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# 2021 Annual Strategic Planning Seminar

## “Expanding our Reach”

The Westin Princeton at Forrestal Village

Friday, September 17, 2021

10:30 - 11:00		REGISTRATION	
11:00 - 12:00	Class I ~ Forrestal Ballroom - DE “2022 Calendar Completed - Get it Done” With Drs. Dean & Jen DePice		
12:00 - 12:20		Break	
12:20 - 1:00	Class II ~ Forrestal Ballroom - DE “Save the Date - Engagement Calendar” With Dr. Joe Baker	Class II ~ Forrestal Ballroom - ABC Dr & CA Class “Magic 28” With Dr. Ann Consorte	
1:00 - 1:20		Break	
1:20 - 2:00	Class III ~ Forrestal Ballroom - DE “New Patient Magnets” With Drs. Annie Reyes & Ryan Weaver with Dr. Trea Wessel	Class III ~ Forrestal Ballroom - ABC CA Class “2022 Calendar” With Mandi Larsen & Shannon Stephenson	
2:00 - 2:20		Break	
2:20 - 3:00	Class IV ~ Forrestal Ballroom - DE “Growth through Patient Results” With Drs. Dean DePice & Anthony Gambale	Class IV ~ Forrestal Ballroom - ABC CA Class “Invest Money and Grow PVA” With Regina Finkelstein - DoctorPromo & Dr. Jen DePice	
3:00 - 6:00		Dinner Break	
6:00 - 7:15	Class V ~ Forrestal Ballroom - DE Expanding our Reach With Dr. Jen DePice, Dr. Joe Baker & Dr. Greg Martin		
7:15 - 7:35		Break	
7:35 - 8:45	Class VI ~ Forrestal Ballroom - DE Expanding our Reach Dr. Dean DePice		



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**Saturday, September 18, 2021**

7:30 - 8:20	Prayer Meeting - Forrestal Ballroom - ABC	
8:30 - 9:10	Class VII ~ Forrestal Ballroom - DE “Tools that Work in Attracting New Patients” With Dr. Dean & Jen DePice	
9:10 - 9:30	Break	
9:30 - 10:10	Class VIII ~ Forrestal Ballroom - DE “R & D Promotions” With Drs. Cris Welsh & Brett Cardonick	Class VIII ~ Forrestal Ballroom - ABC CA Class “Expansion Cycles” With Drs. Phil Szalowski & Kurt Pepperell
10:10 - 10:30	Break	
10:30 - 11:10	Class IX ~ Forrestal Ballroom - DE “Reaching more with Research” with Dr. Len Siskin	Class IX ~ Forrestal Ballroom - ABC CA Class “Screening Excellence” With Dr. Jen DePice
11:10 - 11:30	Break	
11:30 - 12:10	Class X ~ Forrestal Ballroom - DE “Facilitation” Dr. Ann Consorte	Class X ~ Forrestal Ballroom - ABC CA Class “Facilitation” Dr. Stephen Genthner with Dr. Jen DePice
12:10 - 1:10	LUNCH	
1:10 - 2:40	Class XI ~ Forrestal Ballroom - DE “Happy Birthday Chiropractic” Host- Drs. Steve Isadore, Mary Connors & Jett Gurman	
2:40 - 3:10	Class XII ~ Forrestal Ballroom - DE “Cultivaluing Your Practice Culture” With Drs. Jen DePice, Mackenzie Cooledge & Bill Lawler (D2U)	
3:10 - 4:00	Class XIII ~ Forrestal Ballroom - DE “The Journey of Yesses - Are you open?” With Dr. Dean, Jen DePice & Dr. Greg Martin (D2U)	

# TLC's Annual Strategic Planning (ASP) Seminar 2021 Agenda

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**Friday September 17, 2021 from 11:00am-9:00pm**

**Saturday September 18, 2021 from 8:30am-4:00pm**

## **Theme: *Expanding Our Reach***

Two Points of Conversation on Expanding Our Reach: These are intended to be woven into the presentations given at the event.

1. Appreciation of our Community: As Chiropractors and CAs, our community has its unique set of like values and challenges/pains. A bond is created between us as we share these. We appreciate our community and clarify our vision for the future by expressing compassion for each other.
2. The Work Before Us to do And the People for Us to Reach: The clarity of the work before us will continually compel us to choose the actions of forward momentum rather than being overwhelmed and consumed by our challenges and pains. In practice, this means growing the practice to reach more people in the community. We will be able to reach more people by being curious and non-judgmental while expressing deep compassion, building bridges, and embracing differences. What will you and your team get excited about and be willing to implement upon returning to practice Monday?

## **Purpose of the seminar:**

1. To train with our community on TLC promotional procedures that grow our new patient volume
2. To demonstrate the benefits of registering & attending 5 TLC events annually and purchasing & using TLC practice tools
3. To attract more people to TLC. Our goal is for 5 new people to come to the seminar and further engage with TLC as a result of being here.
4. To celebrate Chiropractic's 126th Birthday.



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## **Agenda of Classes:**

1. Begin each class with the end and end each class with the beginning. What should the audience take away from the presentation to implement Monday am?
2. Deliver the why and clear, tangible TLC promotional action step procedures, focusing on the benefits of training with urgency and intensity.
3. Be Creative and use Fun as a tool. Learning is more effective when it is fun. Implement real practice stories, visuals, and videos of your practice or TLC videos to engage the audience. Leave them wanting for more!
4. Interact with the live and Direct2u community as much as possible.

## **Explanation of the Schedule of Classes:**

### **FRIDAY:**

**Class 1.** Drs Dean and Jen DePice with Blade Kotelly: A Direct2u Surprise Special Guest engagement in the Opening Class. Blade is Dr. Jen's Coach. The class will end with the release of the 2022 TLC calendar of events.

**Class 2a. Dr Joe Baker: Save the Date Engagement Class.** Purpose and responsibilities of growth.

**Class 2b. Dr Ann Consorte: Magic 28 Class.** The whys and how's of consistent accountability actions for growth.

**Class 3a. Dr Trea Wessel, Dr Annie Reyes, Dr Ryan Weaver: New Patient Magnet Panel.** Opening our funnel to attract more people.

**Class 3b. Mandi Larsen, Shannon Stephenson: 2022 Calendar Class.** Filling the Calendar.

**Class 4a. Dr Anthony Gambale, Dr Dean DePice: Growth through Patient Results with - How our patient care attracts growth.**

**Class 4b. Regina Finkelstein and Dr Jen DePice: Free Promotions that Grow Our Practices.** What's new in advertising that doesn't cost anything and expands our reach.

**Class 5. Dr Joe Baker, Dr Greg Martin, Dr Jen DePice: Expanding our reach-** Same procedure, different results, slowing down to grow, Our vantage point.

**Class 6. Dr Dean DePice: Heartbeat on expanding our reach through the choices we make.**

**Friday PM social time for community connections**

## **SATURDAY:**

### **Saturday AM - men's and women's prayer at 7:30am**

**Class 7. Drs Dean and Jen DePice: Tools that work in attracting new patients.** Pre-releasing 10X ROI social media advertising, and Community video testimonials.

**Class 8a. Dr Cris Welsh and Dr Brett Cardonick: R & D Promotions.** Using what works applied in chiropractic practices.

**Class 8b. Dr Kurt Pepperell and Dr Phil Szalowski: Expansion Cycles.** Classic TLC procedure, a backbone of your annual promotions - reinvented.

**Class 9a. Len Siskin: Reaching more through Evidence Supported Communication.** Real patient questions answered with evidence compelling action.

**Class 9b. Dr Jen DePice: Screening Excellence Class.** How to meet, engage & schedule people to be checked in your office while having lots of FUN.

**Class 10a. Dr Ann Consorte: Facilitation Class on Evidence supported communication.** Breaking down TIC and practicing how to deliver it for growth.

**Class 10b. Dr Stephen Genthner: Facilitation Class on Screenings.** Demonstrating screening skills and practicing the application of these skills at screenings and in practice.

#### **Class 11. Happy Birthday Chiropractic Afternoon party**

- a. Dr Steve Isadore opening with 30 minutes celebrating chiropractic in movies
- b. Dr Mary Connors using music to celebrate 30 minutes of happy birthday to chiropractic
- c. Dr Jett Gurman engaging us to play an interactive game on the history and facts of chiropractic- in 30 minutes or less

**Class 12. Dr Jen DePice and Dr Mackenzie Cooledge and Dr Bill Lawler: Cultivating Your Practice Culture.** Sharing videos demonstrating our practice culture and painting the picture of growth.

**Class 13. Dr Dean DePice, Dr Jen DePice and TLC advisors: The Journey of Yesses.** Our openness to expand our vision for growth.