



# SPEAKER PACKET



Bob Frazer, Jr., DDS, FACD, FICD

*Transformational programs that  
empower participants to create a life rich in  
fulfillment, peace and prosperity*

# Helping Dentists and Teams **Create a Life of Uncommon Success with Significance**

**Whether it means more prosperity for your dental practice, greater impact for your organization or a healthier balance between your life and work, Dr. Bob Frazer's presentations are designed to guide you in making your life the one you dream about.**

Content rich, entertaining, and highly motivating, Dr. Frazer's presentations draw from actual experiences in his highly successful dental practice coupled with the best literature in the field. Dr. Frazer teaches his audiences how to adopt a transformational mindset in addition to showing them practical, high benefit "how-to's" for success.

Participants leave with increased motivation, enthusiasm, clarity of purpose and proven take home ideas. Each presentation encourages audience dialogue and ends with an action planning process that allows participants to take back doable action steps.

**Dr. Frazer has made feature presentations to virtually every major U.S. dental meeting, hundreds of study clubs, and AGD Continuing Education sponsors, plus dental organizations in Ireland, Europe and Switzerland, the United Kingdom and most Canadian provinces.**

## **Dr. Frazer's course topics:**

- Creating Powerful Practices — *Elevating Emotional Intelligence*
- Dentists and Teams that Get Results — *Unleashing the Power of Emotional Intelligence*
- The Totally WOW New Patient Experience! — *Dramatically Increase Treatment Acceptance Regardless of 3rd Party Influence*
- The Art and Science of Designing Your Future — *Applied Strategic Planning For Your Life and Practice*
- Building the Thriving Relationship Based Practice for the 21st Century — *An Assessment and Exploration of Seven Essential Parameters*



The teacher who is indeed wise does not bid you to enter the house of his wisdom, but leads you to the threshold of your own mind.

**Kahlil Gibran**



## Bob Frazer, Jr., DDS, FACD, FICD

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# Creating Powerful Practices



Join **Bob Frazer, DDS**, dentistry's authority on Emotional Intelligence and counselor **Bill Woodburn, MEd, LPC, LMFT**, expert in human system dynamics, for this content rich, highly entertaining, fast paced presentation that routinely sells out.



Often the most intelligent and technically excellent seem to be on a never-ending journey to elevate their *technical* competency. But, many dental professionals end up frustrated as they encounter countless recurring *interpersonal* problems. No matter how hard they try, they cannot get most patients to routinely elect their finest, complete care dentistry.

**A low E.Q. (Emotional Quotient) negatively impacts all our relationships.**

**Elevate your Emotional Intelligence and be one of the stars in your office and our profession!**

Bob and Bill will lead you through top 2% practice tested, results targeted EI skills to resolve your challenges, ensure excellent team performance and provide a truly "Wow" transformational patient experience.

## Learning Objectives:

- Discover the power of Emotional Intelligence and its applications to dentistry
- Gain skills to become a highly effective, balanced and authentic leader
- Explore the four forms of listening and how to hear the emotions underlying the issues
- Learn less stressful, most effective and positive conflict resolution strategies
- Dramatically improve your case acceptance, empathy and listening skills
- Benefit from research by learning to apply the Six Styles of Highly Effective Leaders

Brimming with humor and wisdom, listen and apply insights of psychology to building a successful dental practice. Empower yourself and your team through new, problem-focused learning methods and hands-on skills practice in a supportive and fun environment.

If you'd like to reduce work-related stress, increase your profits and build better relationships, this program on Emotional Intelligence is for you!

**Join a growing community of dentists and teams who have discovered how to use Emotional Intelligence to positively transform their practices.**

## With Master Counselor Bill Woodburn, MEd, LPC, LMFT

*Bill Woodburn, MEd, LPC, LMFT is a Licensed Professional Counselor and Licensed Marriage and Family Therapist with more than 25 years experience helping people find healing inside family and work groups. Bill is a Senior Associate with R.L. Frazer & Associates, Austin, Texas, where he consults with dentists and dental teams on Emotional Intelligence, Applied Strategic Planning, as well as working directly with communication and interpersonal relationship dynamics.*



- Recognize how hidden brain structure influences your responses and can wreck the best intentions
- Use real-life leadership scenarios to learn new behaviors, thoughts and feelings in a safe, supportive environment
- Create a Self-Directed Learning Plan that charts a step-by-step path to your ideal highly effective professional and personal self
- Build a cohesive, more self-managing, high teamwork practice that elevates your patient's experience and increases treatment acceptance

**Suggested Format:** Day Workshop, Half-Day Keynote

**Suggested Audience:** Dentist, Team Member, Spouse



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# Dentists and Teams that Get Results

## Unleashing the Power of Emotional Intelligence

Raise your effectiveness as a leader, fully connect with people, and achieve breakthrough gains in performance. Learn how to extinguish recurring team problems and increase case acceptance.

Join **Dr. Bob Frazer**, the foremost authority on Emotional Intelligence in dentistry for a content rich, lively presentation. We'll explore not only the importance of E.I., but its application to all the roles of dentists and team members — from leadership, to getting the right people on your bus, to training and development, to marketing, case acceptance, and enhanced profitability.

Participants will confidentially assess their own E.Q. (emotional quotient), and learn how to apply the science and elevate critical E.I. competencies to enhance leadership and influence.

**Remember every major decision is an emotional decision backed up by enough logic to rationalize it to yourself and others. This includes the decision to elect fine, complete care dentistry.**

### Learning Objectives:

- Discover the power of Emotional Intelligence and its applications to dentistry
- Learn how hidden group and interpersonal dynamics affect team performance, case acceptance, and practice climate
- Grow self-awareness, self-management, social awareness and relationship management skills to become highly effective and authentic leaders
- Increase treatment acceptance quickly and dramatically through genuine emotional empathy and elevated listening skills
- Learn less stressful, effective and positive conflict resolution strategies
- Benefit from research by learning to apply the Six Styles of Highly Effective Leaders
- Recognize how hidden brain structure influences your responses and can wreck the best intentions
- Discover, understand and begin to heal dysfunctional behaviors
- Explore the four forms of listening and how to hear and respond to the emotions underlying the issues
- Create a self-directed learning plan that charts a step-by-step path to your ideal highly effective self and a more joyful, productive and healthy workplace

**Suggested Format:** Full or Half-Day, Workshop, Keynote

**Suggested Audience:** Dentist, Team Member, Spouse

**IQ + EQ = SUCCESS!**

Studies at Harvard and Rutgers have shown that **75% of high achievers' success stems from Emotional Intelligence (E.I.)** while only 25% can be attributed to necessary technical competency.



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# The Totally WOW New Patient Experience!

## Dramatically Increase Treatment Acceptance Regardless of 3rd Parties

**There are no second chances to make a great first impression!**

Never has this been more true than in today's increasingly competitive dental marketplace. Marketing experts tell us that today is the day of the "Considered Consumption Consumer." Yes, our patients are those kinds of consumers — more value conscious than ever! Does your practice convey value from the first contact — whether by phone or website — and throughout each appointment? Are you focusing on needs not wants? Your new patient experience must be emotionally intelligent and transformational versus transactional/procedure-based — creating the same WOW that Disney creates when visiting their parks.

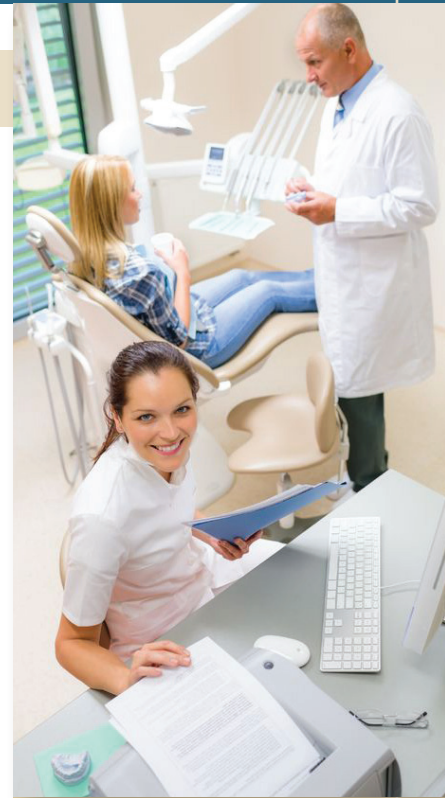
Dr. Bob Frazer will share "secrets" developed over 30 years of highest quality, comprehensive, health-centered, relationship-based, top 2% practice. Through a clear vision, expressed core values, defined team roles and a compelling WHY — and the NP process itself, you'll clarify and interpret value for your finest, most complete care while neutralizing third party constraints.

### Learning Objectives:

- Understand why what you and your team believe is more important than what you do
- Learn how to build your process on a proven strategy that neutralizes competition, distinguishing your practice from others
- Gain tips for meeting your patients where they are: The Five Levels of Entry and values-based Telephone Triage
- Discover how to respond to emotions while interpreting value for your best complete care
- Identify key questions to ask and how to employ deep reflective listening
- Recognize how emotions sell while facts merely tell
- Apply the Learning Ladder and Maslow's Hierarchy of Needs
- Understand a step-wise new patient process which builds a trusting relationship, dramatically increasing treatment acceptance without pressure
- Learn exactly when and how to quote fee
- Explore how to guide patients to case acceptance through relationship based, values driven co-diagnosis, collaborative consultation and financial arrangements
- Understand how to create immediate missionaries and increase quality referrals
- Illuminate the steps for achieving uncommon success and the joy of significance!

**Suggested Format:** Full or Half-Day, or Hands-on Two Day Workshop

**Suggested Audience:** Dentist, Team Member



*"I believe that I may have found in your teachings the most inspirational information in my six and a half years of dentistry."*

**Dr. Sue Marinovich  
Frankford, Ontario,  
Canada**



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# The Art and Science of Designing Your Future

## Applied Strategic Planning For Your Life and Practice

**Practicing dentistry in today's turbulent social, political, professional, and economic environment has never been more challenging or more promising.**

Leading today's practice, while also serving as a primary revenue producer, is analogous to riding a bicycle on a cobblestone street. The very act requires so much energy and attention that little is left for you to decide where you really want your practice and life to go.

In this content rich, compelling presentation, Dr. Bob Frazer, the foremost authority in applied strategic planning in dentistry today, shares the critical beliefs, processes and actions necessary for success from some of the world's most respected and profitable companies in the context of our dental practices.

Participants will explore the three cornerstones of our life and life's work, clarifying what matters most in each of these dimensions of life — both as a whole person and as a committed professional. A central theme will be the values-based, principle-centered life.

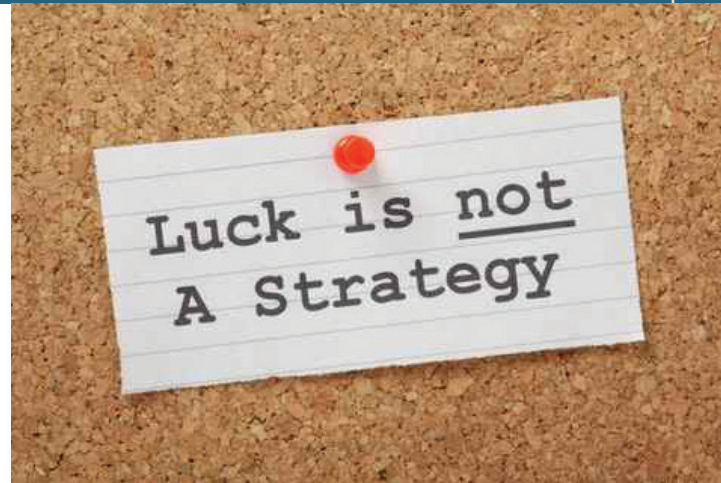
Laugh and perhaps even shed a tear as Dr. Frazer shares some of his life's trials and triumphs toward a life well lived.

### Learning Objectives:

- Understand the Applied (Action Oriented) Strategic Planning process
- Learn how to create a clear and compelling vision of your best possible future
- Through energizing exercises and discussions, clarify your values and highest aspirations for what you really want for your life and practice.
- How to write an empowering mission, supporting goals and concrete objectives, and integrated action plans that assure your vision's attainment.
- Know and act on what matters most for you to live an intentional life of uncommon success and significance.
- Most importantly how to create, monitor and execute your plan

**Suggested Format:** Full or Half-Day, Workshop, Keynote

**Suggested Audience:** Dentist, Team Member, Spouse



*"If you commit to the work with Bob, your professional and personal life will be that of your dreams!"*

**Betty Barr, DDS, MS;  
Denver, CO**



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# Building the Thriving Relationship Based Practice for the 21st Century

## An Assessment and Exploration of 7 Essential Parameters

**Are you effectively overcoming the threats and seizing the opportunities of today's highly competitive, consolidating dental marketplace?**

**Do you want a dental team that's committed and fully engaged, affording you more freedom, less responsibility and low stress?**

**Would you like to enjoy the benefits of the seven essential disciplines and proven systems that can take your practice to the highest levels of effectiveness and profit?**

Does your practice *convey value* from the first contact — whether by phone or website — and throughout each appointment? Are you focusing on *needs...* or *wants*? Your new patient experience must be emotionally intelligent and transformational (versus transactional) — creating a WOW like Disney creates when visiting their parks.

Beginning with an insightful assessment of the seven critical parameters in each participants' practice, Dr. Frazer provides a clear set of "how to's" to elevate those parameters to a "Wow!" level for patients which creates a values/wants driven transformational — rather than the typical needs/cost driven transactional — practice.

Through this high energy, content rich, entertaining presentation, learn how to do this with an emotionally intelligent, relationship based, values interpreting, transformational patient experience. Dr. Bob Frazer will share "secrets" developed from providing 30+ years of high quality, comprehensive, health-centered care.

### Learning Objectives:

- Learn the interpersonal skills needed to effectively market your highest-quality, comprehensive care
- Explore the extraordinary success that a synergistic team committed to a clear mission and employing well-defined systems can achieve in your practice
- Discover the key questions to ask and the importance of deep reflective listening for doctors and team — *"The more we listen the better they hear us!"*
- Understand how to respond to emotions while interpreting value for your best care — *"The seller of any service sets the fee, but the consumer must experience the value."*
- How to Build Your New Patient Process on a Proven Strategy that puts you in the driver's seat for today's more discriminating patients

**Suggested Format:** Full or Half-Day, Workshop, Keynote

**Suggested Audience:** Dentist, Team Member, Spouse



*"Dr. Bob Frazer was outstanding. I can't tell you how pleased everyone was with Dr. Frazer's presentation!"*

**Dr. Ron Redmond,  
Director, Schulman  
Orthodontic Study  
Group**



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# Looking for a speaker that can remove the barriers to people's potential?



Successful dentists want lives of balance, fulfillment and significance while creating practices that are not only health-centered and high quality but also profitable. Dr. Bob Frazer's presentations help dentists and team members realize their potential by providing innovative ideas, models, and principles from which a preferred future can be achieved.

An innovative leader in the world of dentistry, Dr. Frazer is a sought-after speaker, coach and consultant for dentists and their organizations for more than 30 years. **He has conducted over 1,000 presentations and workshops across North America and Europe** and is a member of the National Speakers Association.

In addition to being an entertaining and content rich presenter, through his consulting firm, R.L. Frazer & Associates, Inc., he offers dentists a range of transformational services including strategic planning, performance coaching, E.I. training, wilderness leadership adventures, and an inner circle National Study Club for Evolving to Exceptional Leadership.

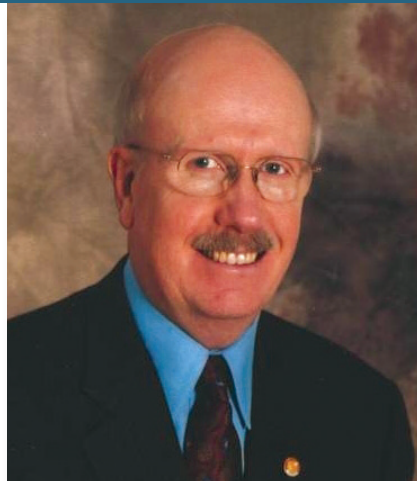
Recognized as the foremost authority in strategic planning and management in dentistry today, he has led dentists, associations, dental schools, manufacturers, and countless private practices across North America to become strategic thinkers achieving the highest levels of success, significance, fulfillment and profitability.

A masterful storyteller, he shares with humor and poignancy his own journey while teaching you how to harness the powers of vision and emotional intelligence in one's life and practice.

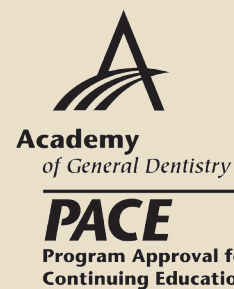
A pioneer in collaborative diagnosis, he and his associates show dental teams how to engage patients so that they want and routinely choose the finest, most complete care offered regardless of third party constraints.

He has published over 50 articles in dental journals, including a 20 part series on emotional intelligence for Dental Economics.

Dr. Frazer led a successful comprehensive care group dental practice for more than 30 years.

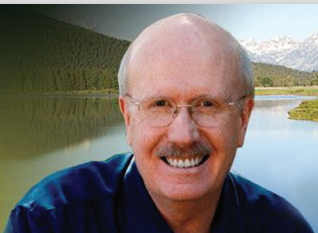


- Fellow, American College of Dentists
- Fellow, International College of Dentists.
- Graduate, University of Texas Dental Branch
- Awarded Master Practitioner by University of Texas Dental Branch Alumni Association
- Officer, American Equilibration Society
- Past President, American Academy of Dental Practice Administration.
- Served, Blue Ribbon Advisory Panel for the Council on Dental Practice of the ADA
- Co-founder, Rocky Mountain Rendezvous in Health Centered Dentistry
- Served on the Editorial Board of Dental Economics
- Past President, Bob Barkley Foundation



RL Frazer & Associates, Inc. is designated as an Approved PACE Program Provider by the Academy of General Dentistry. The formal continuing education programs of this program provider

are accepted by AGD for Fellowship, Mastership and membership maintenance credit. Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement. The current term of approval extends from 10/1/2014 to 9/30/2017. Provider ID# 210606



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# Past Presentations – Partial Listing

## NATIONAL/USA

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American Academy of Cosmetic Dentistry  
American Academy of Dental Practice Administration  
American Association of Endodontists  
American Academy of Fixed Prosthodontics  
American Association of Orthodontists  
American College of Dentists  
American Dental Association  
Arizona Dental Association  
American Dental Educators Association  
American Equilibration Society  
American Society for Preventive Dentistry  
Association of Otolaryngology Administrators  
A.V. Puritan Academy  
Baylor Dental School  
BENCO Dental Company  
Boston University's Goldman School of Dental Medicine  
BIOLASE  
California Dental Association Anaheim  
California Dental Association San Francisco  
Central New England Dental Research Group  
Central Valley Study Club, Fresno, CA  
Central Wisconsin Dental Forum  
Chicago Dental Society  
Christian Medical & Dental Associations  
Dallas County Dental Society  
Dawson Center  
Dental One Partners, Inc.  
Eastern Tennessee Academy of Dental Practice Administration  
The Face Institute and Study Club  
Ft. Worth District Dental Society  
Grand Valley Dental Forum, Grand Rapids, MI  
Greater Chesapeake Study Club  
Greater Kansas City Dental Society

Greater Houston Dental Society  
Growth Into Greatness Annual Session  
Heart of America Pankey-Dawson Study Group  
Houston Allergy & Asthma Associates  
Hinman Dental Society  
Illinois Academy of Dental Practice Administration  
Indianapolis Study Club  
Inter-coastal Dental Study Club, FL  
Keypoint Dental Study Club of Indianapolis  
L.D. Pankey Study Club of St. Louis  
L&H Holding Company  
Loma Linda University School of Dentistry  
Lone Star Dental Conference  
LSUHSD School of Dentistry  
Michigan Dental Association  
Midwest Dental Conference  
Missouri Dental Association  
New Orleans Dental Conference  
Newport Harbor Academy of Dentistry  
North American Society of Periodontology  
North Dakota Dental Association  
OMS Associates of Eau Claire Wisconsin  
Osler Medical Group  
Oregon Dental Association  
Rocky Mountain Dental Convention  
Rocky Mountain L.D. Pankey Study Club  
Seattle Study Clubs International Symposium  
Seattle Study Club Senior Coordinator's Conference  
Schulman Orthodontic Study Club  
Shamrock Study Club  
Southwest Ohio Study Club  
Southwest Society of Pediatric Dentistry  
Star of the North Meeting  
Texas Academy of General Dentistry  
Texas Dental Association  
Three Rivers Dental Conference, Pennsylvania  
Traverse City Study Club

University of Florida School of Dentistry  
University of the Pacific Dugoni School of Dentistry  
University of Texas Dental Branch  
University of Washington School of Dentistry  
Valley District Dental Society, TX  
Washington State Dental Association  
Women of Austin Dental Study Club  
Wiederman-Potter Client Group, CA  
Wichita District Dental Society  
Yankee Dental Congress

## INTERNATIONAL PRESENTATIONS

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American Dental Society of Europe – Dublin, Ireland  
American Dental Society of Europe – Lugano, Switzerland  
Calgary Dental Seminar, Canada  
Edmonton Dental Seminar, Canada  
Galway, Ireland Dental Study Group  
Hospital of Stomatology, Lassa, Tibet  
Royal College of Surgeons Faculty of General Practitioners  
Isle of Jersey Dental Forum, St. Helier, Jersey, SOJ  
Michael Wise Study Club – London, England, UK  
No. 1 Hospital of Stomatology, Beijing China  
Ordre des dentistes du Quebec, Montreal, Canada  
Ontario Dental Society  
Ontario Society for Preventive Dentistry  
Vancouver Dental Seminar, Canada  
Wessex Faculty of General Dental Practitioners, Highclere Castle, England, UK  
Yorkshire Division Faculty of General Dental Practitioners, York, England, UK



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# What's Being Said About Dr. Frazer's Presentations

"What a way to end a meeting!" "Wow! Enjoyed immensely! Very helpful and practical information."  
"Wonderful course! He was very personable and love him as a person. Excellent speaker!" Great speaker! Dr. Frazer kept me very interested." "He's terrific at creating enthusiasm! Everyone, I mean everyone, needs to hear this!"

AACD Audience Feedback, DDS; Madison, WI

"That was one of the best, most complete presentations I've ever heard on how to build an exceptional practice."

Dr. Mark Hyman, Cosmetic & Family Dentistry;  
Greensboro, NC

"Dr. Frazer provided a wonderful opportunity for introspection and assisted the participants in developing personal vision and mission statements for all aspects of their lives. He guided the group in developing meaningful goals, objectives, and integrated action plans. The feedback has been outstanding and the program was rated as one of our very best."

Dr. W. Michael Kenney , Director; Greater Chesapeake  
Study Club; MD

"Thanks for an exceptional presentation yesterday! Everyone thought it was terrific. More importantly, it has started everyone thinking and re-examining their possibilities. It has been a very positive experience!"

Dr. John Porter, Director; Indianapolis Study Club;  
Indianapolis, IN

"This workshop empowered and inspired me and my team like none we've taken in over 25 years! The EI skills we learned will allow us to grow our sense of community and serve our patients in a truly transformational way. We'll be back again — you just can't get enough EI!"

Mike Robichaux, DDS; Slidell, LA

"In nearly 30 years of CE, this was the best non-technical course I've ever attended. I was able to immediately apply what I learned with positive results."

Don Kleier, DDS, MS

"The great thing about this workshop is that what I learned about EI will not only make me a much more effective team member, it will make me a better wife, mother and whole person."

Heather Shoemaker, Treatment Coordinator; Buda, TX

"Bob, all of your courses are phenomenal – the time, organization, delivery and most of all the genuinely caring effort you make to give each attendee the best possible learning opportunity is remarkable."

Chuck Fischer, DDS; Denver, CO

"I wanted to thank you for such an enlightening weekend. I've been using the Awareness Wheel often and its working! My husband is learning to use it in his business w/employees with great success. The 'dance' you and Bill Woodburn do in the workshop is very comfortable and you complement each other well."

Cory Richie, RDH; Holt, MI

"Spending time with you is always a very gratifying experience. I always learn so much. I don't know if others in our profession are fully aware of the artistry of human nature that you present."

Frank Montoya, DDS; Albuquerque, NM

"Bob & Bill, I left Austin with an EI hangover, in love with my team and confident that I can become the leader I imagine. These are rough times in Michigan and in dentistry. You two together (the combination of psychology and advanced restorative dentistry) are amazing."

Susan Maples, DDS; Holt, MI



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