



Lioness Leadership:

*Awaken the Instinctive Leader
In YOU*



Katherine Eitel & Associates • PO Box 423 • Aguanga, CA 92536
Ph: 800-595-7060 • Fx: 951-346-3524
info@KatherineEitel.com • www.KatherineEitel.com

The Lioness Principle

What is the Lioness Principle?

The Lioness Principle (TLP) is a leadership principle. TLP assumes and asserts that all great leaders are (at some point / level) great teachers and that all great teachers teach quickly for independence and awaken instinctive greatness in themselves and those who look to them for guidance.



"Their learning will always be a reflection of our teaching."

~Katherine Eitel

Becoming a "Lioness" Leader

1. Think like a leader
 - a. The good news and the bad news: *It's You!* Not your boss, co-workers, employees, spouse. Your results are a direct reflection of you.
 - b. Your ability to lead others is directly commensurate with your ability to lead yourself.
 - c. Leadership is really all about personal growth and personal responsibility.
 - d. Friendly or Hostile:
 - i. Albert Einstein once said: "The most fundamental question we can ever ask ourselves is whether the universe we live in is friendly or hostile." He hypothesized that our answer to that question would determine our destiny.
 - e. The New Paradigm:
 - i. You'll find what you are looking for
 - ii. People show up how you believe them to be
 - iii. Who people are and how they behave are different
 - iv. You can't get anywhere you don't start from
 - f. The most powerful formula:
 $E + A + R = O$

Event (neutral) + Assumption (the meaning we assign to the neutral event) + Response (the action we take as a result of what we believe to be true) = Outcome (the result of our actions)

If you are not happy with your outcomes and cannot change the event, the only leverage you have to change your outcome is to challenge your beliefs and assumptions and change your response.

- g. The Language of Instinctive Greatness
 - i. We are never really confused or unsure. Our head just doesn't like the answer of our gut.
 - ii. The gut: calm, sure, centered, courage-based, doesn't need to justify 'why?', 5 words or less, always right, usually starts with: Do, Don't, Delay
 - iii. The head: noisy, fear-based, unsure, long sentences, rationalizes, justifies, requires evidence, asks questions beginning with 'What if?'; 'But how?'; 'Why?'

iv. The power's in the questions

1. Powerless questions (and pointless statements)
 - a. Why can't she be...?
 - b. Why doesn't he ever get it?
 - c. Our patients will never...
 - d. It's always easy for her...
 - e. They never help with that...
 - f. Why does this always happen to me?
 - g. How come everybody assumes...?
2. Powerful questions (and statements)
 - a. Is that the only way this could go?
 - b. How can I make this work?
 - c. What's my story (conversation)?
 - d. What do I want? How badly?
 - e. What if you did know?
 - f. What's my role in this?
 - g. What am I committed to?
 - h. What does this person really want?
 - i. What am I afraid of?
 - j. Where's the opportunity?
 - k. What is the lie?

h. How do you do it... consistently?

- i. Decide and Commit
- ii. Heighten your awareness
- iii. Challenge your B.S. (Belief Systems)

2. Focus like a leader

- a. Company vision vs. Your Personal vision
 - i. Team members should have or write their own confidential, personal vision first. Then practice/business owner should convey business vision and ask each team member to determine if their personal vision is a fit for the business vision. Only the owner should write the business vision.
 - ii. For an example of Dr. B's vision statement, email us at info@KatherineEitel.com – reference: Dr. B's Vision Statement
- b. Goals and strategic plans – these come after and as a result of the business vision.

3. Speak like a leader

- a. The "Always" Criteria (How to "check in"):
 - i. Center: Find your center / check-in with yourself
 1. Deep cleansing breath – shift into "neutral"
 - a. Posture
 - b. Smile
 - ii. Intention: Test your intentions
 1. Win / Win? (or just a 'win' for me?)
 2. What's your "story"? (awareness / challenge your B.S.)
 - a. Need to be right?
 - b. Only one answer?
 - iii. Anticipation: Expect good results and enjoy the process
 - iv. Timing: Is it the right time / right place?

Conflict Resolution

b. Delivering to an Individual:

a. ARCH formula

("Check in" with yourself internally first – Actively Listen)

i. Agree

1. Start with where you already agree

ii. Request

1. Connect to solution with "and" instead of "but"
2. Make your request in one of these ways:
 - a. I have an idea
 - b. I need your help
 - c. I'd like to make a request

iii. Confirm

1. Test to make sure you've done your job by asking for their understanding of the decision

iv. Hope

1. Give hope and show your confidence that this will be successful for everyone concerned

c. Receiving from an individual: ("Check in" internally first before responding)

- Actively Listen
- Repeat their issue or request (for your own clarity)
- Honor their understanding, frustration, feelings, position

i. ARCH formula

1. Agreement

- a. Find agreement by Actively listening
- b. Show your commitment to finding a resolution that works for both parties

2. Request – What is their request?

- a. Ascertain if they have a solution to propose
- b. If not, introduce a new idea or ask permission to "think about it"
- c. Remember to connect any solution of your own with "and" instead of "but"

3. Clarify / Communicate

- a. Confirm your understanding

4. Hope and Inspiration

- a. Give hope and show your confidence that this will be successful for everyone concerned

4. Teach like a leader

Growth Conferences (vs. Employee Reviews):

- Operate in "the Yes!"
- Please email us at info@KatherineEitel.com for forms and suggestions.
Reference: Growth Conferences in the subject line

Team Meetings:

- Please email us at info@KatherineEitel.com for forms and suggestions.
Reference: Team Meetings in the subject line

How Adults Learn:

a. 90-20-8 Rule

- i. Adults can listen with attention for 90 minutes
- ii. Adults can listen with retention for 20 – 30 minutes
- iii. A reticular moment is needed every 8-10 minutes

b. CAT Formula

- i. Chunk your material or information
- ii. Activity – create an activity for your learner
- iii. Test – or review material before proceeding to the next chunk

My Personal Commitments to Become a "Lioness" Leader:



LIONESS TRAINING

BRING OUT THE GREATNESS IN *YOUR* TEAM

Katherine Eitel is the master trainer to whom hundreds of healthcare consultants have turned to become great trainers themselves. Whatever your road blocks, Katherine will help get your team to the next level, thinking for themselves, truly caring about patient service and becoming strong leaders in your practice.

LIONESS LEARNING OFFERS **CORPORATE AND IN-OFFICE TRAINING PROGRAMS.**
NO LONG-TERM CONTRACTS REQUIRED. GUARANTEED RESULTS. TRULY CUSTOMIZED.

OPTION 1: *We Come to You*

CUSTOMIZED PROGRAMS: ANNUAL PROGRAMS, 1 – 2 DAY WORKSHOPS, TELEPHONE COACHING

Utilizing special training exercises and testing components, our trainers' understanding of Adult Learning assures that your investment pays off fast!

- ✓ Hard hitting and lots of fun!
- ✓ Lets you still be you -- no canned scripts
- ✓ *Really works* and the training sticks
- ✓ Doesn't spend time on what's already working
- ✓ Creative answers / personal motivation

OPTION 2: *You Come to Us*

Lion Camp TEAM RETREATS

You can do it. Lion Camp is the place. Join us in San Diego, CA at the world famous Wild Animal Park for a team retreat that will change your practice and professional life forever! Create a team that takes responsibility, makes decisions, speaks with confidence, fully supports each other, gets results, and has a blast doing it!

- ✓ Leadership
- ✓ Patient Communications
- ✓ Conflict Resolution
- ✓ Teamwork

OPTION 3: *Learn at Your Leisure*

AUDIO TRAINING AND FORMS PRODUCTS

WHEN YOU RAISE THE BOTTOM LINE.... YOU SHINE! Learn HOW with our easy-to-use, clearly defined methods for **exceptional phone calls** (Have Them at Hello!™) AND **presenting financial options** to patients (It's How Much?!™) to see immediate and measureable results.

CHOOSE FROM THESE TOPICS OR TALK TO US ABOUT YOUR OWN:

- Improved Telephone Skills
- Financial Arrangements / Conversations
- Frequent Cancellations / Broken Appointments
- Productive Scheduling
- Perio Therapy Compliance
- Pending Treatment / Overdue Recalls
- Treatment Presentation
- Teambuilding
- Better Meetings
- and much more!



(800)595-7060

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www.KatherineEitel.com

CALL US TODAY! WE CAN HELP.

Have Them at Hello!

Phone Skills for the Exceptional Practice



“How much do you charge for a crown?”

“Are you on my insurance plan?”

“Can’t I just schedule a cleaning?”

meanwhile...

Three lines are ringing...

Two patients are being dismissed...

And your head’s about to explode!!

We can help.

*“I was already pretty good on the phone but with Katherine’s program...I **became outstanding!** My doctor definitely noticed the difference which was a nice bonus at my review. She makes it **very non-threatening**. I’d highly recommend it for anyone wanting to improve their job performance.”*
~ Rochelle T., RDA/Scheduling Coordinator

This program makes it **fun and easy** to:

- Convert more calls to appointments
- Increase return on investment and subsequent referrals from advertising callers
- Keep patients from canceling
- Improve success with:
 - Price Shoppers
 - Insurance-driven patients
 - Emergencies
 - “Cleaning only” patients
 - Pending Treatment Calls
 - Hygiene Reminder Calls
 - Confirmation Calls
- Learn 4 easy steps to a great call
- Juggle multiple calls with finesse
- Have patients hanging up saying, “WOW!”

*This training **increased advertising ROI significantly**. Call conversion increased from 70 % to 94%; no-shows dropped from 31% to 13%! I loved it!*

~Dave Berger, D.D.S.

Phone Skills Training

\$195

- **Two Audio CDs**
Learn an easy-to-use, clearly-defined method for answering or making exceptional patient phone calls. (length: 100 minutes)
- **Interactive Team Workbook**
Step-by-step instructions complete with essential phone slips forms.

Training Call Package

\$695

- **Training Call Service**
This call helps celebrate areas that are working well and gives clear guidance for those that need improvement. Included is one copy of the call, a written analysis, and action plan. *Have Them At Hello Audio CD & Workbook Set (above) is included...*a \$195 value!

In-Office Phone & Front-Line Verbal Skills Training

A fun, action-packed, and transformational day of customized in-office training for your team. (Includes the Audio CD Program, Team Workbook, Training Call Service AND Master Forms!) Call us for a customized quote.

CALL TODAY!



*Receive a **FREE 2 month subscription to Frontline Focus** with any purchase!
(NEW monthly electronic audio newsletter)*

(800) 595-7060

It's How Much?!

Financial Conversations for the Exceptional Practice



“Can you just bill me?”

“Do you take payments?”

“I had no idea it would be this much!”

Tired of being the “Money Lady”
patients try to avoid?

We can help.

“For years I struggled with making good financial arrangements and getting patients to say “yes” to large treatment plans. This training helped me get improved results with patients...and a raise!”

~ Michele V., Financial Coordinator

This program makes it **fun and easy** to:

- Shift from the "Money Lady" to "Financial Counselor"
- Help your doctor "close on treatment" before you "close on money"
- Filter the financials through the patient's emotional triggers
- Set up a consult room that actually works
- Lower Accounts Receivable
- Use financial verbal skills that increase collections AND production
- Increase pre-payment for large and small treatment plans
- Eliminate being the "bank"
- Collect more at the time of service
- Use forms that reduce patient confusion
- Become the shining star in your practice!

“After taking advanced cosmetic courses, we needed advanced financial presentation skills and we found it! As my team made the shift to financial advocate, not only did our collections improve but also our overall production and acceptance of larger cases. This is an easy and awesome training tool!”

~John Buzza, D.D.S.

Financial Conversations Training Program

\$195

- **Audio CD**
Learn an easy-to-use, clearly-defined method for presenting financial options to patients. (length: 60 minutes)
- **Interactive Team Workbook**
Step-by-step instructions complete with essential customizable forms on CD-Rom (MS Office Required).

In-Office Front-Line Verbal Skills Training

A fun, action-packed, and transformational day of customized in-office training for your team. (Includes the Audio CD Program, Team Workbook, AND Master Forms!) Call us for a customized quote.

CALL TODAY!



*Receive a **FREE** 2 month subscription to **Frontline Focus** with any purchase! (NEW monthly electronic audio newsletter)*

Raise the Bottom Line.....and You Shine!

Exceptional Verbal Skills for Everyday People

Have Them At Hello!

Phone Skills for the Exceptional Practice



essential phone slips forms.

Learn an easy-to-use, clearly-defined method for answering and making exceptional patient phone calls with this **Audio CD program**. The accompanying **interactive team workbook** provides step-by-step instructions complete with

It's How Much?!

Financial Conversations
for the Exceptional Practice



This **Audio CD program** makes it fun and easy to shift from "The Money Lady" to "Financial Counselor".

The accompanying **interactive team workbook** provides step-by-step instructions complete with essential customizable forms.

Master Forms

for the Exceptional Practice



Master Forms is a collection of **letters, forms, monitors, signs, and announcements** representing 15 years of actual, practical consulting in progressive, growing dental practices across the country. These forms and letters are meant to be customized for your practice. Along with **over 100 files on CD-Rom**, you will receive full-color, paper copies of each document.

Forms Packages

for the Exceptional Practice



Customizable forms, letters, monitors, signs and announcements! Includes a paper copy of the forms and files **on CD**.

- Annual Business Plan and Insurance Independence
- Charting and Documentation
- Financial Arrangements
- Hygiene Department
- Patient Reactivation
- Personnel Leadership
- Phone Skills
- Team Meetings

TeleClass Recordings

Verbal Skills for the Exceptional Practice

Listen in to these **recordings** of recent life-changing **workshops** and have your questions answered by the industry's leading dental communications skills expert. Best of all, you can listen to your TeleClass CD when it fits your schedule! (Includes a handout from the course.)



- **Connecting the Dots**
Treatment presentation made simple (and lucrative!)
- **I Only Want the Cleaning My Insurance Will Cover!**
Create **perio therapy compliance** beyond insurance coverage.
- **I need to cancel my appointment again!**
Eliminate **cancellations and broken appointments** from your schedule.
- **Stop Bugging Me!**
Convert patients with **pending treatment** and **overdue recalls** to appointments without bugging them to death.
- **How Much Do You Charge For a Crown?**
Convert more **price shoppers** to appointments and weed out the "Lookey-Loos."
- **Are you on my plan? My insurance pays 100%!**
Telephone skills that eliminate the **insurance barrier**.

The Lioness Principle:

Bring Out The Leader in You!

In this **live keynote presentation**, participants will learn how to:

- Teach new information to your teammates so they really get it!
- Identify the one "story" that holds you back from the results you crave and deserve
- How to develop the "leader" inside every member of your team
- Motivate you and your team to do more, enjoy more and BE MORE!



800-595-7060

www.KatherineEitel.com
info@KatherineEitel.com

KATHERINE EITEL
Motivational Speaking Frontline Coaching

Item #	Product	Unit Price	Qty	Total
Have Them at Hello! Phone Skills for the Exceptional Practice				
PHS 102	Phone Skills Training Program Audio CD/Interactive Workbook	\$195		\$
PHS 103	Additional Team Workbook	\$75		\$
PHS 101	Phone Skills Training Call Package	\$695		\$
PHS 104	Additional Training Call Service	\$545		\$
It's How Much?! Financial Conversations for the Exceptional Practice				
IHM 101	Financial Conversations Training Program Audio CD/Interactive Workbook	\$195		\$
IHM 102	Additional Team Workbook	\$75		\$
Forms for the Exceptional Practice				
MFD 101	Master Forms CD-Rom and binder	\$495		\$
Forms Packages Special Offer: Any 4 Forms Packages for the Price of 3				
FRM 101	Phone Skills	\$75		\$
FRM 102	Patient Reactivation	\$75		\$
FRM 103	Financial Arrangements	\$75		\$
FRM 104	Hygiene Department	\$75		\$
FRM 105	Team Meetings	\$75		\$
FRM 106	Charting and Documentation	\$75		\$
FRM 107	Annual Business Plan Development/Insurance Independence	\$75		\$
FRM 108	Personnel Leadership	\$75		\$
TeleClass CDs Special Offer: Any 4 TeleClass CDs for \$150				
TLS 101	Connecting the Dots (treatment presentation)	\$45		\$
TLS 102	I Only Want the Cleaning My Insurance Will Cover! (perio compliance)	\$45		\$
TLS 103	I Need to Cancel My Appointment... Again! (cancellations/broken appts)	\$45		\$
TLS 104	Stop Bugging Me! (pending treatment/overdue recall)	\$45		\$
TLS 105	How Much Do You Charge For a Crown? (price shoppers)	\$45		\$
TLS 106	Are You On My Plan? My Insurance Pays 100%! (insurance barrier)	\$45		\$
Miscellaneous				
PPB 101	Powerful Practice Book: Strategies for Dental Practice Success	\$25		\$
TTK 101	Trainer's Tool Kit	\$195		\$
TLP 101	DVD: The Lioness Principle: Bring Out The Leader In You!	\$59		\$
				Subtotal: \$
				Less Discount: \$
				Sales Tax (CA Only) (7.75%) \$
Shipping and Handling: \$10 Ground; \$15 Second Day; \$20 Next Day; \$20 Canada mail:				\$
Total:				\$

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