

# SPEAKER PACKET



## ALEX NOTTINGHAM

JD, MBA

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## ABOUT ALEX



### **ALEX NOTTINGHAM, J.D., M.B.A.**

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Alex is the CEO and Founder of All-Star Dental Academy. He has authored the dental practice game-changer book “Dental Practice Excellence” and co-wrote a bestselling book with Brian Tracy. Alex has shared the stage with Michael Gerber (the author of “The E-Myth Revisited”), and lectures nationally and internationally to prestigious dental organizations.

He is a former Tony Robbins top coach and consultant, having worked with companies from \$1 million to \$100 million. His passion is to help others create personal wealth and make a positive impact on the people around them. Alex received his Juris Doctor (JD) and Masters of Business Administration (MBA) from Florida International University.

*“Alex makes the complex business of dentistry simple!”*

**Dr. Lorne Lavine, The Digital Dentist**

### **ABOUT ALL-STAR DENTAL ACADEMY**

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All-Star Dental Academy provides the most comprehensive online served-based training program for dental practices in the world. We provide our dentists a done-for-you, step-by-step process that works every time. Our 24/7 online training platform allows dentists to train when they want to. All our courses are delivered in bite sized chunks for maximum retention, consistency, and learning. Our dental coaches provide a common sense approach that gets things done and are customer service maniacs.

## LECTURES



All lectures are geared towards dentists, but teams can benefit too. If you are interested in specific training for team members only, we have speakers that specialize in team training.

### Dental Practice Excellence

#### 3 Steps To An All-Star Practice

The vast majority of dentists are not training when it comes to practice management skills. In fact, 97% of dentists train less than once per year! Learn the service-based approach to dental success. Move beyond hard sales tactics that many “dental training” companies teach. Uncover hundreds of thousands in revenue with just two basic skill sets.

- ★ Reduce turnover by 25%
- ★ Have your business work for you, rather than you working for your business.
- ★ Step-by-step verbiage to reduce Broken Appointments
- ★ GREAT Call Process™ to handle the price and insurance objections to position you as the only real choice

### The All-Star Dental MBA

#### The 12 Core Competencies for Breakthrough Success

Invariably, dentists will admit to you without any hesitation that they are not great at business. Unfortunately, with the exponential growth of corporate dentistry, dentists have to move beyond just clinical to survive. They have to master business.

This lecture will delve into the 12 core competencies that every dentist must master to become the CEO of their dental practice.

- ★ Make your business into a turn-key operation
- ★ Find, Develop, & Keep An All-Star Team
- ★ Become a visionary, leader, & CEO
- ★ Place contingencies and plans to overcome adversity and set backs
- ★ Have your business serve your life, rather than you serving your business
- ★ Strategically market your business
- ★ Learn the language of business

“ Alex Nottingham is an expert in the field of Dental Practice Management. He is a very engaging speaker, and has the ability to connect with his audiences and keep them focused to learn as much as possible. I was very impressed with his presentation – my team saw him at the FACD in Orlando, Florida, and we spent the next several weeks going over his material and grew as a team as a result.

— Dr. Ron Richardson, DDS, FAGD Former President of Florida Academy of Cosmetic Dentistry

## LECTURES



### All-Star Leadership

Moving to a Standard of Excellence

What is your standard? A good standard won't cut it anymore. A good standard leads to average or poor results. You have to move to a standard beyond good, beyond great... you move towards a standard of excellence for true and lasting success!

Leadership begins from the inside out. What you expect from yourself will translate automatically to your team. Once you confront your shortcomings with courage, you can put into action powerful leadership and management techniques in from this lecture.

- ★ Learn the differences between management and leadership
- ★ Master the #1 prerequisite to effective leadership
- ★ Get the "monkey" off your back
- ★ Learn "radical candor" to effectively communicate and stop manipulating your team
- ★ Improve rapport and emotional intelligence (EQ) skills
- ★ Develop a winning culture!
- ★ Conduct masterful meetings that aren't boring and a waste of time

### Find, Develop, & Keep an All-Star Team

Create an Amazing Team that Lasts

"I cannot find the right people, my practice is like a revolving door, my team is not motivated..." Sound familiar? I always hear that it is hard to find great team members and keep them. This is true for some, but not others. Why is that?

Dentists struggle to find and keep a great team because their perception of finding an All-Star team is just dead-wrong! In this lecture, we go beyond just hiring. We explore how to develop the right team and keep them happy. In addition, you will learn the business and personal skill sets required to lead and manage your team.

- ★ Learn the top methods to hire fast and effectively
- ★ Develop your team by learning the Fortune 500 training approach
- ★ Discover the profile of the All-Star team member and how to attract them
- ★ Retain team members by setting them up the right way and providing the love and support they need
- ★ Protect yourself from HR and legal pitfalls that can not only lose key personnel but also lead to lawsuits

PAST PRESENTATIONS



**American Academy of Implant Dentistry (AAID) - UPCOMING**

New Orleans, Louisiana

October 28, 2016

**American Academy of Cosmetic Dentistry (AACD)**

Toronto, Canada

April 29, 2016

**Atlanta Dental Supply**

Atlanta, Georgia

April 15, 2016

**Savannah Study Club**

Savannah, Georgia

January 15, 2016

**Alabama ADS Dental Study Club**

Huntsville, Alabama

December 5, 2015

**Patterson Dental Supply**

West Palm Beach, Florida

November 19, 2015

**Patterson Dental Supply**

Davie, Florida

November 18, 2015

**Patterson Dental Supply**

Miami, Florida

November 17, 2015

**Atlanta Dental Supply**

Atlanta, Georgia

October 16, 2015

**Florida Academy of Cosmetic Dentistry (FACD)**

Orlando, Florida

September 12, 2015

## CURRICULUM VITAE



### PERSONAL HISTORY

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Date of Birth February 13, 1980  
Place of Birth Plantation, Florida  
Family Wife: Heather  
Child: Zachary (3 y.o.)  
OFFICE ADDRESS All-Star Dental Academy, 1856 N. Nob Hill Road #175, Plantation, FL 33322  
Phone: (954) 323-2220, Fax: (954) 430-4079  
Email: alex@allstardentalacademy.com Website: allstardentalacademy.com

### EDUCATION

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Juris Doctorate (JD) Florida International University, Miami, Florida U.S.A. 2008  
Masters of Business Administration (MBA) Florida International University, Miami, Florida U.S.A. 2008  
B.S. in Management Information Systems (MIS) University of Central Florida, Orlando, Florida U.S.A. 2003  
Honors: Summa Cum Laude

### PRESENT POSITION & LICENSURE

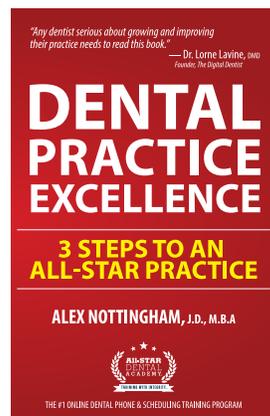
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Founder & CEO, All-Star Dental Academy (2012 – PRESENT)  
The Florida Bar #0075381 (2010), State of Florida

### BOOKS

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"Dental Practice Excellence: 3 Steps To An All-Star Practice." All-Star Dental Academy. 2016  
"Counter-Attack: Business Strategies for Explosive Growth in the New Economy." Celebrity Press, USA, 2010.



## INTRODUCTION AV REQUIREMENTS



### Introduction

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Our speaker today is Alex Nottingham. He is the CEO of All-Star Dental Academy, dentistry's most comprehensive online service-based training program. He has authored the dental practice game-changing book "Dental Practice Excellence" and co-wrote a bestselling book with Brian Tracy. He is a former Tony Robbins top coach and consultant, having worked with companies from \$1 million to \$100 million. Alex received his Juris Doctor (JD) and Masters of Business Administration (MBA) from Florida International University.

Dr. Lorne Lavine, The Digital Dentist said, "Alex makes the complex business of dentistry simple!"

Put your hands together and help me welcome Alex Nottingham.

### Audio-Visual Requirements

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- One Wireless Lavalier Microphone
- One LCD Projector
- Projection Screen
- Extension cords and power strip
- One small table in front of the projector to place the computer
- AV Technician must be on-site one hour prior to lecture

“Alex has a special talent: the ability to motivate both dentists and their teams to change years of bad habits and develop new skills. What is unique is that he is not teaching technical skills, which are a dentist's first love. He is teaching customer service skills and verbal skills for gently guiding patients so the dental team can take the best care of them. He is able to engage his audience, using the passion of his commitment to dental teams, and his ability to distill the common problems to their essence. This allows him to introduce the solution details developed by his advisors. With a clear, focused tone that resonates with his audience, Alex delivers real results.

— Dr. Sue Keller, Florence, MA

PHOTOS  
VIDEO



## Photos

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## Videos

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Please visit [allstardentalacademy.com/alex-media](http://allstardentalacademy.com/alex-media) to view and download.



“Alex is a candid and engaging speaker. His direct, “no fluff” style gets right to the heart of the important issues that challenge today’s dentist.

— Dr. Jennifer Wayer, Crestview, FL



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“We partnered with All-Star Dental Academy, because they share our commitment to quality & service when providing top-notch training in phone conversion and productive scheduling for dental teams.”

— American Academy of Cosmetic Dentistry