



2023 - 2024

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ALLISON RDA, OA, CPC, ELI-MP LACOURSIERE

Speaker Packet

CLEARCOACHING



REACH, EDUCATE, AND TREAT PATIENTS!

Allison Lacoursiere helps dental professionals streamline efficiencies to increase both patients and practice satisfaction and health through her dental speaking and coaching programs. Learn how to develop a wider patient base, boost team engagement, optimize systems, and leverage technology to improve patient lives and the practice's bottom line!

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PRESENTATIONS:



Supercharge Your Clear Aligner Program

Clear aligner strategist and coach, **Allison Lacoursiere**, shares real-world strategies and action steps for optimizing both a clear aligner program and practice systems. Return to the office ready to implement a clear aligner program that improves patients' lives and the practice bottom line!

Get Clearly Visible with Instagram



Optimize the platform to show a professional, engaging page that will build a base of raving fans, generate referrals, increase production and solidify relationships! Leave with a clear strategy and be ready to market on Instagram in an engaging, effective, and powerful way.



Clearly Worthy Increasing Confidence Through Personal Alignment & Self Worth

Every day we have the opportunity to live in alignment with our values, potential, and biggest, wildest dreams. Many of us don't step into our full potential because we have not been taught how to lead with confidence.

Leadership High Performance, and Mindset Mastery



Understand how the brain and behavior are linked, and how to use this knowledge to improve leadership and teamwork in the workplace. Access the practical tips and strategies for applying neuroscience principles to leadership and achieve your full potential professionally and personally.



Supercharge Your Clear Aligner Program

CREATING A HIGH PERFORMANCE TEAM, PRACTICE AND YOU!

Clear aligners offer patients and practices many benefits, yet most practices do not maximize their potential. Create a high-performing team to help your patients improve their quality of life and become raving fans. Make it easy for patients to say **yes** to treatment and keep more production in-house.

Clear aligner strategist and coach, Allison Lacoursiere, RDA, OA, CPC, ELI-MP shares real-world strategies and action steps for optimizing both a clear aligner program and practice systems. Learn how to boost team engagement, delegate processes, and optimize systems to create the ultimate clear aligner program. Empower your team to take initiative and become clear aligner experts in your practice. Define the characteristics of the clear aligner leader and the skills necessary to excel in that role.

Future-proof your practice by engaging with patients virtually. Explore teledentistry and the streamlined processes that can help you serve patients at a higher level. Learn the secrets of sustainable success through high-performance habits. Show up as a healthy, vibrant self-directed leader. Return to the office ready to implement a clear aligner program that improves patient lives and the practice bottom line!



SUGGESTED FORMAT: Full or Partial Day; Lecture, Workshop, Keynote

SUGGESTED AUDIENCE: Dentist and Full Team

LEARNING OBJECTIVES

- Recognize the opportunity clear aligners represent in transforming patients, careers, and the practice.
- Define the characteristics of a strong Clear Aligner Leader and the associated job processes.
- Learn how to nurture and develop a team of high-performing professionals.
- Create a culture that encourages a collaborative, whole-team approach and celebration.
- Discover how to start more clear aligner cases by building trust and connection through social media marketing.
- Close more cases by understanding the psychology of sales and influence.
- Gain systems for maximizing resources and production while serving patient needs remotely through virtual care.

Get Clearly Visible with Instagram

WANT TO USE INSTAGRAM TO GROW YOUR PRACTICE?
WISH YOU DIDN'T HAVE TO FIGURE IT OUT ON YOUR OWN?

Instagram is a powerful platform that can connect you with the “best fit” patients, help your practice gain exposure and solidify your brand. Instagram has become non-negotiable. If you are not marketing there, you run the risk of becoming irrelevant in the marketplace. Learn how to optimize the platform to show a professional, engaging page that will build a base of raving fans, generate referrals, increase production and solidify relationships! If you are new to Instagram – no problem.

By the end of the session, you will have a clear strategy, know how to be visible to your audience, and be ready to market yourself on Instagram in an engaging, effective and powerful way.

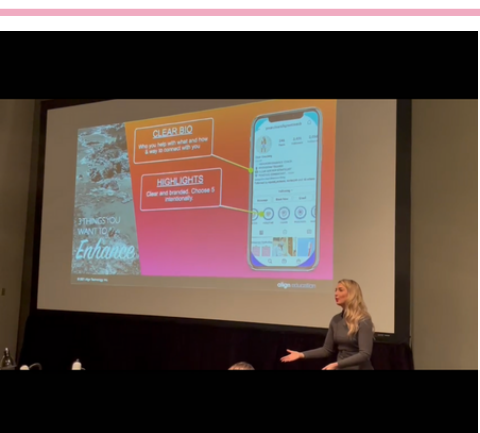


LEARNING OBJECTIVES

- Gain confidence with Instagram, connect with patients, grow your visibility and attract “ideal fit” patients.
- Discover strategies for organizing and creating intentional content that will engage patients, build trust and create raving fans without consuming a lot of your time.
- Gain video confidence basics to connect to your audience, build your tribe, and “future-proof” your practice.

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CLEARCOACHING

Clearly Worthy

Increasing Confidence Through Personal Alignment & Self Worth

TAKING YOU TO THE NEXT LEVEL OF SUCCESS, CONFIDENCE, LEADERSHIP, AND SELF-WORTH SO YOU CAN STEP IN THE LIFE YOU ARE WORTHY OF!



LEARNING OBJECTIVES

- Understand how to own your worthiness to unlock your true potential.
- Unlock what it means to be living in the greatest expression of yourself every day.
- Remove the things causing you to shrink yourself, hold back, not speak up or be your true self in everyday life.
- Align to your true values, purpose, mission, and vision for your life.
- Create the confidence to stop shrinking yourself, holding back, and playing small.

During this lecture, you will learn how to identify self-limiting beliefs holding you back from your true purpose and mission in life. We unlock what it means to live in your greatest expression of self. We will create the confidence needed to own your worthiness and unlock your true potential.

Learn the high-performance habits that leaders worldwide use to set healthy habits, grow confidence, and live the life they deserve.

SUGGESTED FORMAT: Full or Partial Day; Lecture, Workshop, Keynote

SUGGESTED AUDIENCE: Dentist and Full Team



Leadership

High Performance, and Mindset Mastery

LEARN THE HABITS, MINDSETS, AND BELIEFS IT TAKES TO BECOME A LEADER.

Many of us get in our own way. We get caught in negative headspace spirals that keep us stuck in unhealthy relationships, careers, and cycles. It is not big movements but rather small steps that help you become the leader you were born to be.

This lecture is focused on the formula for success. Learn the habits, mindsets, and beliefs it takes to become a leader. Finally, understand how self-kindness is key to growth and development. Learn how and when to be kind to yourself as you step into your role as a leader.



SUGGESTED FORMAT: Full or Partial Day; Lecture, Workshop, Keynote

SUGGESTED AUDIENCE: Dentist and Full Team



LEARNING OBJECTIVES

- Learn the formula for confidence and how to apply that in your everyday life and career.
- Understand the key habits for success and how to automate your growth and progression to achieve the things you never thought possible in less time.
- Develop a growth mindset so that you grow from your lessons.
- Understand the power of our thoughts and how they can shape our future.
- Create a vision for your ideal self and personal performance.



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ARE YOU MISSING OPPORTUNITIES TO REACH, EDUCATE, AND TREAT PATIENTS?

GAIN STRATEGIES FOR TRAINING YOUR TEAM, ENGAGING YOUR PATIENT BASE, AND PROVIDING A HIGHER LEVEL OF SERVICE


Innovator **Allison Lacoursiere, RDA, OA, CPC, ELI-MP** is the creator of the Clear Aligner Systemization methodology. Allison helps dental professionals streamline efficiencies to increase both patients and practice satisfaction and health.

A native Canadian, Allison moved to Bermuda at the age of 19 to work as a dental assistant. She incorporated a system in that practice that generated \$80K/ month in clear aligner production. She also got her start in social media marketing while working in this practice. She has since helped many businesses develop a wider audience, further their reach and leverage Instagram to grow their businesses. Most recently, during the COVID pandemic, she helped a client generate \$180K in clear aligner promotion over three weeks.

With over a decade of dental practice experience, Allison is a sought-after mentor and speaker. She helps dental teams improve culture, increase production and grow to their full potential. She is certified through International Professional Excellence in Coaching and is a member of the International Coaches Federation.


Allison is a member of Toastmasters International and also has trained with Dale Carnegie Speaking Institution. She is a Certified Transformational Trainer through LionSpeak. Allison is passionate about fitness and wellness. She is an active team member and competitor on the Bermuda National Beach Volleyball Team. Allison is also a certified personal trainer and yoga instructor. Her passion lies in empowering individuals to achieve their ultimate potential and life satisfaction.

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Testimonials

"HER PRESENTATIONS ARE FUN, INTERACTIVE, AND FULL OF ENERGY."

"Allison infects her audience with purpose and enthusiasm. Her presentations are fun, interactive and full of energy. She has a clear message with fresh, easy to follow ideas that leave you feeling not just inspired but empowered to get doing. Allison connects authentically with her audience and translates her vast knowledge on her subjects beautifully making it easy for even the most novice user to understand. I can't recommend her courses enough. I left with not just an idea of what to do but the actual practice and tools to assure that I could!" **Robyn Ramirez, RDH**

"I recently took Allison's course on Instagram and WOW did I learn a ton. Allison is a great at helping you walk through the steps and so supportive of you as you actually do your 'LIVE' for the first time. I highly recommend this course if you are ready to take your Instagram to the next level!" **Angela Davis-Sullivan**

"WOW. I cannot say enough about this class. It took me from being an outsider watching other posts in the media to not only posting but enjoying doing so! Allison was encouraging, engaging, validating, empowering and empathetic to each of our individual situations. Her 'to do' challenges were the perfect motivation to get me off the sidelines onto the field of social media. Thank you, thank you, thank you Allison for leading and guiding me to a fun and exciting place where i can participate in social media!" **Dr. Sue Ellen Richardson**

"Get Clearly Visible is the perfect introduction to Instagram for professionals who would like to use it to attract clients and grow their businesses. Allison is patient with learners who bring varying levels of experience with social media while keeping the course moving along and everyone engaged. I was delighted with the many skills that we learned in a short period of time that have enabled me to utilize Instagram more efficiently and effectively. Highly recommended!" **Vanessa Emerson, Dental Speaker Institute**



"I WAS ABSOLUTELY BLOWN AWAY."

"I was absolutely blown away with what I learned during Allison's 6-hour course. I walked away knowing how to do all of the things necessary to show up on Instagram, how to set up my content strategy in a way that is not a huge time suck and allowed me either do it myself or send it to my VA to do while maintaining my voice and imagery that is best for my business."

DR. LEN TAU



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