system of your practice is not just about protocols and procedures; it's about the values, beliefs, and behaviors that permeate your organization. These segments emphasize the critical role of a strong, cohesive culture in driving sustained success and excellence.

We will explore how to build a culture that aligns with your vision and values, creating an environment where every team member is engaged, motivated, and committed to delivering exceptional care. Key topics will include:

1. Defining Core Values

Understanding and articulating the core values that will guide every aspect of your practice. These values serve as the foundation for decision-making, team behavior, and patient interactions.

2. Leadership and Vision

The role of leadership in shaping and maintaining a positive culture. We will discuss strategies for communicating your vision effectively, leading by example, and inspiring your team to embrace the practice's goals and mission.

3. Revisiting Team Roles

Reconsidering how team roles and titles reflect their importance and impact. For example, transforming the office manager into a Director of Success can enhance how others perceive their role and influence within the practice. This shift in perspective can drive significant changes in behavior and engagement.



4. Team Engagement

Techniques for fostering a high level of engagement among team members. We will cover the importance of recognizing contributions, providing opportunities for growth, and creating a supportive, collaborative environment.

5. Patient-Centered Care

Building a culture that prioritizes patient experience and satisfaction. This involves creating a welcoming environment, ensuring consistent, high-quality care, and maintaining open, empathetic communication with patients.

6. Continuous Improvement

Establishing a mindset of continuous improvement within your team. We will discuss how to encourage innovation, welcome feedback, and implement changes that enhance practice performance and patient outcomes.

SEGMENT 5

The Growth Plan: Maximizing Referrals and Patient Value

DESCRIPTION

In this segment, we will rethink and redefine the strategies that have brought us this far, recognizing that the systems and programs that worked before may not take us to the next level of becoming a Moonshot Practice. The key to exponential growth in a specialist practice lies in enhancing the referral systems and the team to provide exceptional value to both referring doctors and patients. By creating a strategic blueprint, you will ensure that every action taken is deliberate, well-informed, and aligned with your overarching vision.

Key areas to cover in this segment:

1. Optimizing Referral Relationships

Understanding and nurturing the referral base. By systematizing relationships with the top 20% of referring doctors who contribute 70–80% of your referrals, you can ensure that the majority of your energy and focus can be dedicated to creating the next group of top referrers. This approach allows you to double the referrals coming to your practice through consistent, high-quality engagement.

2. Market Outreach and Industry Partnering

Developing strategies for effective market outreach. This includes forging strong partnerships with industry professionals such as implant and supply companies. By aligning with these partners, you can create a synergy that enhances relationships with referring doctors. Regularly connecting with your top referral base, with the support of these industry partners, helps maintain and grow your referral network.



3. On-Site Visits and Engagement

The importance of being growth partners with your referring doctors is key. This involves selecting the right referring doctors to visit and determining the best approach to engage with them. By positioning yourself as a success partner, you can work collaboratively with them to identify growth opportunities that benefit both practices. We will discuss strategies for fostering these partnerships, ensuring that as your referring doctors grow, your practice grows alongside them.

4. Educational Lectures and Lunch & Learns

Leveraging educational opportunities to become the trusted source of education and growth for your referring doctors. This includes organizing impactful lectures, lunch and learn sessions, and study clubs—both locally and in partnership with Spear Education in Scottsdale. Positioning yourself as a thought leader enhances your credibility and fosters stronger referral relationships.

5. Specialized Events and Study Clubs

Hosting exclusive, invitation-only events. Learn how to create high-value, specialized Study Clubs and other events that cater to the specific needs of your top referring doctors and those you are nurturing to become key referrers. These events foster deeper connections and loyalty, making you the indispensable partner in their success.

By the end of this segment, you will have a detailed growth plan that focuses on maximizing referrals and delivering exceptional patient value. You will be equipped with the knowledge and tools to execute this plan effectively, ensuring sustainable growth and success in your specialist practice.

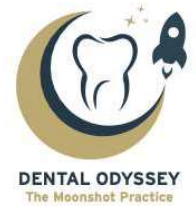
SEGMENT 6

Zero to Billion Dollar Execution: Mastering Execution

DESCRIPTION

In this final segment, we focus on transitioning from learning to action. Having absorbed a wealth of knowledge and strategies over the course of the workshop, the challenge now is to integrate these insights into your daily practice effectively. The goal is to ensure that the principles and plans we've discussed become ingrained in your operations, driving you towards your Moonshot Practice ambitions.

After drinking from a fire hose of information, it's crucial to distill this knowledge into actionable steps that will keep you energized and focused. This segment will guide you in creating a strategic action plan for the next 90 days, helping you emerge as a true Moonshot Practice leader. Here's how we'll achieve this:



1. Revisiting Vision and Values

We'll revisit the simple yet powerful vision and values we've agreed upon, ensuring they remain at the forefront of your efforts. These core principles will serve as your compass, guiding your actions and decisions as you strive for excellence.

2. 90-Day Action Plan

We'll break down your long-term goals into manageable, 90-day action plans. This approach ensures that you maintain momentum and focus, tackling one objective at a time while steadily progressing towards your ultimate vision.

3. Prioritizing Key Actions

Identifying the key actions that will have the most significant impact on your practice. We'll help you prioritize these actions, ensuring that your efforts are concentrated on the areas that will drive the most substantial growth and improvement.

4. Accountability and Measurement

Establishing accountability systems to track your progress and measure success. This includes setting up regular check-ins, whether through peer groups, mentors, or self-assessments, to ensure you stay on track and make necessary adjustments.

5. Sustaining Momentum

Strategies to keep the momentum going beyond the initial 90 days. This involves maintaining the energy and enthusiasm generated during the workshop and finding ways to continually motivate yourself and your team.

6. Embracing Challenges

Recognizing that obstacles are a natural part of the journey towards extraordinary success. We'll discuss how to embrace these challenges, learn from them, and turn them into opportunities for growth.

By the end of this segment, you will have a clear, actionable plan to implement the strategies discussed throughout the workshop. You'll be equipped with the tools and mindset needed to execute effectively, transforming your practice into a Moonshot Practice that not only thrives for real and achieves greatness. This 90-minute session will be your launchpad, propelling you into the next phase of your professional journey with confidence and clarity.

WORKSHOP ONE

DAY 1 AGENDA



BREAKFAST

Time: 7:00 AM - 8:00 AM

Details: A networking breakfast to kick off the day, offering an opportunity for participants to mingle and set the tone for the day ahead.

SESSION 1

Time: 8:00 AM - 9:30 AM

BREAK:

Time: 9:30 AM - 10:15 AM

Details: A short break to refresh and network.

SESSION 2:

Time: 10:15 AM - 12:15 PM

LUNCH:

Time: 12:15 PM - 1:15 PM

Details: Lunch break for informal discussions and a bit of relaxation.

SESSION 3:

Time: 1:15 PM - 3:00 PM

BREAK:

Time: 3:00 PM - 3:45 PM

Details: Time to refresh and prepare for the final session of the day.

SESSION 4:

Time: 3:45 PM - 5:00 PM

DINNER:

Time: 6-9pm

Details: Join us for a welcome dinner at Toro, where you'll have the opportunity to reflect on the day's insights, build meaningful connections, and collaborate with peers in a relaxed, social setting. This gathering is designed to help foster relationships that will support your journey toward achieving your goals.



WORKSHOP ONE

DAY 2 AGENDA



BREAKFAST:

Time: 7:00 AM - 8:00 AM

Details: A networking breakfast to start the day, providing an environment for participants to reconnect and gear up for another day of learning.

SESSION 1:

Time: 8:00 AM - 9:30 AM

BREAK:

Time: 9:30 AM - 10:15 AM

Details: A short break to refresh and network.

SESSION 2:

Time: 10:15 AM - 12:15 PM

LUNCH:

Time: 12:15 PM - 1:15 PM

Details: Lunch break for informal discussions and a bit of relaxation.

SESSION 3:

Time: 1:15 PM - 3:00 PM

BREAK:

Time: 3:00 PM - 3:45 PM

Details: Time to refresh and prepare for the final session of the day.

SESSION 4:

Time: 3:45 PM - 5:00 PM

DINNER:

Time: 6:00 PM - 8:30 PM

Details: Group dinner at Imagen headquarters in an intimate setting with wine and food stations to foster deeper connections and build on the culture of the Moonshot Practice.



BREAKFAST:

Time: 7:00 AM - 8:00 AM:

Details: A networking breakfast to kick off the final day

SESSION 1:

Time: 8:00 AM - 9:30 AM

BREAK:

Time: 9:30 AM - 10:15 AM

Details: A short break to refresh and network.

SESSION 2:

Time: 10:15 AM - 12:15 PM

LUNCH:

Time: 12:15 PM - 1:15 PM

Details: Lunch break for informal discussions and a bit of relaxation.

SESSION 3:

Time: 1:15 PM - 3:00 PM

BREAK:

Time: 3:00 PM - 3:45 PM

Details: Time to refresh and prepare for the final session of the day.

SESSION 4:

Time: 3:45 PM - 5:00 PM

DINNER:

Time: 6:00 PM - 8:30 PM

Details: For those staying until Thursday dinner at La Hacienda. This is a chance for the group to reflect on the past three days and strengthen the connections you've built. It's a great opportunity to unwind and continue meaningful conversations in a more personal setting.