

# SMaRT Business Coaching for Practice Owners

**FROM BS EXCUSES TO  
“HOLY SH\*T” MOMENTS**



**Jen Butler, M.Ed.**

SPEAKER PACKET

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# Building Practices from the Inside Out

Jen Butler, MEd., CPC, BCC

- ▶ Do you dread Monday mornings?
- ▶ Frustrated with how your practice is in chaos one day and void of patients the next?
- ▶ Has stress hijacked your mood, sleep, and energy... leaving you lifeless?

**Reclaim your mornings, your practice, and your vitality. It's time to spark change and create the life and profits you desire.**

A catalyst in chemistry and physics is a chemical or substance that creates the increased possibility and need for a speedy conversion into something else. Essentially, it is an element that creates a very fast metamorphosis. A catalyst for change implies that, instead of chemicals, a person taps into an external source that sparks the internal force, or gumption, we all possess to achieve desired changes. At JB Partners we are committed to our clients' transformation by being that catalyst to reignite passions and stimulate change.

You can live an OPTIMAL life where frustration and dread are replaced with clarity and momentum. You can build a

successful practice with patients you were meant to serve, which inspire and energize you. You can have a people strategy that powers and propels all other business strategies. All it takes is the right catalyst.

Recognized as the Stress Management and Resiliency Training leader in dentistry, Jen Butler has been that catalyst for thousands of dental professionals across North America creating highly profitable, efficient, and synergistic practices in her wake.

# JB Partners Presentations



## From Functional to OPTIMAL

Facing the Realities of Stress and Kicking It's A\*\*

Learn what stress is, what it isn't, why it prevents you from achieving your goals, and how the right coping methods matter. In this no-nonsense presentation, attendees will be armed with what they need to move from frustration and dread to clarity and momentum.

Dental professionals experience a level of stress 38% more than the average American. They look for relief by addressing external problems (hire/fire staff, take clinical CEs, throw money at marketing, etc.), which only serves as a Band-Aid. External solutions are not going to resolve this internal, biological reaction. Learn where stress is present in your practice, why it prevents you from achieving your goals, and how to move from functional to OPTIMAL.

In her pragmatic approach, Jen Butler (master executive and board certified coach) debunks the myths behind stress in dentistry and shares how to successfully navigate stressors. Attendees will build an action plan to incorporate practical, effective coping methods with the end result being less stress, higher profits, and more energy for business and life.

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### COURSE OBJECTIVES:

- **KNOW YOUR STRESS** - Understand the different kinds and types of stress and the effect on the dental practice.
- **ASSESS YOUR STRESS** - Evaluate personal stress levels and how to recognize the stress levels of the team.
- **REDUCE YOUR STRESS** - Recognize stress triggers and how to change them.
- **ACQUIRE LONG-TERM** strategies to improve coping skills and reduce stress.

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### SUGGESTED FORUMS:

Full or half-day workshop; keynotes

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### SUGGESTED AUDIENCE:

Dentist and Entire Team

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# JB Partners Presentations



## The REAL Production Formula

Transforming the Way You Achieve Success

Production is a result of multiple Key Performance Indicators (KPIs) interacting as one, symbiotic formula. Most owners and practice administrators aren't even aware these KPIs exist let alone understand, influence, and leverage them to their advantage. In this eye-opening, jaw-dropping course, attendees will learn exactly what to do with these KPIs and how to finally achieve their production goals.

Dentists tend to focus on production as a measurement of their success. Too often they are disappointed when they set goals, bonus their staff, track their numbers, and still fall short of what they wish to produce. The reality is that production is a result of a combined effort of behaviors, influencing multiple Key Performance Indicators (KPIs) that their total sum equals production.

With her 25-years in business development, Jen Butler has mastered the exact formula every dentist needs for them to meet their monthly production goals, consistently and effortlessly. Attendees will walk out the door with a deep understanding of the REAL Production Formula, a step-by-step guide on how to implement it in their own practice, and ways to get staff on board so everyone can transform the way they achieve success.

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### COURSE OBJECTIVES:

- Understand Production KPIs and its formulaic impact
- Accelerate success by applying the production formula to their own practice numbers
- Broaden knowledge of business acumen and development of practice KPIs
- Outline specific behaviors team members will change to achieve KPI goals.

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### SUGGESTED FORUMS:

Full or half-day workshop; keynotes

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Dentist and Entire Team

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# JB Partners Presentations



## From Chaos to Cohesiveness

Five Foundations for Predictable, Repeatable, and Scalable Success

Achieving success requires every business to have basic process/systems solidly in place and working as a machine, churning out predictable, repeatable, and scalable results. Without these building blocks businesses crumble under its own weight of growth. Attendees learn the five, foundational, building-blocks and obtain the structure necessary to take their practice from chaos to cohesiveness.

Team members bounce into each other with the lack of a consistent, patient, flow. Providers complete treatment for free as everyone assumes a “we send statements” attitude. Hygiene falls apart with a cross-your-fingers-they-show-up approach to confirmations. If a practice like this manages to be profitable, it is at the expense of everyone’s sanity. However, most practices fail to reach the level of profitability they are capable of due to the chaos and discombobulation of the five, foundational process and systems every practice needs.

Participants learn the details of these five, foundational processes: Collections, Confirmation, KPI Tracking, Patient Experience, and Recare. Jen Butler, business coach and consultant, outlines for attendees exactly how to merge each of these processes into a cohesive system that results in a massively, successful practice.

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### COURSE OBJECTIVES:

- Learn details of Collections, Confirmation, KPI Tracking, Patient Experience, and Recare processes.
- Identify where current process/systems are efficient and how to blend in new steps
- Develop implementation tools to share with teams to fill in gaps of behaviors.

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### SUGGESTED FORUMS:

Full or half-day workshop

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### SUGGESTED AUDIENCE:

Dentist and Entire Team

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# JB Partners Presentations



## Team Synergy

The Science Behind the Success of High Performing Teams

Team members lose sleep, lose passion, and lose money when they are not working at maximum performance. It's no wonder team issues are among the top 5 stressors for practitioners. The times of building teams from an eeny-meeny-miny-moe method is over. Attendees will be able to rely on verifiable science and create a team based on instinctive strengths and natural talents that boosts team synergy and practice profitability.

It's no wonder with all the miscommunication, assumptions, conflict, and disappointments that occur in a day and a life of a practice, team issues are among the top 5 stressors, potentially costing a single practice hundreds of thousands of dollars every year. The time of building team from an eeny-meeny-miny-moe method is over! Learn how to rely on verifiable science to create a team based on instinctive strengths and natural talents.

Jen Butler (certified KolbeCore® consultant) explains the science behind team synergy, how to build and maintain it for sustainable success. Attendees will acquire the tools and resources necessary to hire team members that fill in gaps, lead them to high performance, and retain them long term. Get ready to stress LESS and apply the science of high performance teams.

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### COURSE OBJECTIVES:

- Contrast the four types of action modes and instinctive strengths that go with each mode.
- Assemble strategies to manage or avoid team breakdowns, strain, and tension.
- Analyze how to best leverage natural talents so team members consistently and effectively work together.
- Understand the five components to significantly increase productivity and connectivity of all team members that results in team synergy.

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### SUGGESTED FORUMS:

Full or half-day workshop; keynotes

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### SUGGESTED AUDIENCE:

Dentist and Entire Team

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# JB Partners Presentations



## People that Drive You Crazy

Difficult People Made Easy

Whether it's the Scrooge, Nagging Nancy, or Doubting Debbie, there are just people that drive you CRAZY! Don't let people determine your attitude or ruin your day. Want to turn difficult people into raving fans so you both have a pleasant and positive experience? Learn communication styles and skills necessary to build loyalty, increase client/patient/team retention, and significantly impact your livelihood by surrounding yourself with people that inspire and motivate you.

Working with difficult people can be emotionally and mentally draining. Limiting your talent pool or client/patient base solely to people you “like” or are “easy” isn't practical; leaving you short-staffed and a schedule filled with holes. Every person presents a unique opportunity for you to navigate the interaction in a way that results in deeper connections while meeting their unique needs. The more adaptable and accepting you are, the broader your client/patient base, the fuller the schedule...leading to less stress, increased satisfaction and practice growth.

Drawing upon her academic training in Educational Psychology and Masters in Education, Jen Butler teaches attendees about her eight identifiable types of difficult people, insight into who they are, why they act in certain ways, and what you can do to connect and communicate with them.

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### COURSE OBJECTIVES:

- Identify and analyze the four communication styles.
- Reframe how the “difficult” person is seen.
- Gain communication skills to effectively connect with patients.
- Deepen empathy, reduce stress and increase your patient base.

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### SUGGESTED FORUMS:

Full or half-day workshop; keynotes

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### SUGGESTED AUDIENCE:

Dentist and Entire Team

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# JB Partners Presentations



## The Best You In 5 Words

Keynote

Everyone will relate to this personal, humorous, and insightful keynote presentation. Attendees will walk away ready to break out of their box, live bolder, think bigger, and move forward by giant leaps. They will learn the five, simple words it takes to be their best selves.

The loud, ever-present, negative self-talk is easy to listen to throughout the day. Ways in which we aren't good enough keep us living small and far from our best selves. Even with strong desire to break out of our box, live bolder, and move forward in giant leaps we lack the how-to's and ways to turn our desires into reality. Often it only takes a few, simple key steps to ignite our passion and turn fine into FABULOUS!

With this inspiring and humorous, keynote presentation, Jen Butler will connect with every attendee by sharing practical ways to interrupt the negative voices and tap into their best selves by using five (5) simple words. As others describe, attendees will leave "empowered", "motivated", "superwomen", and "changed at the core."

# Bio



Jen Butler is the CEO and founder of JB Partners, LLC. She received a double Bachelors of Science (Educational Psychology & Public Health Administration) and a double Master's (M.A. in Education and M.A. in Special Education) from the University of Minnesota. With over 25-years' experience in Learning & Development and Business Analyst, Jen concentrated on adult learning, leadership, business operations, as well as components under the stress management and resiliency umbrella. She has worked with entrepreneurs, small business owners, corporate leaders and executives on how to obtain sustainable profitability with less stress and more fulfillment.

Jen's passion is to work with dental professionals held back by stress, fear, frustration, and dread. Her natural gifts are breaking down those barriers and building clients back up in a way that allows for each of them to go from functional to OPTIMAL. Through her many services, JB Partners' clients throw out the BS excuses and experience "HOLT SH\*T" moments that change how they live the rest of their lives.

## EDUCATION

Bachelors of Arts, Educational Psychology-  
University of Minnesota

Bachelors of Science, Publish Health  
Administration- University of Minnesota

Masters of Education-University of  
Minnesota

Masters of Special Education-University of  
Minnesota

Masters of Special Education, Deaf/Hard  
of Hearing (concentration)- University of  
Minnesota

Nationally Trained and Certified Presenter-  
Development Dimension International

Certified Book Yourself Solid® Consultant-  
Michael Port

Certified Professional Coach (CPC)-  
International Coach Federation

Board Certified Coach (BCC)-Center for  
Credentialing and Education

Certified Kolbe® Consultant-Kolbe Corp.

## PARTIAL LIST OF PRESENTATIONS

ADHA National Conference

Alpha Omega Fraternity-Phoenix Chapter

American Academy of Gnathological  
Orthopedics

Arizona Alliance

Arizona State Dental Association

Arizona Veterinary Medical Association

A.T. Still Dental School

Breakaway Practice, LLC

California Dental Association

Central Arizona Dental Hygienist Society

Dentaltown/Farran Media

Hawaii Dental Association

MN State Administrators for Special  
Education Conference

MN State Council for Exceptional Children  
Conference

PACER Center

Pacific Dental Services-Arizona, Nevada,  
California

San Diego Dental Convention

Townie Meeting

Western Regional Dental Conference