

# Drive Your Career Forward!

2019  
BusinessTRACK

Do you have the drive to learn how to move your career and your practice forward?

Get in gear for the new year and invest in your future with a new educational track developed by the Texas AGD. In collaboration with volunteer leaders, the Texas AGD always strives to bring world-class programs to members – like the FellowTrack Program for AGD Student Chapters, the New Dentist Study Clubs found throughout Texas, and the nationally known MasterTrack® program. These programs are just a few examples of why Texas AGD members say their membership is invaluable, and why Texas AGD continues to win the National AGD's Universal Award in Continuing Education year after year.

Leveraging those successes, the newest program, BusinessTRACK will come to life in Austin, Texas this year. With the dedication of a special task force appointed to this program, we are excited to put you behind the wheel to help you drive your career and your practice forward. We will provide you with a roadmap to navigate through the program so that you can become a successful, confident business leader and practice owner.



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**BusinessTRACK Program Goals:** The goal of the program is to provide general dentists with a hands-on, practical, and comprehensive foundation in dental business leadership and management, so that they can spend less time managing the business details of their practice and more time with patients. It incorporates the tools and resources necessary to confidently lead and provide the highest level of care to their patients. In other words, it will put you on the fast track to learning the business side of dentistry instead of spending a lifetime trying to figure it out.

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**The Little Green Arrow:** In 2016, the Texas AGD Board and Committee leaders developed a long term strategic plan to enhance and grow all educational opportunities for members. Back then, we called it the “little green arrow.” According to Jeff Geno, DDS, MAGD and Immediate Past President of the Texas AGD, “It was literally a green arrow drawn with markers on a poster board that outlined the education a general dentist needs to develop their talents and provide a well-rounded level of patient care. There was so much passion from the leaders around this simple, yet impactful image.” Today, we call it our value proposition and it is symbolic of the forward-moving journey or pathway members can follow for success in their practice.

**The BusinessTRACK Model:** With experts leading you through five distinct tracks, 1) *Finance*, 2) *Human Resources*, 3) *Practice Leadership & Development*, 4) *Business Risk & Growth*, and 5) *Marketing*, this program will provide you with the tools to make the decisions that will optimize your success in your business and make it stand out from the rest.

Studies show that adults learn more effectively through hands-on learning and through learning with others in a group setting. The BusinessTRACK program has captured this method and more:

- Hybrid learning: Undergo guided, experiential learning in a small group setting with capstone projects.
- Online course supplements to maximize learning and reduce travel time and expense (live and recorded).
- Peer-to-peer business case study sharing, mentorship, and ongoing support.
- Each track builds upon the other to provide a comprehensive education.
- Course completion in under a year with four, 2-day sessions.

Developed by a team of experienced general dentists, this program will explore many different topics and subjects, for example:

*TRACK 1: Finance*

Understanding, applying, and supporting the business’ financial strategic goals and objectives; formulating fiscal and budget policies; guiding and leading the daily financial and accounting operations; analyzing and understanding the fundamental financial statements; budget planning and projecting; tracking, benchmarking, & forecasting; revenue generation and debt management.

*TRACK 2: Human Resources*

Discover employment fundamentals such as sourcing, recruitment, hiring, orientation, succession planning, retention, and organizational exit programs necessary to ensure the workforce’s ability to achieve goals and objectives; addresses employee recruitment, selection, training and development, performance appraisal, and the unique needs of employees, to ensure that the knowledge and performance of the workforce meet current and future organizational and individual needs; introduction to employment law and the creation of an employee manual.

**BusinessTRACK Task-Force  
Members**

Jeffrey Geno, DDS, MAGD - Chair  
Marc Worob, DDS, FAGD  
Jamie Bone, DDS, MAGD  
Ben Bratcher, DDS, MAGD  
Saskia Vaughan, DDS, MAGD

### TRACK 3: Practice Leadership & Development

Master leadership and communicate a clear vision that results in a positive culture and experience for employees and patients; developing, implementing, and evaluating activities and programs that address management resources needed to ensure that the current and future organizational and individual needs are being met.

### TRACK 4: Business Risk & Growth

Gain knowledge and mitigate risk through practical applications of business law and principles of risk management; understand small business structures; apply investment strategies to grow your business and personal assets, including how to transition a practice throughout its life-cycle.

### TRACK 5: Marketing

Analyzing, developing, implementing, and evaluating the entire marketing process; applying marketing principles to grow practice; creating a communications, digital footprint, and advertising strategy; assembling and engaging the team in business development.

It has been said that AGD members find much better career success overall, especially with the achievement of Fellowship, Mastership, and Lifetime Learning Service Recognition. We encourage you to enroll in this program to further advance and enhance your opportunities. This is but one reason why Texas AGD, whose mission is to help general dentists succeed, is giving you the keys to put your business in the fast lane with BusinessTRACK.

Rev up your career and be a part of the first and best class ever in the inaugural BusinessTRACK program. Save the dates for the 2019 sessions and reserve your seat today by contacting [Erin Taylor](#). **Registration opens in January 2019!**

# 2019 Business TRACK



April 26-27, 2019 | June 7-8, 2019

Aug. 9-10, 2019 | Oct. 25-26, 2019