

Working ON the Business, Not Working IN the Business

Melinda Heryford, MBA;
Dental Practice Management Consulting

Wednesday, November 30, 2022

6:00pm • Registration & Dinner | 6:30 – 8:30pm • Class
SDDS Classroom | 2035 Hurley Way, Suite 200 • Sacramento

The phrase “Work On It, Not Just In It” has been part of business vernacular for more than 35 years, ever since Michael Gerber coined it in *The E-Myth Revisited*. Learn about how owner dentists can find a way to organize their business to get the “business” work done easily and consistently.

Learning Objectives:

- Learn about structuring your practice to create more freedom and peace of mind
- Understand the three essentials of “working on your business” vs. the more usual “working in your business”
- Discover the fundamental five elements to assure your business is getting the attention it deserves

\$75
2 CEU, 20%

While working in dentistry over the last three decades Melinda understands what it takes to make a dental practice successful. The practice that excels is the one with the most present and clear leadership, specific step-by-step business systems, and a team that holds themselves accountable for executing the specific routines for improved results and growth. Melinda is known as the “Practice Implementer,” in practice development strategies and implementing best business practices in four specific areas: practice systems, empowered people, financial acumen, and satisfied patients. Melinda brings her business expertise along with years of practical experience to inspire change and transformation. Melinda’s primary focus is building dental teams that produce outstanding results. Her system for developing doctors, employees and managers, is based on acquiring core practice knowledge and building leadership, communication and relationship skills, for Exceptional Performance.

November 2022 BPMF Registration

Who’s coming? _____
(include designation)

Telephone: _____ Email: _____

SDDS Member’s Name: _____ Designation: _____

	SDDS / ADA Member / Member Staff	Non-Member
Early Price:	\$75	\$180
Regular Registration (begins 11/20):	\$90	\$180


Payment Method: Check Credit Card Bill Me Total Amount: \$ _____

Cardholder Name: _____ Card #: _____ Exp. Date: _____

Security Code (3-digit number on back of card): _____ Billing Address: _____

Please fax, scan, or mail form to: SACRAMENTO DISTRICT DENTAL SOCIETY: 2035 Hurley Wy, Ste 200 • Sacramento, CA 95825 • Phone: 916.446.1227 • Fax: 916.447.3818 • www.sdds.org
The Sacramento District Dental Society is an approved CE provider through the Dental Board of California (RP2168) • This course meets the Dental Board of California’s requirements for units of CE listed.

Cancellation Policy: Full refund granted less \$25 administration fee, if received in writing 14 days before the class. NO REFUNDS if cancelled within 13 days of the class or for NO SHOWS. Attendee substitutions OK.



Academy of General Dentistry
Approved PACE Program Provider
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