

# Year 2: LEADS Advanced Integration

Year 2 builds on your foundation and takes you further—into growth, profit, and leadership mastery. Over 12 months, you'll follow the LEADS framework through four advanced quarters:

- **Lead with Vision (Finance & Strategy):** Redefine your growth vision and build a CEO financial dashboard.
- **Empower Your Team (HR & Leadership):** Install accountability, team-owned scorecards, and develop your next tier of leaders.
- **Attract Patients & Develop Systems (Marketing & Operations):** Create profit-driven marketing, loyalty/referral engines, and cash flow systems.
- **Sustain Yourself (Sustainability & Scale):** Design CEO rhythms, scale without burnout, and build your Growth Sustainability Playbook.

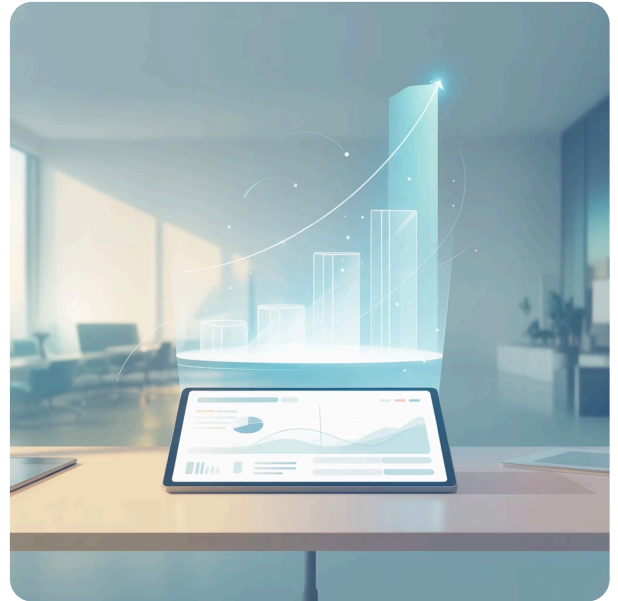
By the end of Year 2, you'll graduate with your **Dental CEO MBA Binder**—four integrated playbooks that ensure your practice grows with leaders, systems, and profit models that work without you carrying it all.

# Quarter 1: Lead with Vision

## Finance & Strategic Leadership

We begin the year by helping you redefine your Vision/Traction Organizer, anchoring it not just in clarity but in **measurable growth**. You'll sharpen your long-term benchmarks around revenue, profit, and impact, then shift into Future Self and CEO identity work.

By the end of the quarter, you'll have built a one-page CEO financial dashboard that gives you clarity on profit, KPIs, and growth levers—setting the tone for your entire year.



### Month 1

#### Redefining the VTO for Growth

Revisit your Vision/Traction Organizer and tie it directly to growth and profitability. Set clear benchmarks for revenue, profit, and impact for the next 3-5 years.



### Month 2

#### Future Self Identity & CEO Thinking

Shift from operator to Dental CEO. Design the identity of the leader you're becoming and create a growth map for your next chapter.



### Month 3

#### Building Your CEO Financial Dashboard

Create a one-page financial dashboard tracking your practice's most critical KPIs, profit drivers, and growth levers—your CEO cockpit.

# Quarter 2: Empower Your Team

## HR & Leadership Development

This quarter is about **shifting accountability off your shoulders** and into the hands of your team. We'll reimagine your Accountability Chart through *Who Not How*, making sure the right people own the right results.



### Month 4: Who Not How

Build leverage through others by redesigning your Accountability Chart to clarify who owns Rocks, KPIs, and results.



### Month 5: Team Scorecards

Introduce Open Book Management and team-owned scorecards so leaders track financial and operational KPIs tied to growth.



### Month 6: Building Leaders

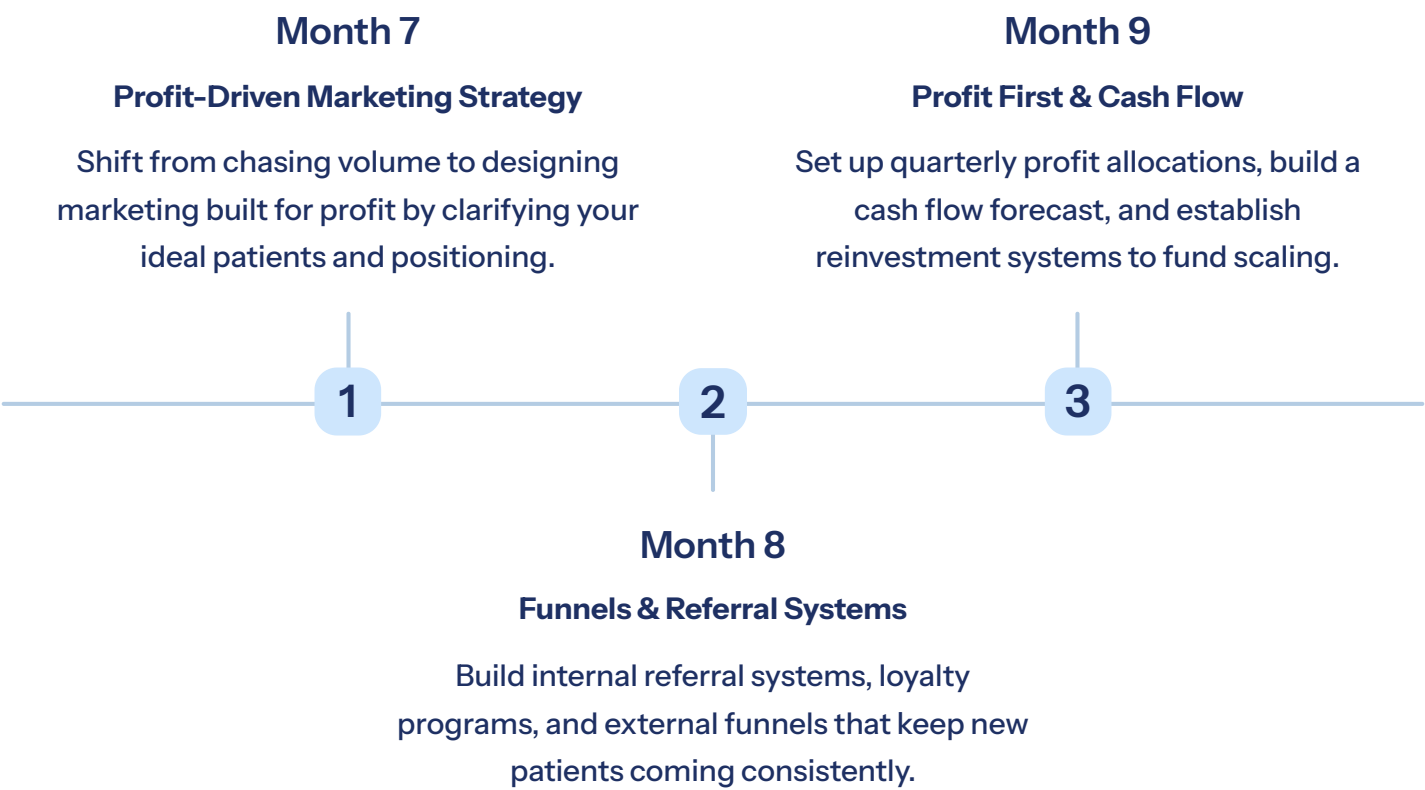
Identify, train, and empower your next tier of leaders who can run meetings, hold accountability, and scale with you.

Leadership isn't just for you—it's about creating a bench that can run meetings, hold accountability, and drive results at every level.

# Quarter 3: Attract Patients & Develop Systems

## Marketing & Operations

Here, we marry marketing with financial systems to ensure growth is both **predictable and profitable**. You'll create a profit-driven marketing strategy that aligns your ideal patients with your most valuable services, then build referral and loyalty systems that generate consistent new patients.



- By the end of Quarter 3, you'll have a **Growth & Profitability Playbook** unique to your practice—a framework that ensures every marketing dollar drives measurable returns.

# Quarter 4: Sustain Yourself

## Sustainability & Scale

We close the year by focusing on the **rhythms that sustain growth** and leadership without burnout. You'll design your ideal CEO week, weaving in practices from *The Gap and the Gain* and *Essentialism* to create focus, energy, and meeting-free space.

From there, we'll help you design scalable structures for multi-doctor practices or expanded services while protecting your energy and well-being.



### Month 10: CEO Rhythms

Build rhythms for celebration, focus, and sustainability. Design your ideal CEO week with meeting-free days and delegation habits.



### Month 11: Scaling Without Burnout

Map out how to expand services, grow multi-doctor leadership, or integrate associates without burning out. Scale smarter, not harder.



### Month 12: Sustaining Growth

Create your Growth Sustainability Playbook—ensuring your leaders, systems, and rhythms keep scaling the practice well beyond Year 2.

This isn't just about building a better practice—it's about designing a life that fuels both your purpose and your profit, creating a legacy that scales beyond you.