



## Waking Up on the Wrong Side of the Bed

This energetic presentation will have your group laughing at this familiar expression while learning how to overcome the feeling or state of mind behind it. We've all heard someone say, "Did you get out of bed on the wrong side?" and let's be honest, many of us have said it to a co-worker, friend, or loved one... sometimes every morning.

Together, we'll examine the powerful role of sleep, the people we associate with, the relationships we nurture, the conditioning we've absorbed over the years, and the impact of diet, exercise, and intentional mind prepping. Each of these elements contributes to how we show up in the world and understanding them gives us the power to shift our day no matter how it began.

You'll walk away with practical, life changing suggestions that are simple to apply to your everyday routine. These tools are designed to help you reset your mood, elevate your energy, and take back control of your mindset, even when life throws you curveballs. Come learn how to get out of bed on the right side, even if it's already the middle of the day and discover how small changes can transform the way you think, feel, and live.

### Key learning points:

- ✓ How food can affect your mood / state-of-mind
- ✓ What not to do before going to bed
- ✓ Setting your bedroom up for a good night's sleep
- ✓ How to get your mind / head ready for bed
- ✓ What you may not want to hear about watching TV



### **What attendees have said...**

I brought my whole team, now mornings at the office are much more enjoyable. :))

I learnt that waking up on the wrong side of the bed is much more than just sleep, Chris thanks for sharing your lessons about a better lifestyle, it changed my life.

This session shifted something real in me. I walked out lighter, clearer, and ready to take action. It's rare to feel that kind of momentum in just one workshop.

## Elements for a Great Office Meeting

Are your office meetings falling flat, dragging on, or failing to produce the results you hoped for? Meetings are more than just scheduled conversations, they're the backbone of communication, culture, and collaboration within every successful organization. When done well, they energize your team, spark new ideas, and move your business forward. When done poorly, they drain time, morale, and momentum.

In this practical and engaging seminar, Chris shows you how to transform your meetings from routine obligations into powerful, productive experiences. You'll explore the "21 Elements of a Great Office Meeting," a clear and actionable framework that breaks down exactly what makes a meeting effective, efficient, and enjoyable. From structure and flow to participation and communication, each element is designed to elevate the way your team connects.

To make implementation easy, you'll also receive a "Template for Success", Chris's step-by-step action guide you can use immediately to redesign your meetings with confidence. You'll walk away with practical tools, fresh ideas, and a renewed sense of what a great meeting can accomplish.

### Key learning points:

- ✓ Learn the 21 Elements and how each one strengthens engagement and productivity.
- ✓ Understand how to structure meetings that stay efficient, and respectful of time.
- ✓ Discover how to choose topics and themes that keep your team interested and involved.
- ✓ Develop communication skills that encourage participation, and collaboration.
- ✓ Learn what to look for during the meeting.
- ✓ Use the Template for Success to design consistent, effective meetings.



### **What attendees have said...**

This session completely changed how we will run meetings. Simple, clear, and instantly useful.

The Template for Success was a game-changer. We improved our meetings the very next day and have never looked back.

Chris helped us turn unproductive meetings into focused, meaningful conversations."

Practical, straightforward, and immediately applicable. Our team saw a noticeable improvement in the quality and flow of our meetings.

The session made it easy to see exactly what our meetings were missing. A LOT!





## Deal With the People Who Want to Be Dealt With

Wouldn't it be nice to go to work each morning genuinely excited to see everyone on the schedule? This presentation is designed to help you build that kind of environment. One where your team feels energized to contribute, your clients feel seen and valued, and your office becomes the kind of place people rave about to their friends.

We'll guide you through the process of identifying your ideal client, not just demographically, but emotionally and behaviorally. You'll learn how to attract people who align with your values, your systems, and your team's strengths. These are the clients who fit naturally into your workflow, respect your time, and you want to build a lifelong healthcare relationship with.

By the end of this seminar, you'll have a clear framework for building a practice filled with people you're excited to serve with a team that's excited to show up every day.

### Key learning points:

- ✓ Define your ideal client profile based on values, needs, and compatibility
- ✓ Set up your office systems to support meaningful, lasting relationships
- ✓ Ask the right questions to build trust from the very first interaction
- ✓ Conduct client interviews that feel more like conversations than checklists
- ✓ Create referral strategies that attract more of the people you want to serve
- ✓ Review your marketing through a new lens: are you attracting the right people?

## Deal with the People Who Want to be Dealt With



Attract clients that energize your team!

### What attendees have said...

Chris, we did many of the things you suggest and to our delight we have a much better working environment, filling up with patients we love to see and serve.

We weren't sure about the interview idea, but once we started them we could see just how important it is to evaluate the patient's fit in our office.



A companion presentation to **Marketing Above the Crowd**

## Happiness is in the D.E.T.A.I.L.S.

Regardless of the situation or the people around you, you deserve to be happy. Chris explains how happiness isn't something you stumble upon, it's a state of mind, a skill we can all learn to strengthen and master. Whether you're at home, at work, navigating stressful moments, or even spending time with the in-laws, happiness is always within reach.

In this session, Chris breaks down the D.E.T.A.I.L.S. of happiness and shows how small, intentional shifts can create meaningful change. You'll discover simple, practical ideas you can start using right away to improve your relationships, elevate the environment you live and work in, and boost your overall health and well-being.

Life becomes richer when you understand that your happiness is not a luxury, it's your very foundation. Living life is all about you, your energy, and your ability to create joy from the inside out. Come learn how to make it happen and step into a version of yourself that feels lighter, more connected, and genuinely fulfilled.

### Key learning points:

- ✓ Paying attention to the D.E.T.A.I.L.S. can create an extraordinary life.
- ✓ Life is full of choices, learn how to choose what makes you happy.
- ✓ Your health is directly related to your level of happiness, learn to raise it.
- ✓ Learn how to take care of your happiness first, then create it for others.
- ✓ Learn how to recognize the many styles and forms of happiness.



### What attendees have said...

Chris showed me how "I" create happiness in my life, I'm in control. I'm going to take care of the details.

Best piece of advice ever! "Justification does not equal happiness." That hit me hard and I'm grateful.

I finally understand how taking care of my own happiness makes me better for others.

Chris's message was clear, uplifting, and actionable. I have the tools to create a happier, more intentional life.





## Where'd the Time Go?

We all move through the same 24 hours, yet most days it feels like time slips away faster than we can keep up. Between work, meals, family, responsibilities, and the little moments in between, it's easy to lose track of where your day actually goes. Before you can prioritize your time, you need to clearly see how you're spending it.

In this engaging presentation, Chris introduces his concept of "Time Awareness Goggles". A simple, eye-opening way to examine your habits, routines, and hidden time drains. Once you start seeing your day through these goggles, the mystery of "Where'd the Time Go?" becomes much easier to understand.

From there, Chris shows you how to turn awareness into action. You'll learn practical, creative strategies to make better choices, structure your day with intention, and get more value out of every hour. It's a fun, insightful session that leaves you feeling more in control of your time and more energized about how you use it.

### Key learning points:

- ✓ Using "Time Awareness Goggles" uncover hidden habits and time drains.
- ✓ Understand the difference between being busy and being productive
- ✓ How awareness shifts your daily flow.
- ✓ Identify your time patterns to make intentional choices instead of reacting to your day.
- ✓ Apply practical strategies to maximize your 24 hours without adding stress or complexity.
- ✓ Build a balanced daily rhythm that supports your goals, energy, and well-being.



### **What attendees have said...**

Chris helped me spot hidden time drains and suckers I never paid attention to before.

Chris has a gift for turning everyday chaos into something you can understand and manage. The session was engaging, eye-opening, and surprisingly energizing.

A fun, eye-opening session that made time management feel doable.

WOW, simple so simple. Yet so power and straightforward. I'm going to take control of my time.

## After me, you come first

Finding balance in today's fast-paced world can feel impossible, especially when you're constantly trying to meet everyone else's expectations. Many people struggle to say no, or to set healthy boundaries without feeling guilty. This seminar shines a light on those challenges and gives you the tools to overcome them with confidence and clarity.

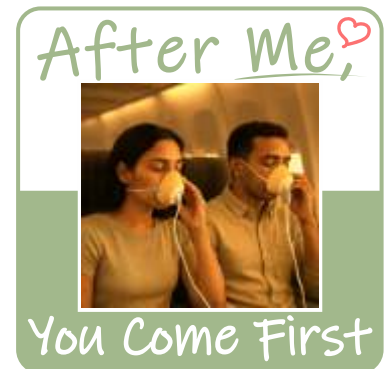
Chris guides you through the essential skill of putting yourself first without compromising your relationships, your responsibilities, or your values. You'll explore the fundamentals of resource management that include your time, health, energy, and family commitments while learning how to protect these resources so you can thrive instead of simply cope.

You'll also discover simple, restorative practices such as creating a "home spa," identifying your personal power-ups, and building daily habits that support your well-being. Most importantly, you'll learn how to keep your needs at the top of your list without guilt or apology.

By the end of this seminar, you'll understand a powerful truth: when you take care of yourself first, you return to others with more energy, more patience, and more to give. You'll walk away with practical steps to create balance, protect your peace, and get far more out of everything life has to offer.

### Key learning points:

- ✓ Learn how to set healthy boundaries and say no without guilt or stress.
- ✓ Learn to manage your personal resources—time, energy, health, and family.
- ✓ Discover restorative practices like creating a home spa and identifying your power-ups.
- ✓ Develop strategies to keep your needs at the top of your list while still supporting others.
- ✓ Realize caring for yourself first, allows you to return to others with more energy and clarity.



### **What attendees have said...**

This session finally helped me set boundaries without feeling guilty. This is a BIG deal for me! Thank you.

Chris showed me how to put myself first in a way that actually strengthens my relationships.

The resource management approach was just the thing I needed. I understand my limits and how to protect them.

Simple practices like 'power-ups' and the home-spa idea made self-care feel doable, not indulgent.





## Can We Talk? - Mastering T.O.P. T.I.E.R. Communication

T.O.P.-T.I.E.R is an acronym for “Team / Office / Patient – This Is Everyone’s Responsibility

Communication isn’t a skill reserved for a few people at the front desk or the clinicians in the operatory. It’s a full-team ecosystem. In this energizing and eye-opening seminar, we introduce the T.O.P. T.I.E.R. Communication Pyramid, a simple but powerful framework that shows how the Team forms the foundation, the Office culture shapes the middle, and the Patient experience rises to the top. When the base is strong, everything above it thrives.

Participants will explore how everyday interactions between teammates, across departments, and with patients can either reinforce or erode the practice’s culture. Through real-world examples, practical scripts, and interactive moments, your team will learn how to communicate with clarity, consistency, and confidence.

This seminar leaves teams feeling aligned, empowered, and equipped with a shared language that elevates every interaction. When everyone communicates at a T.O.P.-T.I.E.R. level, the patient experience becomes exceptional by design.

### Key learning points:

- ✓ Strengthen the Team Base: Build trust, reduce friction, and create communication habits that support your daily workflow.
- ✓ Elevate the Office Environment: Learn how tone, timing, and transparency shape the culture patients feel the moment they walk in.
- ✓ Deliver a T.O.P.-Tier Patient Experience: Discover how aligned communication leads to smoother visits, higher case acceptance, and a practice that feels unified and professional.
- ✓ Own the Responsibility Together: Understand why communication is not a job title, it’s a shared commitment that determines the success of the entire practice.



### **What attendees have said...**

Immediately useful. We left with a new set of tools that improved our workflow and our culture.

Our office feels more connected and professional and at the same time warm and inviting now that we share responsibility for communication.

This seminar showed us that communication is the foundation of a healthy, high-functioning practice.

We have noticed that our patient experience has improved because our team is finally communicating as one. It was exactly the reset we needed.

## Marketing Above the Crowd

Where DWTPWWTBD helps you understand the people you serve, this seminar shows you how to reach them. You’ll learn about the systems, technology, and practical steps required to market with intention, not noise. We’ll break down what works, what doesn’t, and how to create and deploy digital and conventional marketing that aligns with your mission, your team, and your desired patient base.

We’ll also dig into the deeper mechanics behind effective communication: how to translate insight into messaging that resonates, how to build campaigns that feel human rather than transactional, and how to create a consistent presence across platforms without overwhelming your team. You’ll see how to replace guesswork with structure, and how to measure what matters. These tools and insights will help you create a marketing engine that grows with you while saving you and your team time and energy. You’ll walk away with a clear blueprint for marketing above the crowd with confidence, clarity, and messaging that lands and attracts the people you want to deal with..

### Key learning points:

- ✓ Most marketing fails because it’s built on noise, not intention.
- ✓ DWTPWWTBD gave you the emotional and relational foundation.
- ✓ This seminar gives you the systems, tech, and workflows to execute with confidence.
- ✓ How to unify your digital and in-person presence into one coherent brand experience.
- ✓ How to build a marketing engine that grows with you.
- ✓ The goal: market to the people who want to be dealt with at scale.



### **What attendees have said...**

Marketing has always been a mystery to me, after your course I have a better understanding and a step by step roadmap to follow.

Practical information for sure, and really shows a complete picture of overall marketing.

So much good information here, I’ll be looking at my notes for months.



A companion presentation to  
**Deal with the People Who  
Want to Be Dealt With**

