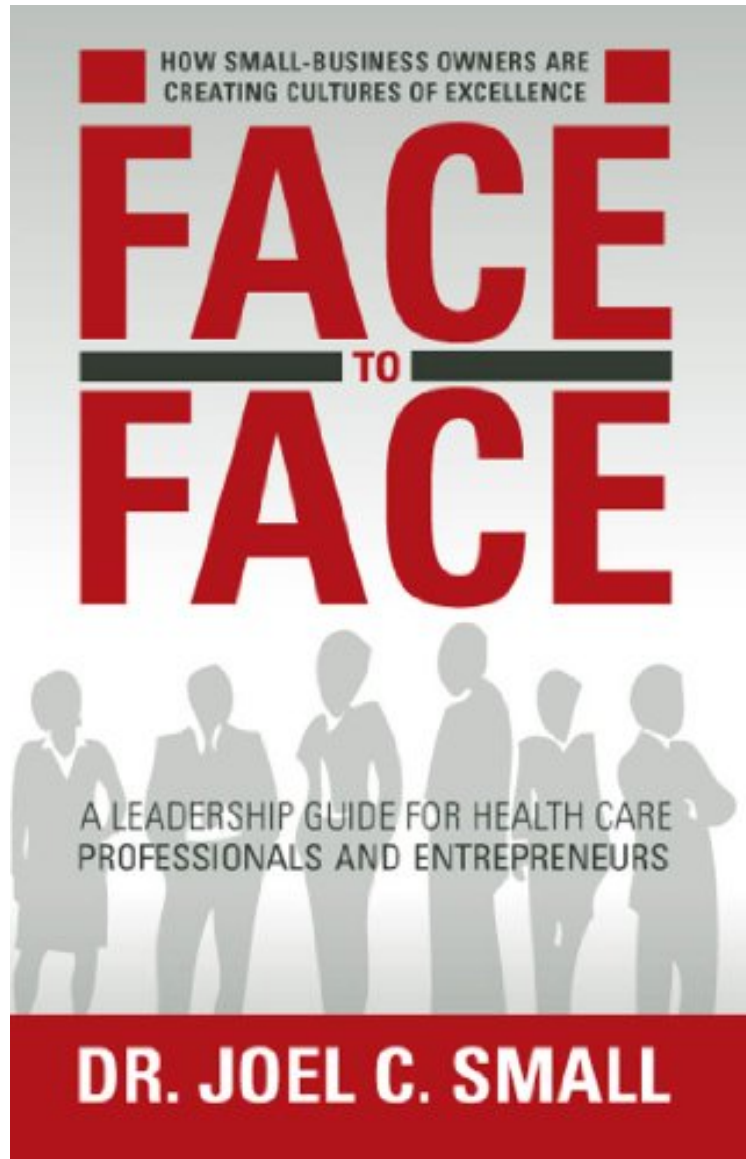


Face to Face: A Leadership Guide for Health Care Professionals and Entrepreneurs

Joel Small

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Joel Small : Face to Face: A Leadership Guide for Health Care Professionals and Entrepreneurs before purchasing it in order to gage whether or not it would be worth my time, and all praised Face to Face: A Leadership Guide for Health Care Professionals and Entrepreneurs:

0 of 0 people found the following review helpful. Honest, heart-felt book for leadershipBy James H PerryI am a general dentist who has owned and operated two dental offices and worked as an associate dentist. Dr. Small's book

was much more than what I expected, with an emphasis on being a great small business leader. He reminds us that you can't create a great practice overnight, and you can't create it without a team. Too many dental consultants today focus on managing your practice with rewards based solely on achieving financial goals. They forget that the practice has a culture, which Dr. Small explains dictates if and how a practice will thrive or dive. Practices that develop an inviting culture stems from the leader (owner) creating the culture and having a team who exudes the culture, so that your patient base wants to be a part of your family. The culture creates the brand, so people know what to expect! Lack of leadership results in lack of team, which results in lack of loyal patients (or any patients!). Pure and simple. This book is a very easy and quick read, but covers the concepts well. At the end of each short chapter is a summary of the important points. My suggestion is to have a highlighter ready. Get ready to be inspired! 0 of 0 people found the following review helpful. Excellent! By KubeDr Small you provide really great insight into a topic that is arguably the most important aspect of providing healthcare as a small business owner. Thank you for taking the time to organize your thoughts and guidance to help others like myself achieve a more fulfilling career. Well done! 0 of 0 people found the following review helpful. A Must Read for Everyone in Business! By Dennis C. Wade This is a must read for anyone in business that really wants to understand the direct connection between higher performance from everyone in their organization. People want and need guidance when making value based decisions in their professional lives and this book provides not only the values but mostly provides the reasons for establishing and living by the right set of values.

Small business leaders have more ability to influence the culture of their workplace than leaders of giant corporations, and they can do so more quickly and effectively, seeing positive results in a shorter amount of time. Yet the vast majority of small business leaders do not understand the transformational impact their leadership can have on the lives of the clients, staff, customers, patients and colleagues around them. Face to Face leadership is unique to small organizations. It is emotional and personal as well as being powerful and transformational. Learning to find your voice and how to bring who you are to what you do will forever change the way you lead. Ask yourself, what are you doing with the sphere of influence that you have been given to positively impact the organization you lead? How are you leading your colleagues to orient their work in a way that reflects the core values and integrity that make their services so distinct?

About the Author Joel C. Small, DDS, MBA, SBA is an endodontist, speaker, author, and entrepreneur. He is a cofounder of North Texas Endodontic Associates in Plano, Texas. His thirty plus years as an endodontist have been spent in private clinical practice. Dr. Small completed his post graduate training in endodontics at the University of Texas Dental Branch in Houston, Texas. He received his Master of Business Administration degree, with an emphasis in health care management.