

Samantha Jones

Speaker Packet





Detectives of Dental Excellence: Solving the Mysteries of Operations and Scalability

Be ready for an engaging session that emphasizes the cultivation of "detective leaders" within dental practices to enhance operations and scalability. Participants will learn actionable strategies to analyze KPI's and improve systems, ensuring a fun experience that drives practice growth and success.



Organize and Thrive: Building Operational Infrastructure and Capturing Collective Knowledge

Designed for dental professionals eager to elevate their practice. This hands on course will guide you through the fundamentals of operational infrastructure, focusing on tasks, systems, accountability, performance, and teamwork.



Brain Hack Your Business

Explore strategies rooted in cognitive behavior and self-discovery that will improve efficiency, elevate culture, and enhance customer service...all while conserving energy.



Empowered Dentistry: Transforming Dental Practices Into Powerhouses of Efficiency & Balance

Drawing from proven strategies in organization, passion-driven leadership, and work-life harmony, this presentation promises not only to inspire but also to entertain. Sam will be weaving together real-life anecdotes, breakthrough insights, and practical tips.



Samantha Jones • Samantha@Cre8Wise.com
www.Cre8Wise.com • (785) 331-9087



Detectives of Dental Excellence: Solving the Mysteries of Operations & Scalability

Are there times that you struggle to identify why your practice is struggling?
Do you want solutions but don't know where to start?

Join Samantha for an engaging and interactive "investigation" of how to leverage KPIs, organizational excellence, and leadership components to boost cash flow, morale and scalability in your dental practice(s). In this dynamic session, Samantha will demonstrate the value of cultivating "detective leaders" within your practices—individuals who are skilled at investigating, diagnosing, and addressing key performance indicators, systems, and patient journey disruptions that impact productivity, team culture and case acceptance. Get ready to become a detective with a fun "unsolved mysteries" theme, giving an energizing experience that will equip you with actionable strategies to develop these leaders, enabling your practice to scale effectively, attract top talent, and optimize performance! Join us for this thrilling investigative journey, where learning meets fun, and the clues you gather will pave the way for your practice's success and growth!



Samantha Jones • Samantha@Cre8Wise.com
www.Cre8Wise.com • (785) 331-9087

Suggested Audience:
Dentists/Owners/Managers

Suggested Format:
Partial Day;
Workshop

LEARNING OBJECTIVES:

- Key Performance Indicators (KPIs) as systems "xrays": Understand how KPIs can reveal which systems and processes are flawed, and need improvement and calibration.
- Develop Detective Leadership Skills: Learn how to cultivate "detective leaders" who can effectively investigate and diagnose issues impacting practice efficiency, team calibration, systems and patient experience.
- Analyze Organizational Systems: Gain insights into assessing and refining systems and processes to enhance overall organizational excellence, consistency and scalability.
- Enhance Cash Flow Strategies: Explore actionable strategies to improve cash flow by addressing patient journey disruptions and optimizing case acceptance rates.
- Implement Effective Communication: Discover techniques for fostering open communication, buy in, accountability and collaboration within your team to support a culture of continuous improvement.
- Create a Scalable Framework: Learn how to design scalable practices that can grow without sacrificing quality or patient care, ensuring long-term success.
- Attract and Retain Top Talent: Understand the importance of clarity and calibration in creating an environment that attracts high performers and retains them for faster, sustained growth.

Organize and Thrive: Building Operational Infrastructure and Capturing Collective Knowledge

Are you grappling with maintaining efficiency and harmony in your dental practice? Are you looking to transform from a state of chaos to a streamlined model of organizational excellence? Do you have turnover and feel like you can't get your practice in flow?

This hands on course is for YOU! Discover the transformative power of organization within your dental practice in our interactive workshop. This course is designed for dentists and dental professionals eager to elevate their practice, Samantha will guide you through the fundamentals of organizational structure, focusing on tasks, systems, accountability, performance, and teamwork. With a mix of experienced knowledge and practical application, you'll spend the morning exploring the pillars critical to organizing a successful practice. The afternoon will be dedicated to hands-on activities that will organize your practice's operational infrastructure, ensuring you leave with actionable tools and strategies. Prepare to empower yourself and your team with the knowledge to implement immediate organizational tools, laying the groundwork for a more efficient, harmonious workplace. This hybrid course is a gateway to transforming your dental practice from a place of chaos to a model of organizational excellence, empowering you and your team to thrive.

Samantha Jones • Samantha@Cre8Wise.com
www.Cre8Wise.com • (785) 331-9087



LEARNING OBJECTIVES:

- Understand the Importance of Organization: Learn why a well-organized practice is essential for resilience, high performance, and effective teamwork.
- Master the Three Organizational Pillars: Gain in-depth knowledge of the pillars central to running a smooth dental practice.
- Develop Operational Infrastructure: Get hands-on experience in organizing your practice's operations, including writing job descriptions and assigning tasks.
- Implement Accountability Systems: Acquire tools for establishing accountability among team members, ensuring everyone knows their role and responsibilities.
- Celebrate Success: Discover strategies for recognizing and celebrating your team's wins, fostering a positive and motivated workplace culture.
- Bring Practical Tools Back to Your Practice: Leave the workshop with a comprehensive toolkit for immediate implementation, with the potential to revolutionize your practice's day-to-day operations.

Suggested Audience:
Dentists/Owners and Dental
Professionals

Suggested Format:
Half Day;
Lecture, Keynote, Hands-ON Workshop

Brain Hack Your Business

Do you feel like a zombie after a day at work? Do you lack clarity on who is doing what and when in the practice?

Did you know that our brains use about 20% of our body's energy each day? If we are working in an unorganized, inefficient workplace, where people don't understand each other's roles that number could be even higher.

In this evidence-based, empowering course, participants will explore strategies rooted in cognitive behavior and self-discovery that will improve efficiency, elevate culture, build relationships and enhance customer service...all while conserving energy.

Attendees will discover the key pillars of business operations and a method for organizing your systems and processes that is user-friendly and efficient. Additionally, you will learn techniques to manage your brain activity to increase focus, establish a well-organized business foundation, strengthen relationships, and conserve energy for a more satisfying life. This knowledge will enable you to enhance productivity, profitability, and a positive work atmosphere through operational organization, as well as develop a deeper appreciation of team synchronization.

Together, let's unleash your brain's full potential and revolutionize the way you work!

Suggested Audience:

Dentists and Dental
Professionals

Suggested Format:

Partial Day;
Lecture, Keynote, Workshop

LEARNING OBJECTIVES:

- Discover ways to improve productivity, profitability and culture through operational organization
- Identify the key pillars of efficient business operations
- Explore techniques to manage and control brain activity for greater focus
- Examine a robust, efficient framework for organizing systems and processes
- Cultivate a deeper understanding of the importance of team calibration
- Unlock your brain's potential and Cre8wise Movement in your business!



Samantha Jones • Samantha@Cre8Wise.com
www.Cre8Wise.com • (785) 331-9087

Empowered Dentistry: Transforming Dental Practices into Powerhouses of Efficiency and Balance

Are you tired of feeling stagnant in your personal and professional life, and yearning for more passion and fulfillment? Are you facing challenges in achieving the level of success you desire in your dental career, seeking a transformative solution to elevate your professional journey?

In this dynamic and inspiring keynote, we take dental practice owners and their team members on an empowering journey towards transforming their practices into powerhouses of efficiency, joy, and balance. Drawing from proven strategies in organization, passion-driven leadership, and work-life harmony, this presentation promises not only to inspire but also to entertain, weaving together real-life anecdotes, breakthrough insights, and practical tips. Whether you're looking to rekindle your passion for dentistry, streamline your practice's operations, or find that elusive balance between your professional and personal life, "Empowered Dentistry" is your roadmap to a more fulfilled and balanced approach to the world of dentistry and life.



Samantha Jones • Samantha@Cre8Wise.com
www.Cre8Wise.com • (785) 331-9087

LEARNING OBJECTIVES:

- **Inspire Positive Change:** Motivate practice owners and their teams to transform their practices by adopting innovative organization methods and fostering a culture of continuous improvement.
- **Ignite Passion for Dentistry:** Reinvigorate attendees' love for their profession by highlighting the profound impact they can have on their patients' lives, encouraging them to see beyond the daily grind.
- **Practical Tools for Success:** Provide actionable strategies for improving practice efficiency, patient satisfaction, and team dynamics, ensuring attendees leave with valuable tools to implement immediately.
- **Foster Work-Life Balance:** Share insights and techniques for managing the demands of a busy dental practice while prioritizing personal well-being and fulfillment, promoting a healthier, happier professional life.
- **Entertain and Engage:** Create a memorable experience by blending humor, storytelling, and interactive elements, ensuring that attendees are not only informed but truly inspired and entertained throughout.

Suggested Audience:
Dentists and Dental Professionals

Suggested Format:
1 hour Keynote

Meet Samantha

Dental professionals often struggle with maintaining focus amidst distractions and unclear direction, which hinders their ability to develop, lead and contribute to high-performing teams.

Addressing these challenges, Samantha Jones has dedicated her career to empowering dental professionals to overcome obstacles and excel in their practices. Samantha began her career in dentistry at the age of 16, cultivating her skills in and passion for communication and relationship-building over three decades.

By her 20s, she transitioned into a dental practice manager role, focusing on administrative strategies to develop practices and teams. Sam founded her first company, offering support, knowledge, and strategies that contributed to her own success. Simultaneously, she served as the Chief Operations Officer for two dentists who wanted to scale. In just four short years, she played a pivotal role in building the operational infrastructure while her colleagues focused on dentistry, resulting in the remarkable growth of one practice to many practices. One of which was a “from scratch” start-up! This is where she developed administrative and clinical systems that are now utilized in hundreds of practices across the country.

This experience provided invaluable insight into the challenges dental teams face today. Specializing in helping owners transform their solo practices into thriving multi-practice entities, Sam recognized that distractions and unclear direction were often the root causes of challenges.

Intrigued by the behaviors driving these issues, she obtained an Applied Neuroscience certification to gain a deeper understanding of brain functions and their influence on everyday interactions. The acquisition of this new knowledge compelled her to start a new company that would blend the realms of operations and human behavior. This fusion ultimately gave rise to the birth of Cre8Wise Movement, her innovative and transformative company. Cre8Wise is dedicated to using evidence-based brain science to facilitate insights, direction, and progress in dental professionals' lives and businesses. They do this through Coaching, A Dental Business Playbook, Software that helps a practice go from chaos to organized, and an App that has community based resources and support with experts and peers.

Samantha has earned a reputation as an influencer and thought leader in business organization, intentional communication, dental business operations, business scalability, relationship building, team development, and empowering leaders. She is known as the “Maria Kondo of dentistry”. Furthermore, she is the CEO and founder of WOW Readiness Program, which offers career readiness resources and job placement for underserved women. Sam also serves as an expert advisor with Accelerate Dental and holds membership in the Dental Speaker Institute, Dental Speakers Bureau, and Dental Entrepreneur Women's Network.





Rave Reviews

"Sam's programs are a breath of fresh air. She understands the operations and systems necessary to produce not only a profitable practice but a team everyone is excited to support. I highly recommend Sam!" - Peter McClellan, DDS

"Whether it's hiring a rockstar team, creating strong systems, or fostering a healthy and supportive office culture, Sam Jones' programs can help you move your practice to the next level." - Jeff Slutskiy, DMD

"I can't thank you enough for the guidance, and insight! Sam looks beyond numbers and data to see the individuals and team behind the practice. Thanks, Sam!" - Sarah Blair, DDS

"Sam's knowledge and professionalism are second to none." - Lesley Asher

"Sam's programs help dental professionals diagnose the problems in their processes and policies and then implement the systems and strategies which can transform the practice from surviving to thriving. Exceptional!" - Daniel Rome, DDS

Presentations (Partial List)

Dental Speaker Institute: WEvolution; Speaker & Emcee (multiple)
Louisiana Dental Association, New Orleans Dental Conference
Nashville Dental Implant Society
Seattle Study Club, Great Plains Study Club
Spirit/Business Collective
Women In Dentistry, Patterson Dental
Super Dentist Boost
AADOM 2024
Women In Digital Dentistry- Toronto
OrthoFi-DSO Private event



Samantha Jones • Samantha@Cre8Wise.com
www.Cre8Wise.com • (785) 331-9087