



FAMILY. SEDATION. DENTAL.

VIVID VISION

WHAT THE VILLAGE LOOKS LIKE IN 2023

OUR CORE FOCUS

To CREATE a place in the world where you can be the best version of yourself, by changing the way the world feels about dentistry.

OUR 10 YEAR TARGET

Become a nationally recognized 'Best Place To Work' organization with 6 convenient sedation locations helping 250 team members be their best selves.

WHAT'S UNIQUE ABOUT OUR APPROACH?

- Building a strong culture that 'Never stops learning'
- Worry free sedation care
- Everything under one roof
- Same day treatment
- Low barrier of entry

TOTAL COMFORT COMMITMENT TO OUR PATIENTS

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

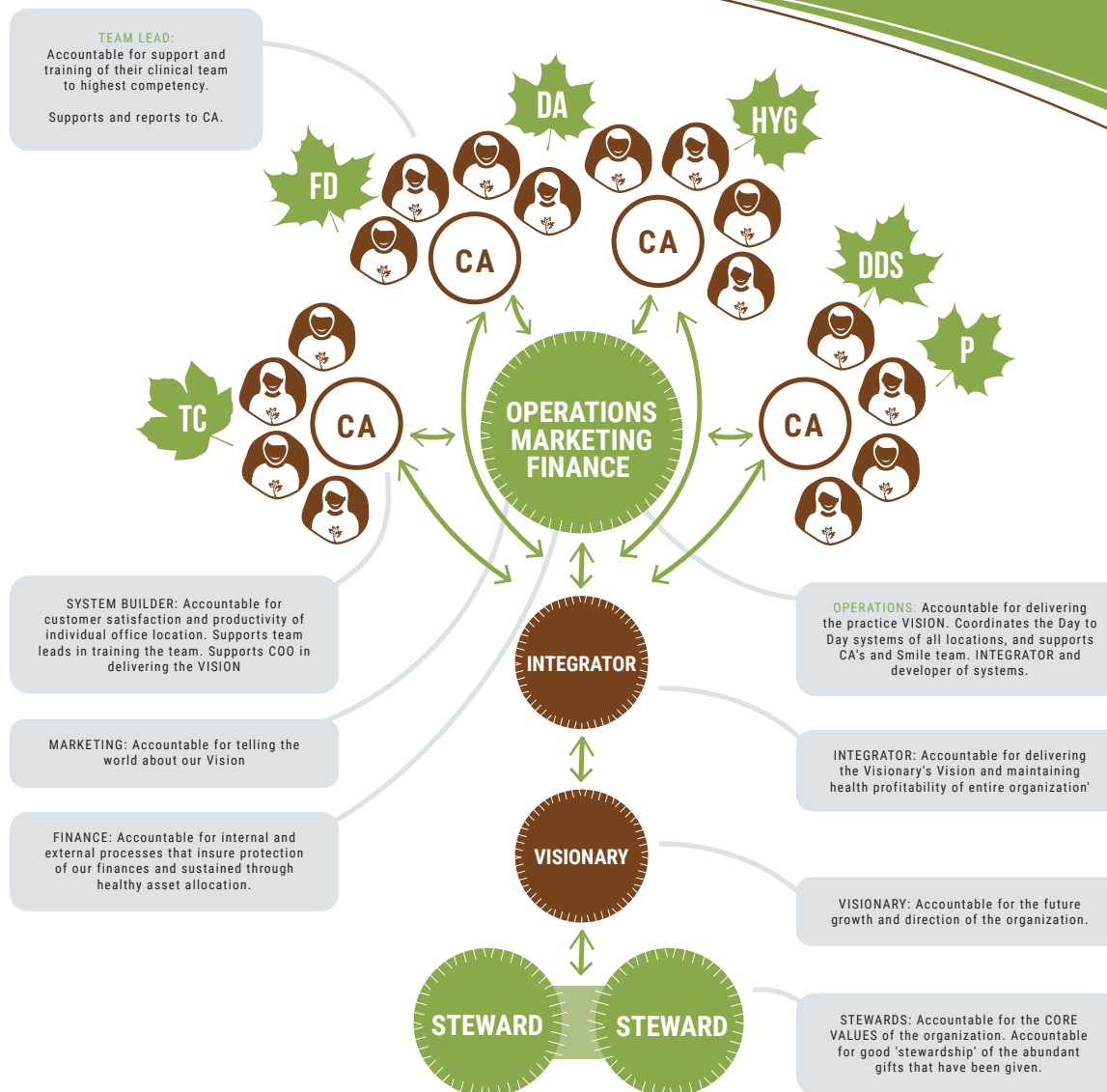
We hire fast movers who smile a lot!





GROWTH STRATEGY 1:

LEADERSHIP AND THE ORGANIZATIONAL MAP



BOARD OF ADVISORS

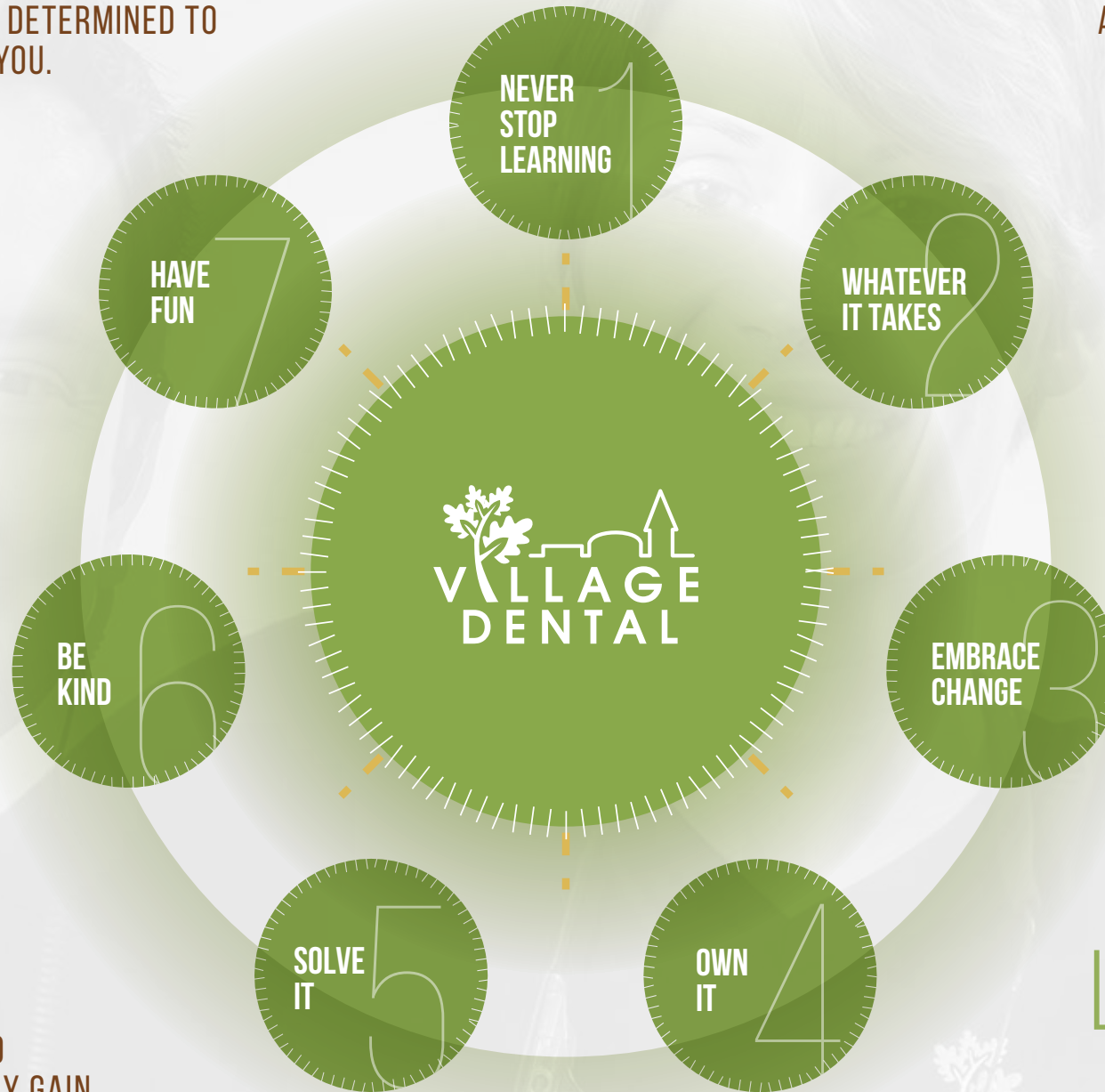
RJ, Greg Stanley,
Wes Warren,
Laura Gainor,
Scott Sayre,
Roy Smith,
Ryon Wilder,
Ben Goetz

'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

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



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

LEADERSHIP
BASED ON
CORE VALUES

GROWTH STRATEGY 2:

RECRUITER

DIRECTOR OF BRAND DEVELOPMENT



TEAM UP WITH LOCAL DENTAL SCHOOLS AND DENTAL HYGIENE AND ASSISTANT TRAINING PROGRAMS

Nextdoor

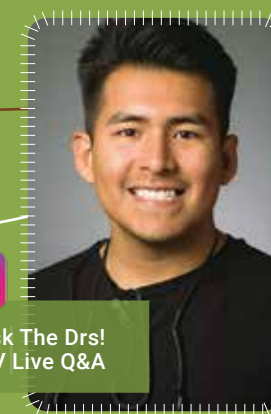
DRIVE THE VILLAGE DENTAL BUS!
DISTRIBUTE SWAG AND
"FREE-VISIT" CARDS.
COORDINATE "SPOT THAT VAN" EVENTS.



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



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**





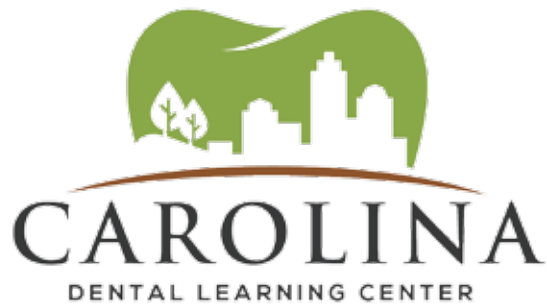
DENTAL DESTINATIONS



SCENTED WITH
WARM VANILLA SUGAR



- We will build/renovate beautiful 3000-5000 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





CHRIS and
MAYA MARTIN
Founders since 1996

PLANNED EXPANSION - FOUR LOCATIONS BY

2023

