

DEVELOP LEADERSHIP SKILLS

for your practice, for your community, for your profession

March 24-25, 2023

Hilton Columbus at Easton Hotel



Register now at oda.org

2023 LEADERSHIP INSTITUTE

MEMBER BENEFIT

COLUMBUS, OH | MARCH 24-25, 2023

Leadership Institute is the ODA's award-winning program developed to help all ODA members become more successful and effective leaders for their practice, for their community and for their profession.

This event is free for ODA member dentists, dental residents and dental students as a benefit of membership, and includes the opportunity to earn up to four free CE credits.

FREE to ODA members, dental residents & dental students!



ACCOMMODATIONS: The ODA has reserved a block of rooms at the Hilton Columbus at Easton Hotel. The deadline to reserve a room in the ODA's hotel block and receive a discount is March 6. For more details on the hotel block, visit oda.org.



CONTINUING EDUCATION: Attendees can earn up to four CE credits. Complete CE information can be found at oda.org.

Agenda

Friday, March 24, 2023

10:00 a.m. - 11:00 a.m.
Registration

11:00 a.m.
Welcome
Dr. Lori Fitzgerald, ODA President

11:00 a.m. - 12:00 p.m.
Leading with a Story
Paul Smith

12:00 p.m. - 12:45 p.m.
Lunch

12:50 p.m. - 1:50 p.m.
Breakout Session - Round 1

2:00 p.m. - 3:00 p.m.
Breakout Session - Round 2

3:10 p.m. - 4:10 p.m.
Statehouse Speaker

4:10 p.m. - 5:00 p.m.
Legislative Panel
ODA Lobbying Team

5:00 p.m. - 6:00 p.m.
Reception, hosted by Superior Dental Care

Saturday, March 25, 2023

7:30 a.m. - 8:30 a.m.
Component Dental Society Meeting: The ODA Executive Committee is hosting a meeting with Ohio component society officers and executive directors to discuss issues important to local dental societies.

8:00 a.m. - 9:00 a.m.
Registration & Breakfast

9:00 a.m. - 9:15 a.m.
Welcome & Awards Presentation
Dr. Lori Fitzgerald, ODA President

9:15 a.m. - 9:45 a.m.
ADA Update
Dr. Chad Leighty, ADA Seventh District Trustee

9:45 a.m. - 10:30 a.m.
ODA Town Hall
ODA Executive Committee

10:30 a.m. - 11:30 a.m.
Strategies for Dental Practices: Thriving in a Time of Change
David Schwab, Ph.D.

11:30 a.m.
Adjournment

Social Event for New Dentists, Dental Residents and Dental Students: The ODA Subcouncil on New Dentists invites new dentists who are in practice 10 years or less, dental residents and dental students to a social event on Friday evening after the Leadership Institute reception. More details available upon registration.

Support for the ODA Leadership Institute is provided by:



Keynote Speakers



Paul Smith

Whether you're trying to communicate a vision, sell an idea, or inspire commitment, storytelling is a powerful business tool that can mean the difference between lackluster enthusiasm and a rallying cry. Addressing a wide variety of business challenges, including specific stories to help you overcome difficult situations, leading with a story gives you the ability to engage an audience the way logic and bullet points alone never could. This how-to lecture demonstrates how powerful stories can help define culture and values, engender creativity and innovations, foster collaboration, build relations, provide coaching and feedback, and lead change.

Mr. Smith is the author of the best-selling books *Lead with a Story*, *Sell with a Story* and *The 10 Stories Great Leaders Tell*. He spent more than 20 years as an executive with Procter and Gamble after earning a bachelor's degree in economics and an MBA from the Wharton School at the University of Pennsylvania. His work has been featured in various publications, including the *Wall Street Journal*, *Washington Post*, *Forbes*, and *Time*. His clients include Hewlett Packard, Google, Ford Motor Company, Bayer Medical, Abbott, Novartis, Progressive Insurance, Kaiser Permanente, and Procter & Gamble.



David Schwab, Ph.D.

The best leaders know where they are going and have the communication and organizational skills to achieve their goals. Focused on practical issues, this lecture addresses accountability, flexibility, conflict resolution and work/life balance. This lecture helps you bring out the best in yourself and your team. You will learn how to deal with difficult situations and set the standard for others to follow. These invaluable skills apply not only to dentistry but to leadership positions in the community.

Dr. Schwab is a professional speaker, author and consultant who helps dentists grow their practices, educate their patients and train their teams so that the practices will be more profitable. He presents practical, user-friendly practice management and marketing seminars for the entire dental team. Prior to starting his own marketing consulting firm, David Schwab & Associates, Inc, he served as Director of Marketing for the American Dental Association and as Executive Director of the American College of Prosthodontists. Dr. Schwab's practice management and marketing articles have appeared in numerous publications, including the *Journal of the American Dental Association*, *Dental Economics*, the *Seattle Study Club Journal*, and the *Journal of the Canadian Dental Association*. Dr. Schwab holds a Ph.D. from Northwestern University.

Breakout Sessions



Dentist Well-being in Challenging Times

Christina M. Delos Reyes, MD, FASAM

The Associate Medical Director of Ohio Physicians Health Program (OhioPHP), Dr. Delos Reyes will review the challenges in the dental field that can cause stress; will define three strategies for effective communication and listening; and will review the benefits of mindfulness and meditation. Join in the discussion to review common qualities of resilient people and explore how you can assist in building "office resiliency."

How to Tell Your Story

Paul Smith

This workshop will provide you with tools to craft your story and teach you how to effectively communicate it to various audiences. Whether communicating with patients or giving a speech to a thousand, storytelling is an essential skill for today's leaders. Learn the tips and tricks to deliver a powerful and effective story each and every time to become a more effective leader.



Updates on Regulatory Compliance and Risk Management

Eric Richmond, Esq.

Join the ODA director of legal and legislative services for an information packed session with the latest updates in dental laws and rules and regulatory compliance. This course will provide practical guidance when dealing with the dental practice act and current laws effecting the dental office. Learn the best practices to interact with state and federal regulators and ensure that you are confident in preparation for the legal requirements of your office.



Connect with the ODA on Facebook and Twitter for the most up-to-date information about the Leadership Institute. #ODA23LI



Scan to register now!

oda.org

Space is limited!