

# Inspiring Thought Provoking INNOVATIVE *Dynamic!*



Rhonda is CEO of RHO Global Inc. and Managing Partner of Dentrepreneur® Solutions, an Atlanta based consulting firm for Dental Entrepreneurs. Also, she is COO, of a Mid-Market Group (Empire Building) in Georgia (5) million + and growing.

As one of the TOP dental advisors in dentistry today, she is an innovative, creative practice strategist to extraordinary Solopreneurs and Dentrepreneurs (CEOs) that desire to marry Clinical and Managerial Excellence measured through business outcome!

Rhonda has cultivated a “Design Thinking” approach. Her expertise closes the gap between Research Evidence-Based Dentistry and Optimum Patient Care Delivery. Her approach to business profitability is care driven and culture centric.

Rhonda “rocks” tradition with innovative ideas to develop and advance every Dentist’s unique vision!

## Capacity to Lead and Deliver

Rhonda’s foundation of Leadership was established as a Pankey/ Dawson trained Lab Owner/Tech, having sold her lab by the time she was 28 years old. Then rising up as a Management/Consultant designing a M&A transition management structure for assessments, appraisals, and scaling operations. Through RHO Global, Inc she continues to speak and consult. As CEO of Dentrepreneur® Solutions, LLC, she created a company where scaling meets solutions to serve the Solopreneurs that are or desire to increase their capacity to lead in becoming Dentrepreneurs®.

Rhonda Mullins

Speaker

Author

Advisor

Consultant

Her motto: Just Build It!



Rhonda presents customized lectures to fit as 1-hour, 3-hour or all day events. She has presented for thousands of dental meetings, associations, universities, study clubs and focused dental groups:

- The Kois Center
- The Dawson Center
- LD Pankey Institute
- Kois Study Club
- Atlanta Study Club
- Seattle Study Club
- Hinman Dental Society
- Tennessee Dental Association
- North Carolina Dental Association
- South Carolina Dental Association
- University of Kentucky Dental School
- University of Tennessee Dental School
- Medical College of Georgia Dental School
- Tufts Dental School
- American Academy of Cosmetic Dentistry
- Georgia Academy of Cosmetic Dentistry
- Minnesota Academy of Cosmetic Dentistry
- American Academy of Management Consultants
- American Association of Women Dentists
- The Smile Group - DSO
- Mid West Dental - DSO
- Scaling Up Excellence - DSO, Founders
- Benco Dental Nashville
- Dental Sales Academy



## Research Centers & Affiliations

- Kois Center - Graduate and Member
- Kois Atlanta Study Club - Founding Member
- Seattle Study Clubs - Speaker
- University of Pittsburgh's Center for Dental Informatics - Research
- Medical College of Georgia Dental School
- American Academy of Cosmetic Dentistry Member and Professional Education Committee Board Member 2016-2017
- Georgia Academy of Cosmetic Dentistry (Past President 2012, Board Member)
- American Academy Dental Assisting Foundation - Board Member
- Academy of Dental Management Consultants (ADMC)
- American Academy Dental Assisting Foundation - Board Member
- Blue IQ - Advisory Board
- AACD Affiliate Committee
- AACD Professional Education Committee
- AACD Board of Directors, 2018

## Publications

Rhonda writes numerous articles and is featured in many prominent dental publications, including:

- Dental Economics
- Contemporary Esthetics Magazine
- Efficiency Magazine
- Seattle Study Club Journal
- Group Dentistry Now
- Dental IQ
- Profitable Dentist
- Dental Entrepreneur Magazine
- Heartland Leadership Blog - Leadership





## Lecture Topics Summary

### BUSINESS:

- KNOW GROW SCALE: Top 3 Elements for Empire Building
- Dentistry Re-Designed 21st Century Momentum for the Solopreneur and Dentpreneur®
- Disrupt or Be Disrupted: Dentists Creating Independent Groups
- Prep for Purchase – “Game On”!
- Top 3 Keywords! Women “Rock Stars” in Dentistry: GIVE, GROW, GUTS!

### PEOPLE:

- Talent Management: Leading Team Performance
- Humble, Hungry and Smart – Power Players
- Creating Top Performance Teams: Thinkers and Doers

### CULTURE:

- Culture Eats Strategy for Breakfast! Why?
- Marketing, Brand Awareness and Insistence

### LEADERSHIP:

- The Significance of “He and She” of Success!
- The Great Divide: Personal and Professional Growth
- Happy Hour “Heights” in Leadership
- 10 Keys: Life “Hits” Overwhelm, Leaders “Overcome”

### AESTHETICS:

- Excellence in New Patient Experiences Every Day!
- KOIS Centric Care Integration (Multi-Disciplinary Culture) – Practicing with Like-Minded People

“Rhonda is a well informed and capable consultant as well as an excellent speaker.”

- Ronald Goldstein, DDS,  
Atlanta, GA.

“Why would I not recommend the BEST!”

- John C. Kois, DDS., Seattle, WA.

...She Delivers!



## Course Synopsis

### KNOW GROW SCALE: Top 3 Elements for Empire Building

So you think you are a CEO in Dentistry? Here's a presentation that will allow you to assess your capacity to know more as a Clinician, Leader and/or CEO. We see the landscape of the industry changing and we hear the voices of many advising dentists on "HOW TO" create a multi-location model (an enterprise) for greater success and significance on a ROI as they position themselves for selling to a larger group for 5-12 times EBIDAT. (Because that is what the industry stats are as of 2016.) However, to get to EXIT, one must go through the maze to WIN! This presentation will show why, how and what a founder CEO desiring to start an Independent Group Model can assess by a (3) X's M & A growth formula and the TOP (3) Vital platforms that are a must to scale.

As an Enterprise Builder, Strategist and Dentrepreneur, you will get real "ground war" perspective not just "air war" perception to benefit you now! You will be entertained, educated and enlightened! Understand why you may or may not want to pursue this dream, how to change and create your management and mentoring model a sustainable enterprise that shouts "Excellence" without giving up what makes you GREAT!

#### COURSE OBJECTIVE:

- Discover "why" you desire to run an enterprise model in the future of Dentistry.
- Discover "how" to integrate a Multi-Disciplinary Model in the first (3) acquisitions & "how" to manage risk.
- Learn "what" and "who" on the team can thrive to accommodate these risks.
- Understand the shifting in Dentistry from a "ground war" view and leverage resources.
- Learn the (3) vital platforms to close the "gap" between "The Biz Model" and "The Best Practice Standards."



## Course Synopsis

### DENTISTRY RE-DESIGNED

#### 21st Century Momentum for the Solopreneur and Dentpreneur®!

If you were born between 1959 and 1974 you won't want to miss this presentation. Where you are in the "Life Cycle" of your practice career as an Associate, Potential Buyer, Solo Practice Owner or Stakeholder in a Group Practice, is vital to your future and this (2) two part presentation by Rhonda Mullins is worth hearing! Rhonda will deliver solutions, strategies and specific answers to your "now" role, as well as your "future" option to practice dentistry in the 21st Century ahead. As a Clinician, Leader and/or Dentpreneur® this (2) part presentation will inspire you to develop a design thinking mind-set, get creative and use innovation in your role as a Dentpreneurial force in the future of dentistry.

As a Strategist and Entrepreneur, you will get real "ground war" perspective not just "air war" perception to benefit you now! You will be entertained, educated and enlightened! Understand where you are, how to change your choices and create a sustainable enterprise that shouts "Scaling Excellence" without giving up what makes you GREAT!

#### PART I & PART II COURSE OBJECTIVE:

- Discover "why" you make a difference to the future of Dentistry
- Discover how consolidation is a force "now" in the industry
- Understand the shifting landscape in Dentistry from a "ground war" view
- Learn how to approach and accommodate these changes.
- Learn the (4) vital components to close the "gap" between "Best Practice Standards and Patient Care Delivery"
- Learn to take creativity a constant cultural constant
- Learn to give innovative creative design thinking a chance to change "the outcome"
- Understand what Solo Practice looks like in 60 months for the Clinician.
- Learn how to assess your success moving forward as a Leader
- Understand how Multi-disciplinary Group Practices and Multi Practice Ownership are the future of Dentistry
- Understand what Corporate Structures options you have as a Dentpreneur® and what it takes Scaling Excellence in an Enterprise of choice.



## Course Synopsis

### TOP 3 KEYWORDS!

### Women “Rock Stars” in Dentistry: GIVE, GROW, GUTS!

Today more than ever before women in dentistry are taking this profession by storm! Within the next 10-15 years the majority of practicing dentists will be women according to stats from all dental schools. Therefore, more than ever, women can design their compelling “WHY!” which will lead to “HOW” you desire to practice and “WHAT” you desire to deliver when serving your patients.

Here’s a presentation that will allow you to assess your capacity as a Clinician, Associate, Leader and/or CEO. The landscape can be designed to meet your quality of life as a woman, wife, mother, dentist, and/or Dentpreneur. The industry is rapidly changing by the voices of many women dentists on “HOW TO” GIVE of their time, GROW their practices & demonstrate GUTS!

These TOP (3) Keywords allow for a design plan that fits your life and style. As a woman, you can have everything, but perhaps not all at the same time. You will be entertained, educated and enlightened! Understand why you may or may not want to pursue your dream, how to change and create your leadership and leverage to BE MORE, GIVE MORE, GROW MORE AND SHOW MORE GUTS moving forward in your career and service. Your life model will shout “Excellence” without giving up what makes you GREAT!

### PART I & PART II COURSE OBJECTIVE:

- Discover your compelling “why” you are who you are and “what” will give you success and significance as a person and dentist.
- Discover “how” to integrate your practice culture into a model that makes it contagious to others that work with you everyday!
- Learn “what” and “who” on the team will contribute to your TOP 3 keywords that minimize and manage your risk for changing the culture of your practice.
- Understand the shift in Dentistry from a “ground war” view and leverage resources.



## Set-Up Requirements

### AUDIO/VISUAL; VIDEO AND AUDIO TAPING

- Cordless lavalier microphone with spare battery
- Hand-held, cordless microphone for audience participation
- Digital Projector with interfaces with iMac Pro laptop computer using iMac Keynote presentation software
- Audio Feed from laptop through house speakers
- Projection screen located at the front-left corner of the room
- Video: preference of two-camera coverage for audience participation

### SPEAKER

- Rhonda never uses a podium. She prefers a small cocktail table (round) or small rectangular table at the front center of the room (near Rhonda) for demonstration items, speech notes, and laptop preferably on floor level - not on a riser if the room is small (if large venue, riser is required).
- Captain's chair or tall barstool at the front of the room.
- Post-It self-stick easel pad (20x23), easel and flip-chart markers.
- Bottle of water if possible, Tissues, and Throat Mints.

### ROOM SEATING

#### Preference

1. Classroom Style (tables to write on) set up in a chevron formation
2. Lecture Style
3. Round Tables (60-inch rounds that seat six (6) to a table facing forward)



For Booking and/or more information go to:  
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**Call: 470.344.5990**