

Line of Sight Coaching

CLARITY • FOCUS • PERFORMANCE

LEADERSHIP COACHING WITH DR. JOEL SMALL AND DR. MAC MCDONALD

Line of Sight Coaching is a unique program led by Dr. Joel Small and Dr. Mac McDonald. They work with Dentists, Physicians and Health Professionals to transform their clients from being a Prisoner of their Practice to having the Practice they always envisioned, one with the profits that support the life of their dreams.

MEET THE COACHES ...

Dr. Joel C. Small is a Clinical Endodontist, entrepreneur, speaker, author and Board Certified Coach. He helps clients experience personal and professional growth while taking their business practices to a higher level, with reduced stress and time at work, while seeing more profits.

JOEL SMALL, DDS,
MBA, ACC, FICD



Dr. Edwin A. McDonald III is a speaker, author, Coach and a Dentist. He maintains a private dental practice in Plano, Texas, specializing in esthetic, restorative, and implant dentistry.

EDWIN A. MCDONALD III,
DDS, FAGD, FICD



OUR GOAL is to coach dentists, physicians and health professionals to develop the profitable practice of your dreams that comes with a work-life balance that creates happiness for everyone: you, family, staff, and patients.

www.LineOfSightCoaching.com

THE PROMISE OF LEADERSHIP



Course Description: When you decided to become a practice owner, you were making a decision to become a leader, whether you realized it or not. Your leadership effectiveness has been established as a primary contributor to the performance of the business that you now own. The Promise Of Leadership Workshop is a first step in the journey of self-discovery, identifying specific attitudes and behaviors that support or prevent your leadership from being effective. We focus on specific competencies that are found in highly effective leaders who serve the highest performing businesses. Built around the Leadership Circle 360 Profile, this workshop gives participants a practical framework for personal and professional growth.

Learning Objectives:

1. Clarify your role as a leader and a key influencer to the success of your practice
2. Understanding the creative competencies and reactive tendencies of leadership
3. Learning the importance of feedback and how to use it in your day-to-day practice
4. Creating a Leadership Development Plan that transforms you as a leader

CREATING A PRACTICE CULTURE THAT TRANSFORMS AND PERFORMS



Course Description: Your practice culture is typically measured as the sum total of the emotional state and the most deeply held beliefs of the people of the organization. Is the behavior and performance of your organization coherent with those beliefs and aspirations? Is the product and the profit of your practice all that it can be?

A Harvard study of 200 businesses over ten years found a 765% better profit in organizations with strong cultures. In other words, it can be enormously profitable to build a great culture. Today's workshop will focus on creating a culture that honors the value and potential of each individual while depending upon the collective power of a team to accomplish its mission of delivering great experiences to all of the people of the practice.

Learning Objectives:

1. Discover Your Why? Are Your Goals of Profit and Purpose Congruent?
2. Understand the Role of Leadership as The Currency of Culture Effectiveness
3. Creating a Shared Mental Model in your Team
4. Developing a "People First" Organization
5. Identifying and Closing Developmental Gaps

WE BELIEVE THAT EACH PERSON HAS THE CAPABILITY TO BECOME A LEADER WHO PROVIDES MEANING AND DIRECTION TO THEIR OWN LIVES WHILE INSPIRING THE SAME IN OTHERS.