



# SPEAKER PACKET



*Dr. Martin R. Mendelson, FIADFE, CPC*

"Customized to our company's needs, Dr. Mendelson's presentation seamlessly linked optimism with strategic decision-making, inspiring innovation and resilience within our team."

*Chet Spivey;  
President, Ivoclar North America*



# *Presentations*



## **ONE MOVE TO DRIVE PERFORMANCE:** *Optimism Strategies for the Striving Professionals*

Learn to leverage inner dialogue to craft a professional identity that resonates with success, innovation, and fulfillment.



## **FROM DIALOGUE TO DYNAMISM:** *Igniting Team Cohesion, Clarity and Collective Success*

Gain practical tools and frameworks to address emotionally charged conversations and to harness the power of cohesive teamwork.



## **TEAM TRANSFORMERS:** *Habit Heroes at Work*

Harness the Habit Loop for constructive behavior change and integrate Habit Stacking into your workflows.



## **FROM STICKY NOTES TO SANITY:** *Mastering Task Management in Leadership Roles*

Learn how to break the cycle of overwhelm by separating what's urgent from what truly matters and turning it into a clear plan of action.

# ONE MOVE TO DRIVE PERFORMANCE:

## *Strategies for the Striving Professional*

Professionals often grapple with uncertainty and negative forecasting which overshadows equally likely positive outcomes.

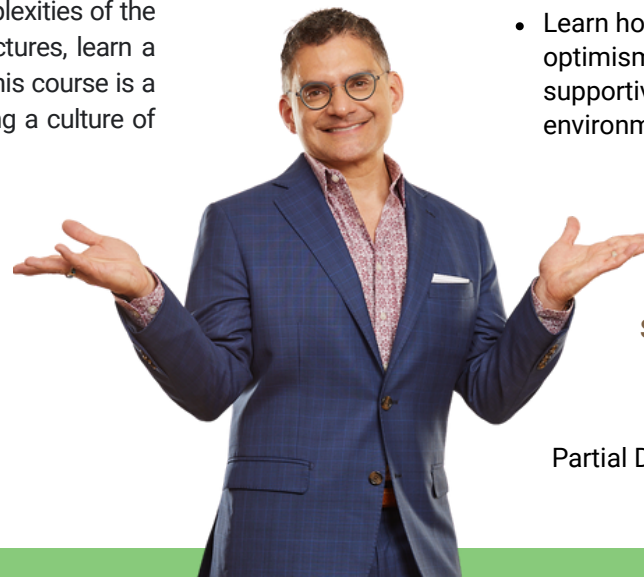
Persistent worry and negative thinking impair our cognitive function, limiting problem-solving abilities and creative thinking which directly affect business outcomes and personal well-being. How can we counteract these crippling effects to foster a resilient, thriving professional environment?

The line between personal mindset and professional identity is increasingly intertwined. This course ventures deep into the heart of this connection, exploring how mindset shapes our professional journeys and the importance of maintaining optimism and gratitude through unexpected challenges. Participants will discover the science behind optimism and its crucial role in strategic success. We will differentiate between toxic positivity and authentic happiness and engage with Doc Martin's TEAM Framework to understand the profound impact of thoughts on outcomes.

With a blend of cutting-edge research, interactive exercises, and actionable insights, participants will learn to leverage their inner dialogue to craft a professional identity that resonates with success, innovation, and fulfillment. From dissecting the complexities of the mind-body connection to applying methodologies within organizational structures, learn a scientific and holistic approach to personal and professional development. This course is a beacon for those seeking to elevate their cognitive capabilities while fostering a culture of gratitude and resilience.



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### *Learning Objectives:*

- Analyze the impact of mindset on professional identity and operational success utilizing the TEAM Framework
- Explore the benefits of interpreting challenges as opportunities for growth and innovation
- Apply research-based methods to enhance cognitive and visual functions for improved decision-making and productivity
- Differentiate between toxic positivity and evidence-based happiness strategies to foster authentic workplace well-being
- Learn how to construct resilience and optimism-infused action plans in creating supportive and productive team environments conducive to growth

### **SUGGESTED AUDIENCE:**

All Professionals

### **SUGGESTED FORMAT:**

Partial Day, Keynote, Lecture, Workshop



# FROM DIALOGUE TO DYNAMISM:

## *Igniting Team Cohesion, Clarity and Collective Success*

We've all felt the frustration of *believed-to-be-clear* communications being misunderstood, leading to confusion, inefficiency, or worse.

Explore how to effectively communicate and foster an environment conducive to achieving shared goals. Learn how to adjust the conversation from the beginning to align expectations and actions, ensuring more predictable and satisfactory outcomes. Recognize the profound impact of mindset and active listening on interpersonal relationships. Discover how to distinguish between hard facts and personal narratives, enhancing clarity and connection in every interaction. Explore the anatomy of extraordinary teams and the critical role of psychological safety in fostering collective success.

Going beyond theory, this course equips participants with practical tools and frameworks to address emotionally charged conversations and to harness the power of cohesive teamwork. By understanding Maslow's Hierarchy of Needs and recognizing the influence of our inner dialogue and habits, participants will gain a newfound ability to steer their future towards innovation, cohesion, and unparalleled achievement.



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### *Learning Objectives:*

- Analyze the benefits of working as a cohesive group vs. individual efforts, understanding the collective responsibility for team success
- Pinpoint barriers to collaboration using the TEAM framework to identify how perceptions influence communication and outcomes
- Explore a repeatable methodology for active listening/responding that yields consistent, desirable results
- Develop an understanding of Team Psychological Safety and its role in driving innovation and success
- Utilize a evidence-based approach for navigating any emotionally charged conversation
- Design a personalized action plan to embrace the techniques which can immediately influence personal and professional success

**SUGGESTED AUDIENCE:**  
All Professionals

**SUGGESTED FORMAT:**  
Full or Partial Day;  
Keynote, Lecture, Workshop



# TEAM TRANSFORMERS:

## *Habit Heroes at Work*

Overwhelmed by your current systems and feeling trapped in a cycle of busyness? What if you could harness the power of small changes leading to significant and lasting improvement?

Step into a world where every action is an opportunity for growth and innovation. Peel back the layers of habitual behavior to reveal how they shape our daily operations and long-term success. Through a blend of scientific and historic insights as well as practical applications, participants will explore the monumental impact of habit formation and integration in their personal and professional lives.

Discover how to harness the Habit Loop for constructive behavior change, integrate Habit Stacking into your workflows, and apply this systematic framework for seamless habit integration. Participants will personalize their action plan, equipped with the tools to implement sustainable change and drive their personal and professional goals forward. This course is an essential roadmap for transforming current routines into strong drivers of efficiency in both personal and professional life.



### *Learning Objectives:*

- Uncover and dissect the compelling history and key principles behind habit formation that propel personal and professional evolution
- Recognize the potential efficiencies of integrated habits to enhance workflows, team dynamics, and overall business success
- Apply Charles Duhigg's Habit Loop and James Clear's Habit Stacking techniques to design effective strategies for habit assessment and modification
- Design a personalized action plan to instill identity-driven habits for long-term transformation

### **SUGGESTED AUDIENCE:**

All Professionals

### **SUGGESTED FORMAT:**

Partial Day; Keynote, Lecture, Workshop



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# FROM STICKY NOTES TO SANITY

## *Mastering Task Management in Leadership Roles*

We've all hit that moment when the noise becomes too loud to ignore, and that's precisely when the need for a better system becomes undeniable.

If your desk looks like a Post-it parade and your brain feels like a browser with 47 tabs open... you're not alone. In this practical and entertaining keynote, Dr. Martin Mendelson guides dental professionals out of the chaos of mental overload and into a system that works. By drawing on David Allen's *Getting Things Done* methodology and the Eisenhower Matrix, attendees will learn how to reduce stress, improve clarity, and regain control of their time.

This session bridges the gap between what's urgent, what's important, and what can finally get off your plate. You'll discover the difference between a task and a calendar commitment, and how to create a workflow system that doesn't require superpowers—just a smarter approach. Because in a well-run practice, success isn't about doing everything—it's about knowing what to do next.



### *Learning Objectives:*

- **Identify** the key differences between a to-do list item and a calendar-based action to reduce mental overload.
- **Apply** the Eisenhower Matrix to prioritize tasks based on urgency and importance within a dental practice.
- **Implement** core principles from the *Getting Things Done* methodology to organize clinical, administrative, and personal responsibilities.
- **Develop** a sustainable task management system that minimizes stress and maximizes follow-through in daily operations.

#### **SUGGESTED AUDIENCE:**

All Professionals

#### **SUGGESTED FORMAT:**

Partial Day; Keynote, Lecture, Workshop



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# SPEAKER, TEAM BUILDER, MINDSET MASTER, & AUTHOR

Feeling overwhelmed by uncertainty, miscommunication, and inefficiency? Imagine unlocking lasting well-being and performance improvements with small, powerful changes.

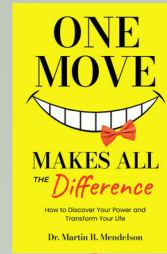
Transforming adversity into opportunity, Dr. Martin R. Mendelson, FIADFE, CPC redirected a devastating medical disablement from his clinical career into a passion for helping leaders through the science of mindset and positivity. For over twenty years, he has empowered professionals nationwide to lighten the leadership load, enhancing decision-making and nurturing cultures where transparency leads to team excellence.

Through his speaking programs and consultancy, Metamorphosis Coaching, Dr. Mendelson's profound impact boosts team cohesion, communication, and productivity. With a unique TEAM approach emphasizing Trust, Engagement, Accountability, and Mindset, he guides leaders in lifting the burdens of management, fostering happier, more effective teams.

Dr. Mendelson holds certifications in Executive Coaching, Team Coaching/Facilitation, Emotional Intelligence, and Happiness Studies. He served as Adjunct Clinical Faculty through Nova Southeastern University College of Dental Medicine and holds the position of Resident Faculty through Spear Education for over a decade. A recognized thought leader, his first book, One Move Makes All the Difference was published in December of 2025.



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Meet Martin

# TESTIMONIALS

"Dr. Mendelson's keynote on optimism driving strategic initiatives at Ivoclar's North American Sales Conference was **nothing short of transformative**. Customized to our company's needs, his presentation seamlessly linked optimism with strategic decision-making, inspiring innovation and resilience within our team. His insights resonated deeply with attendees and extended beyond the professional sphere, illustrating how optimism can enrich personal lives. The overwhelmingly positive feedback he received underscores his effectiveness as a speaker, with many considering his keynote among the most impactful in their tenure at Ivoclar. Dr. Mendelson's ability to inspire and motivate makes him a capable speaker and a catalyst for positive change." - *Chet Spivey; President, Ivoclar North America*

"I highly recommend Dr. Martin Mendelson as a speaker and facilitator. He is **engaging, genuine, and motivating**. On top of that, he's really fun! No doubt about it, you want Martin on your stage." - *Michael Dunn, Sr.; Global Solutions Manager, Dentsply Sirona*

"Dr. Mendelson's **unique, passionate style** turns challenges into a message of hope. His approachable keynotes captivate audiences, and his compelling content leaves you wanting more!" - *Fred Ketcho; CEO, CalCom Energy*

"Martin's energy and relatable storytelling makes him a **speaker that connects with audiences**. His content challenges people to think differently about how they show up personally and professionally." - *Justin Patton; Award Winning Speaker and Best-Selling Author*

"It's truly a joy to watch Dr. Martin Mendelson speak. **His enthusiasm and charisma are contagious** - you can't help but listen and engage with him!" - *Denise Laroque; National Sales Manager, VITA N. America*



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## Professional Affiliations

American Dental Association  
International Academy of Dental Facial Esthetics;  
Fellow  
National Speakers Association  
American Association of Dental Office Managers  
Dental Speakers Bureau  
Speaking and Consulting Network  
Women in DSO



# TESTIMONIALS *(continued)*

"Martin is a standout speaker who masterfully engages and motivates his audience. Through personal anecdotes and professional strategies, he **captivates, educates, and leaves audiences eager for more**. Martin truly excels in his craft." - *James Kelleher; Owner, From Within Counseling*

"I highly recommend Dr. Mendelson's program for its **engaging content and impactful results**. Attendees' positive feedback and rave reviews underscores its effectiveness!" - *Holly Malley; Seattle Study Club of Rochester Coordinator*

"Dr. Mendelson energized our sales and operations team, **exceeding our goals for alignment, connection, and motivation**. His content is relatable, and his enthusiasm delivery received rave reviews. Highly recommended!" - *Kevin O'Connell; Healthcare Executive (500 million+ revenue entity)*

"Martin's program was fun, creative and included interactive exercises that disentangled issues granting greater communication and team empowerment. Martin prepared us with **reliable systems of success**." - *Dr. Cynthia Brattesani; San Francisco, CA*

"Dr. Martin Mendelson excels as a speaker and motivator, captivating audiences from large stages to executive coaching sessions. His **unmatched communication skills** make him ideal for leaders seeking growth." - *Dr. Lisa Teel; Periodontist, Milwaukee Wisconsin*

"Martin was a **highly energetic speaker** and was incredibly fun to listen to. I left his talk with excitement and new ideas to implement into my business and personal life." - *Clinic Director; Horizon Chiropractic Center*



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## Presentations (Partial Listing)

American College of Prosthodontics  
American Academy of Cosmetic Dentistry  
American Association of Endodontists  
*(multiple)*  
California Dental Association *(multiple)*  
Canadian Association of Endodontists  
Chicago Mid-Winter  
Geona Healthcare (United Health) Sales  
and Growth Conference  
Greater New York Dental Meeting  
Ivoclar North American Sales Conference  
Los Angeles Dental Symposium  
Ontario Dental Association  
Seattle Study Club of Rochester  
Seattle Study Club Symposium  
Spear Education *(various meetings);*  
Keynote, Presenter and Host *(multiple)*  
TECHpalooza South Florida Tech Hub;  
Opening Keynote, Workshops  
USC International Restorative Symposium  
West Coast Dental Meeting  
Western Society of Periodontics

