

GINNY HEGARTY SPHR
 DENTAL PRACTICE DEVELOPMENT, INC
 p 610.873.8404
 f 610.873.8405
 Ginny@GinnyHegarty.com
 www.GinnyHegarty.com
 1608 Barbara Drive
 Downingtown, PA 19335

LEADERSHIP & ACCOUNTABILITY SYSTEM®

The Leadership & Accountability System® comes with a full-year Money Back Guarantee!

How to Manage People Well... Without Becoming A Therapist

Recorded Live in New York City - 6 CDs & Two Workbooks
 Plus Bonus "Quick-Start" CD Interview with Ginny & Pat

You just want to do dentistry. We get it. But let's face it, there is an "under-management" epidemic in dental practices. It's fashionable today to believe that if you just leave your employees alone, empower them, and go to lunch, everything will be terrific.

Indeed, many dentists are so afraid of "micromanaging," they have stopped managing altogether. *Are you one of them?*

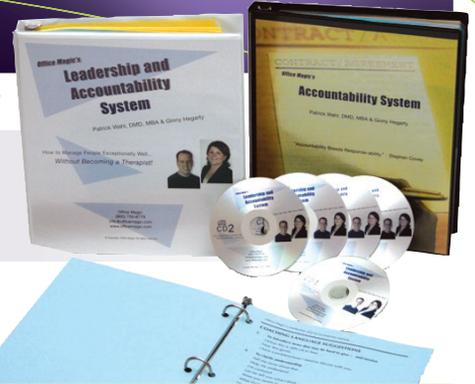
The truth is, your practice suffers most when you pay too little attention to your people, not too much - from under- rather than over-managing. Show me a case of bad customer service and I'll show you a case of under-management. Show me just about any problem in any practice and I'll show you a case of under-management.

The most profitable dentists are the ones who manage their people correctly -- quickly and efficiently.

Make no mistake about it, this is a program about making **MONEY**. But this program is about a lot more than just money. It's about a philosophy. It's about getting the most out of your people. These are the skills that will keep your good people and reduce costly and stressful turnover -- greater productivity; greater profitability; slam shut the revolving door.

EVERYTHING YOU THOUGHT YOU KNEW ABOUT MANAGEMENT WILL BE TURNED UPSIDE DOWN. YOU WILL TAKE A GIANT BREATH OF FRESH AIR AND HAVE THE CONFIDENCE TO UNLOCK THE HUMAN POTENTIAL RESTING QUIETLY INSIDE YOUR PRACTICE.

Order now at www.ginnyhegarty.com *You'll be so glad you did!*



Leadership & Accountability System Audio CDs and Books \$387⁰⁰

Here's what some of the industry's best have to say about the LAS System:



"This is a 'Leadership Package' that really hits home - concise, and with tons of great ideas that have been surprisingly easy to put in place."

Dr. John Evanish,
 Pennsylvania



"This information was a GODSEND for me. It gave me not just the know-how, but confidence. I am much more comfortable discussing issues with staff as they happen instead of waiting and just hoping they go away."

Jennifer Russell,
 2006 AADOM Office Manager of Year



"An AMAZING course; extremely practical from start to finish. Great ideas that were easy to implement the very next day - both at work and at home."

Dr. Irfan A. Atcha Indiana

Helping Great Practices Evolve

Helping dentists achieve sustainable success is our mission and passion. It is our goal that this system will positively impact you, your team and your practice.