



FAMILY. SEDATION. DENTAL.

VIVID VISION

WHAT THE VILLAGE LOOKS LIKE IN **2023**

## OUR WHY

WE ARE DRIVEN TO CREATE A PLACE IN THE WORLD WHERE ALL PEOPLE CAN BE THE BEST VERSION OF THEMSELVES.

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## OUR HOW

WE ARE CHANGING THE WAY PEOPLE THINK ABOUT THE DENTIST.

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## OUR WHAT

- Sedation dentistry
- Staff driven practice
- All services under one roof
- Dedicated treatment coordinator for every patient
- Culture of learning yielding the highest trained dental team in the world
- Relentless pursuit of simple systems
- Commitment to affordable access to the finest care available, and a plan for basic care for those who's needs exceed their finances
- Low/No Barrier of entry to the practice.

OUR  
VIVID  
VISION

# OUR WHO

## INTEGRITY

Our character is defined by what we do when we think no one is looking.

- H. JACKSON BROWN, JR

## INTELLIGENCE

We hire problem solvers, not problem creators

### WE ARE HIRING OUR FUTURE LEADERS



In looking for people to hire, you look for three qualities:

INTEGRITY,  
INTELLIGENCE  
AND ENERGY.

And if they don't have the first, the other two will kill you.

- Warren Buffet

## ENERGY

We hire fast movers who smile .... a lot!



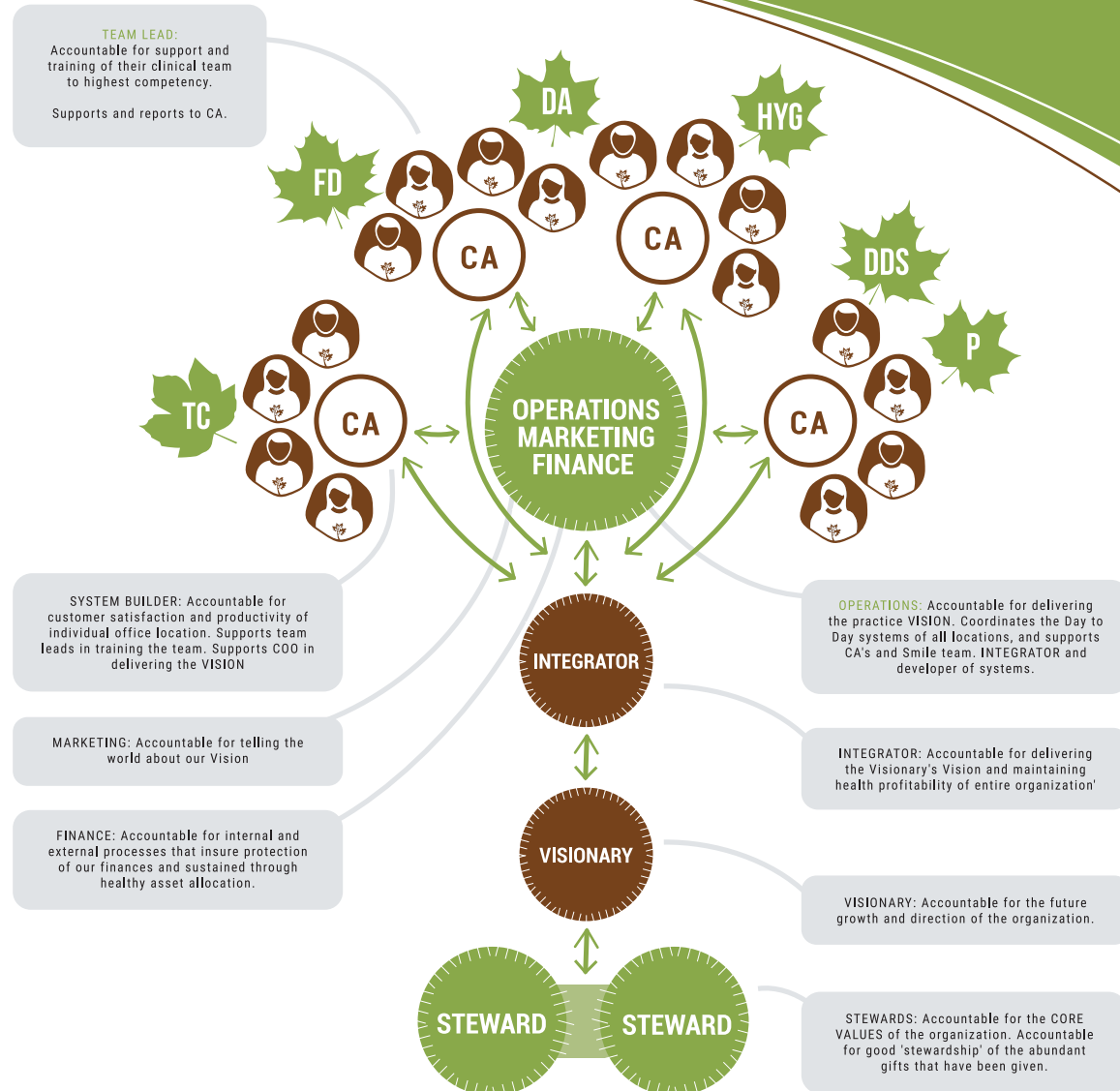


# GROWTH STRATEGY 1:

## LEADERSHIP AND THE ORGANIZATIONAL MAP

### BOARD OF ADVISORS

RJ, Greg Stanley,  
Wes Warren,  
Laura Gainor,  
Scott Sayre,  
Roy Smith,  
Ryon Wilder,  
Ben Goetz



'IF YOU'RE NOT WILLING TO LEARN, NO ONE CAN HELP YOU. IF YOU ARE DETERMINED TO LEARN, NO ONE CAN STOP YOU.

- ZIG ZIGLAR

IF YOU THINK YOU CAN, YOU ARE RIGHT. IF YOU THINK YOU CAN'T YOU ARE RIGHT.

- HENRY FORD

IF YOU CAN'T EXPLAIN IT SIMPLY, YOU DON'T UNDERSTAND IT WELL ENOUGH.

- EINSTEIN

BE THE REASON SOMEONE SMILES TODAY.

- ANONYMOUS

MONEY IS NOT A REASON TO BE IN BUSINESS. IT IS A BY-PRODUCT. PROFIT IS THE APPLAUSE YOU GET FOR CREATING A MOTIVATING ENVIRONMENT FOR YOUR PEOPLE, SO THEY WILL BE EXCITED ABOUT TAKING CARE OF YOUR CUSTOMERS. A LEADER'S OBJECTIVE IS TO DEVELOP PEOPLE'S CONFIDENCE AND COMPETENCE SO THAT THEY GAIN SELF-RELIANCE WHICH LEADS TO RESULTS.

- KEN BLANCHARD

NEVER  
STOP  
LEARNING

WHATEVER  
IT TAKES

OWN  
IT

SOLVE  
IT

EMBRACE  
CHANGE

BE  
KIND

HAVE  
FUN

VILLAGE  
DENTAL

LEADERSHIP  
BASED ON  
CORE VALUES



# GROWTH STRATEGY 2:

## SMILE TEAM!

### DIRECTOR OF BRAND DEVELOPMENT

for Facebook, Instagram, IGTV, Pinterest, Youtube, TickTock & Nextdoor!



TEAM UP WITH LOCAL BRANDS  
AND TOGETHER HELP SPREAD  
THE VILLAGE DENTAL MESSAGE!

DRIVE THE VILLAGE DENTAL BUS!  
DISTRIBUTE SWAG AND  
"FREE-VISIT" CARDS.  
COORDINATE "SPOT THAT VAN" EVENTS.



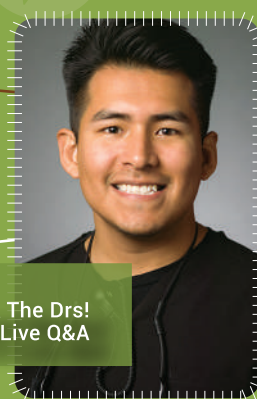
CREATE STRATEGIC PARTNERSHIPS  
WITH LOCAL INFLUENCERS TO GAIN  
AWARENESS ACROSS PLATFORMS.

HOST & FACILITATE  
WEEKLY "ASK THE DRs!"

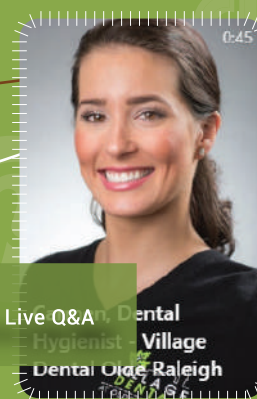
HOST & FACILITATE WEEKLY  
"ASK THE HYGIENIST!"



Ask The Drs!  
IGTV Live Q&A



IGTV Live Q&A, Dental  
Hygienist Village  
Dental Clive Raleigh  
Dental Hygienist





## PERKS OF VILLAGE DENTAL!

OUR TEAM MEMBERS ARE BUILDING THE LIFE THAT THEY WANT WITHIN OUR COMPANY, WITH TONS OF OPPORTUNITIES FOR GROWTH PERSONALLY AND PROFESSIONALLY

MORE PAID TIME OFF

LOGO WEAR

HEALTH INSURANCE BENEFIT

CAREER ADVANCEMENT OPPORTUNITIES

DENTAL BENEFITS FOR TEAM AND FAMILY MEMBERS

BUCKET LIST - WE HELP ALL TEAM MEMBERS CREATE IT AND FULFILL IT

CONTINUING EDUCATION OPPORTUNITIES AND ALLOWANCE

STAFF RECOGNITION SPOT LIGHT : EMPLOYEE OF THE MONTH CELEBRATED

ANNUAL LEADERSHIP RETREAT

BIRTHDAYS AND ANNIVERSARIES CELEBRATED

401 K WITH EMPLOYER MATCH

MOTIVATING AND ACHIEVABLE BONUS SYSTEM

QUARTERLY TEAM BUILDING ACTIVITIES

ANONYMOUS EMPLOYEE FEEDBACK SYSTEM

# GROWTH STRATEGY 3:



All of our team operates on one system, the EOS. We are all pulling together for the same vision, core values, core focus, 1 year and 10 year Targets.

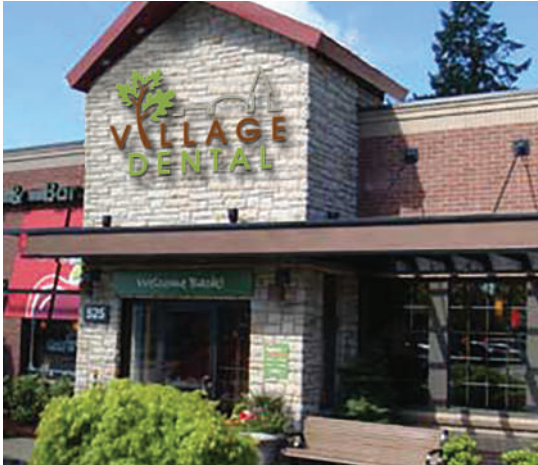
We have extreme clarity of each team member's role in the organization.

We have quarterly 'Rocks' that we take on to improve our patient and team member experience, all in the name of providing a place where all can people who come in contact with our organization can be the best version of themselves.

**WE HAVE EXTREME CLARITY  
ON EACH TEAM MEMBER'S  
ROLE IN THE ORGANIZATION**







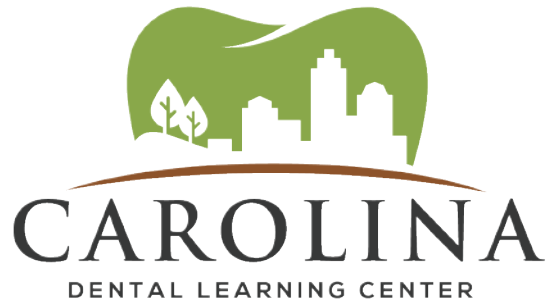
# DENTAL DESTINATIONS



SCENTED WITH  
**WARM VANILLA SUGAR**



- We will build/renovate beautiful 5000 sft facilities in the most visible retail areas possible.. FRONT and CENTER, is our motto.
- They will be warm, professionally decorated, and modern.. with rustic contemporary styling.
- Each will have a fireplace and will evoke a sense of place..
- The offices will be destinations, not just an 'office.'
- The facility will be part of our BRAND, and will be part of our marketing budget.



The CDLC will host the nation's most highly respected clinicians and educators. We will learn the latest in dental techniques and materials here in our facility.



WE ARE  
RELENTLESS  
ABOUT  
LEARNING

## Hands On, Practical Training In A Private Practice Setting

- Business management training
- MAGD track here in our office
- Dental Assisting school
- Coronal polishing certification
- Radiography certification
- Implant classes
- Hygiene education
- Personal Growth Classes
- Self Defense classes
- Stress reduction classes

The Carolina Dental Learning Center's vision is to provide hands-on, practical clinical dental learning in a private practice setting. Learn real world skills that can be applied in the office right away.





WE WILL GIVE BACK TO OUR  
COMMUNITY. WE ARE GRATEFUL  
FOR, AND UNDERSTAND THAT  
OUR COMMUNITY HAS GIVEN  
SO MUCH TO US.

**\$350,000**

WORTH OF FREE  
DENTAL CARE TO  
THE UNDERSERVED  
EVERY YEAR.

OUR  
GOAL





Founders since 1996

2023

