

MDA LEADERSHIP FORUM

Friday • September 27, 2019

Crowne Plaza Hotel • Lansing, Michigan

Join the Leadership Community!



NOW FREE REGISTRATION!





2019 LEADERSHIP FORUM NOW FREE REGISTRATION!

Whether you're a current volunteer leader, would like to get more involved in organized dentistry, or just want to build your personal leadership skills, this forum's for you! Join us for this **FREE** event courtesy of the Michigan Dental Association. You'll be inspired by insightful sessions and expert speakers, including Mary Byers, author of *Race for Relevance*. The Leadership Forum includes a customizable education schedule allowing you to choose the courses that you're personally interested in attending while earning continuing education credits. Receive an up-to-the-minute update on legislative issues affecting dentistry and weigh in on key issues in the profession and in organized dentistry. Plus, an opportunity to participate in Hot Topic Round Table discussions with MDA's very own experts. All for \$0, but participation is limited, so register today!

FREE REGISTRATION!

Leadership Forum participation is limited to member dentists, dental students, affiliate boards, and tripartite staff. Register online at michigandental.org by **September 13, 2019**.



CONTINUING EDUCATION

The Leadership Forum offers 5.5 hours of CE credit. The Michigan Dental Association is an ADA CERP provider and is also recognized by the AGD for FAGD/MAGD credit (provider number 219252).



HOTEL

The Crowne Plaza Hotel is conveniently located at 925 S. Creyts Road in Lansing, with plenty of free parking, comfortable and updated sleeping rooms with guest amenities, a fitness center, and in-hotel dining. See the website for directions.

Hotel reservations: **\$149 per night** – group rate good through August 27, 2019, but rooms are limited so reserve early! Register online at www.michigandental.org/Leadership-Forum or call 877-322-5544, group code: **DLF**

Agenda

Friday, September 27, 2019

8:30 – 9 a.m.

Breakfast

9 – 9:15 a.m.

Opening Remarks – Dr. Margaret Gingrich, MDA President

9:15 – 10:15 a.m.

Morning Keynote – *Innovation: Racing to Relevance* – Mary Byers, CAE

Join Mary Byers, CAE, author of *Race for Relevance: 5 Radical Changes for Associations*, for this provocative look at what some associations are doing to compete in a rapidly changing environment. Innovations include tiered pricing, service packages, subscription models, and shared service case studies. Mary also discusses what it takes to build a culture of innovation. This presentation will jumpstart your thinking about what the future might hold for MDA.

10:15 – 10:30 a.m.

Networking Break

Workshops - Choose One

10:30 – 11:30 a.m.



LEADERSHIP KNOWLEDGE #1

***Five Behaviors of a Cohesive Team* – Ross Woodstock, Exec. Coach**

Based on the work of Patrick Lencioni's international best-seller *The Five Dysfunctions of a Team*, *The Five Behaviors of a Cohesive Team*® helps participants understand the key components of The Five Behaviors model: Trust, Conflict, Commitment, Accountability, and Results. The single most untapped competitive advantage is teamwork. To gain this advantage, teams must: Trust one another, engage in conflict around ideas, commit to decisions, hold one another accountable and focus on achieving collective results. This one-hour, interactive program will be fast moving, engaging and fun!

10:30 – 11:30 a.m.



LEADERSHIP SKILLS #1

***Tough Talking – Initiating and Managing Difficult Conversations* – Mary Byers, CAE**

Conversations are important catalysts in establishing a relationship; making a sale; managing conflict; or getting a team moving, back on track, or working together more effectively. This presentation addresses practical skills, phrases, and techniques designed to make even the toughest communication easier. It focuses on starting, continuing, and ending difficult conversations and offers practical advice on how to talk so people will listen and listen so people will talk.

10:30 – 11:30 a.m.



ORGANIZED DENTISTRY #1

***Organizational Management: What Every Component Should Know* – Christine Chico & Wendy Wils, Esq.**

Your component society serves as the connection between the MDA and your members. As the first point of contact in strengthening the organization for the future, ensure your component is efficient and well-managed so you can focus on what matters most...your members. You will examine a model component society and understand legal requirements and learn best business practices for CE, marketing/communications (website, social media, community, advocacy) and more.

11:45 a.m. – 12:15 p.m.

Lunch

12:15 - 12:45 p.m.

Legislative Update – Bill Sullivan, JD, MDA Vice President, Advocacy and Professional Affairs and Josh Kluzak, Manager, Legislative Affairs

Agenda

Friday, September 27, 2019

Workshops - Choose One

1- 2 p.m.



LEADERSHIP KNOWLEDGE #2

***Ethical Leadership* – Amisha Singh, DDS**

What is the difference between a leader and a boss? As dentists, where can we use our leadership skills to help patients, team and our profession alike? How can we work to encourage emerging leaders both in our practice and our organizations to create legacy and change? In this seminar, we will explore what makes an effective leader and how to use those skill sets to influence and impact change in multiple arenas of life. Ethical leadership is the key to leading diverse teams by aligning morals and visions, strategic hiring to create unity, identifying and combating bias and creating channels of open communication to grow together.

1- 2 p.m.



LEADERSHIP SKILLS #2

Top Tips for Effective Presentations

– Sara Wurfel, VP of Public Affairs, Truscott Rossman

This course will share important tips for conveying your ideas effectively as you work to enlist the support of others related to organized dentistry initiatives. As a volunteer leader, you may be facilitating meetings, conducting presentations and/or participating in one-on-one discussions with colleagues, business leaders, lawmakers or the media. All impactful communications begin with understanding your audience, conveying target outcomes and nurturing synergy. Focused planning, good storytelling and stimulating visuals can help even the most inexperienced presenter capture interest and motivate others.

1- 2 p.m.



ORGANIZED DENTISTRY #2

***How to Recruit the Brightest and the Best Volunteers* – Mary Byers, CAE**

An association is only as good as its people. Consequently, you want the brightest and best individuals volunteering. But how do you make that happen? This program provides a practical, no-nonsense model that you can take back and share with your society so that recruiting becomes more than just filling available positions. After this program, you'll begin to think about developing your leaders in a whole new way.

2:15 - 3:15 p.m.

Hot Topics Tabletops – Choose from a variety of subjects for these mini sessions!

3:30 - 4:15 p.m.



Making it Millennial – Panel Presentation by Millennial Dentists

– facilitated by Dr. Gabe Holdwick

Media attempts to describe the ways in which “Millennials” are transforming the workplace, the economy, and the fabric of our society. The emergence of these young adults in the workplace has spurred many articles and analyses, often describing them in broad and generalizing terms. Perhaps the most important hallmark is not their affinity for technology or their lukewarm reception of institutions, but their diversity. How much can we know about a person simply based upon the year in which he/she was born? This panel discussion will showcase some of the classic areas in which “most” millennials differ from the other generational groups, but also highlight examples of how age has no impact on how people behave or what they value.