



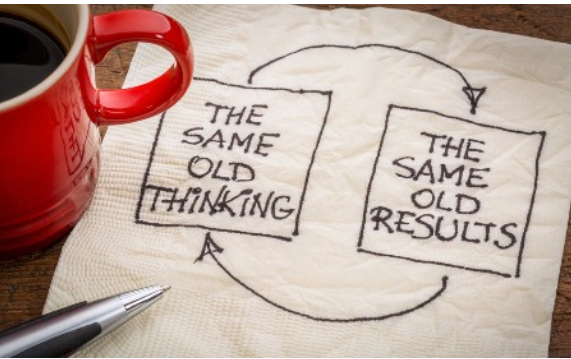
SPEAKERPACKET

Robert M. Pick, DDS, MS, FACD, FICD



“PURPLE-COW-WOW!”

How to Stand Out in a Remarkable Way! and What they Don't Teach You in Dental School!



The days of simply hanging out your shingle and expecting a successful practice are **long gone**.

In today's dental environment and with COVID-19 upon us, we are all currently living and have lived through an unprecedented time in human history. What we do now as we have come back to our offices, will impact our future and how well we do. It must be "Unprecedented Practice Action for Unprecedented Times!" With this you must stand out from the crowd in a super, awesome, and remarkable way to differentiate yourself from the competition. Hence, a Purple Cow rather than all of the usual black and white cows.

You must become the Purple-Cow-Wow-Now of what and all that you do! And further, if your business acumen is not on par with your clinical skill, you will not super succeed to the level that you would like, and to the level that you and your team deserve!

You must always do what is right for the patient with your clinical hat on first, but worn almost at the same time is your CEO hat, and depending on what you are doing, it is often worn first. You are, and must become not the dentist in your dental practice, but the CEO of your dental business!

Developing your Purple Cows and what are called your "Purple-Cow-Wows!" are all done and accomplished at bi-annual "PBRs!" – for the Pick Business-Team-Building Retreats! It is where you become a Fortune 500 Dental Business, and also become one of the Fortune 100 Best Dental Companies to Work For! This will all be discussed along with the power of video and live social media. You must think in and out of the box like you have never seen or done before.

In addition to the above Dr. Pick will discuss many awesome actions that the majority of dental businesses do not do, but absolutely should do. And these actions work in an amazing way!

Purple-Cow-Wow-Now! and Purple Cow PBR's lead to new patients through the door, wonderful growth, a building of your brand, getting goals to work, and a wonderful motivation of you and your team! You will earn more and work less, with less stress.

All of the above can be effectively implemented immediately upon your return to your practice.....No! - it is now your Dental Business.



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Learning Objectives:

- ① Discover “why” you do what you do and use this information to find greater satisfaction at work and at home
- ① Explore the importance of pre-clinical interviews with all new patients
- ① Understand how to leverage a social media presence, up-to-date website, online reviews, and the opportunity video presents
- ① Learn why the PPPVC, (Pick Post-Procedure Video Check) is your best return on investment for marketing and how to incorporate it into your routine
- ① Develop your “Purple-Cow-Wows!”
- ① Realize the value of offsite retreats (*The Pick Business-Team-Building Retreats*) in developing a dental business
- ① Learn how to develop you Brand - So important!
- ① Explore ways to develop, inspire and unify your team – *a must!*
- ① Boost treatment planning success through an understanding of personality profiles
- ① Develop the skills and protocols to *make your business unstoppable!*
- ① Move from being dentist in the office to becoming CEO of your business.

Suggested Audience:

Business Owners, Dentists, Administrators, Full Dental Team

Suggested Format:

Full or Partial Day, Keynote; Lecture or Workshop

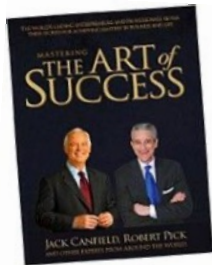
Looking for a presentation on Leadership or Team Development?

This presentation can be customized to provided added emphasis in either area.

As health care providers first and foremost, we often forget that dentistry is a business.

Robert M. Pick, DDS, MS, FACD, FICD's programs help dentists step into their role as the CEO of their business rather than being just the dentist in the office.

A popular practice management coach, professional speaker, bestselling author, entrepreneur, and practitioner, Dr. Pick is known for his high energy, fast moving, motivational, highly educational, ethical, and entertaining programs. His audience always goes home with great information that can be used immediately for practice enhancement and reward! You will find out why he has been branded the "PURPLE-COW-WOW GUY!" and a "BITMOJI ON STEROIDS!"



The PBR! or the Pick Business-Team-Building Retreat, one of Dr. Pick's most Powerful Secrets to Success, is so good, it is Chapter 8 in Jack Canfield's book, "Mastering the Art of Success" (of the Chicken Soup for the Soul books!) Dr. Pick has most recently started a "Super-Coolio-Awesome" Facebook Group called PURPLE-COW-WOW! "How to Stand Out in a Remarkable Way!" and, "What they don't teach you in Dental School!"

Dr. Pick is the CEO of The Pick Group, a practice management firm based on ethics and excellence all designed to yield a happy, healthy and wealthy practice! Focus is on getting new patients, growth, system ops, building your brand, mission, vision, culture, your why, goal setting and attainment, social media, organization, creation of a great team and environment, and much more! We Make Your Practice Unstoppable!

He is also in private practice and in the trenches just like you. Dr. Pick is also a member of the attending staff of Northwestern Memorial Hospital and a Clinical Associate Professor of Surgery at the Northwestern University's Medical School.

Dr. Pick is recognized by Dentistry Today as one of the Top Consulting Leaders in Dentistry and has won this honor all 23 years that the award has been given. He was the recipient of the 1998 Gordon J. Christensen Outstanding Lecturer Recognition Award. He is a Fellow in both the American and International College of Dentists, a member of the O.K.U. Honors Dental Society, and the Pierre Fauchard International Dental Honors Society. Dr. Pick won the 2014 Northwestern University Merit Award for outstanding achievement in a profession. It is the highest award given by the University.

As an official spokesperson for the American Dental Association Dr. Pick has frequently been featured in the media including: Good Morning America, Fortune, Self, Wall Street Journal, Glamour, McCalls, Cosmopolitan, NY Times, CBS, NBC, ABC, CNN, FOX, Chicago Tribune and Sun Times, Ladies Home Journal, others, and even The National Enquirer!

In his spare time, Dr. Pick is a commercially rated pilot, an avid guitar player and collector, and a collector and restorer of Classic Corvettes.



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What others are saying about Dr. Pick's Management Lectures:

"It was an honor to attend Dr. Bob Pick's Chicago MidWinter 2017 lecture on The Powerful Business Secrets of Dental Practice. The attendees were truly fortunate to be educated in the same true style that 'Coach Vince Lombardi' used to develop his Green Bay championship teams. His basic formula for success for his team was to 'Master the Fundamentals.' Dr. Pick is truly one dedicated to helping doctors and their teams create custom systems and marketing plans that enable them to have a practice that is not only highly productive and fun, but one that allows them to consistently exceed patient expectations. His presentation is the most dynamic I have ever seen!"

—Dr. Hugh Doherty, FL

"Thank you so much for taking the time to speak on Friday. You really delivered on your promise that everyone would have a blast with amazing material. I was very happy to see so many drawn to your lecture and I have received tons of positive feedback! The only negative comment I received was that they wanted to hear more of your advice."

—Jay Cahill, Midwestern University Dental School, IL

"It was a pleasure to hear you speak. I always gravitate to you and consider you a mentor. My staff was with me and I do a lot of what you say. But the PPPVC blew me out of the water and opened a huge flood of ideas! Status quo is never OK. Signing your book that you wrote with Jack Canfield was a thrill for me. That book is now on my book list for those that I mentor."

—Dr. Jeffrey Wittmus, Chicago, IL

Past Presentations *(Partial Listing)*

American Dental Association *(multiple)*
The Chicago Dental Society Midwinter Meeting *(multiple)* and live TV *(multiple)*
Thomas P. Hinman Meeting, Atlanta *(multiple)* and live TV
Academy of General Dentistry *(multiple)*
Academy of Laser Dentistry *(multiple)*
American Academy of Aesthetic Dentistry *(multiple)*
American Academy of Cosmetic Dentistry
American Academy of Periodontology *(multiple)*
American Association of Oral and Maxillofacial Surgeons *(multiple)*
American Dental Hygienists' Association *(multiple)*
California Dental Association (North and South) *(multiple)*
Yankee Dental Congress *(multiple)*
Greater New York Dental Meeting *(multiple)*
Colorado Dental Association
Florida Dental Convention *(multiple)*
Indiana Dental Association
Iowa Dental Association
Michigan Dental Association
Minnesota's Star of the North Meeting
New Mexico Dental Association
Texas Dental Association Meeting
Wisconsin Dental Association
Southwest Dental Conference
Chesapeake Dental Conference
Midwest Society of Periodontology *(multiple)*
Sheboygan County Dental Society
Numerous Study Clubs throughout the United States



Dr. Pick has lectured in the following countries:

Bahamas
Belgium
Canada *(multiple)*
China
England *(multiple)*
France *(multiple)*
Germany
India *(multiple)*
Ireland
Italy *(multiple)*
Jamaica
Japan
Mexico *(multiple)*
Morocco
New Zealand *(multiple)*
Nigeria
Russia
South Africa
Switzerland
Turkey



Dr. Pick was awarded the Dr. Gordon J. Christensen Outstanding Lecturer Recognition Award (1998) by the Chicago Dental Society at The Midwinter Meeting. The first award recipient was Dr. Gordon J. Christensen himself, in 1990. The award is named in honor of Dr. Christensen's many outstanding contributions to dentistry and the Midwinter Meeting and recognizes contributions of the recipient.

"Finally, someone who has been in the trenches like us and fully understands what a dentist goes through. Listen and take note his "secrets" work and work well! We are now profitable, organized, growing and are doing well in a funny economy out there!"

—S.H., Albuquerque, NM

"Wow! The best all-around management lecture that I have ever taken in 20 years. As advertised what you taught can be used immediately in the office."

—F.T., Billings, MT

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Rave Reviews

"Your social media, lectures, and live presentations on dental business practice management are very inspiring! You are on target regarding the importance of a minimum, twice-a-year, office team building retreat that you call the The Pick Business-Team-Building Retreat! Your industry expertise, and your energy remain a vital light-force for current and future dental professionals!"

—Dawn Dean, RDH
ADHA District III Trustee, WV



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“Dr. Robert Pick is the real deal. His high octane business acumen and systems are so amazing and so good, that they allow you to stay on top of Mt. Everest even during top level storms. True!”

—Dr. Robert Deaver



"I have been practicing dentistry for 27 years. About 6 years ago, I bought out my partner and started my solo practice. Even with over 20 years of practice experience, starting my own practice was scary. I did engage a few management consultants who helped me to get started, but none compares to Dr. Robert Pick and The Pick Business-Team-Building Retreats. I am already seeing a huge difference in my production and collection. Dr. Pick helped me to become the CEO of my practice by establishing goals, and by enabling me to put in place positive procedures and processes which helped me to reach those goals. While the goals seemed unrealistic at first, attending The Pick Business-Team-Building Retreat twice a year with my staff helped to establish best practices, to reach those goals. In 2016 my practice was able to break through a milestone goal, and as a result, I was able to take my staff on a Caribbean cruise to celebrate!"

—Dr. Young Kim
Lincolnway Dental; Aurora, IL



"Great program on what we were never taught in dental school, which is how to run a dental business and be profitable at it. Unlike most of them lecturing on this subject, Pick practices what he preaches."

—D.S., Fort Wayne, IN

"Finally, a new and fresh face lecturing on Management instead of the usual bunch with the same material over and over again. Pick addresses great material that is relevant. I used it right away and he's right. It works and my production and collection are up instantly!"

—C.E., Encino, CA



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