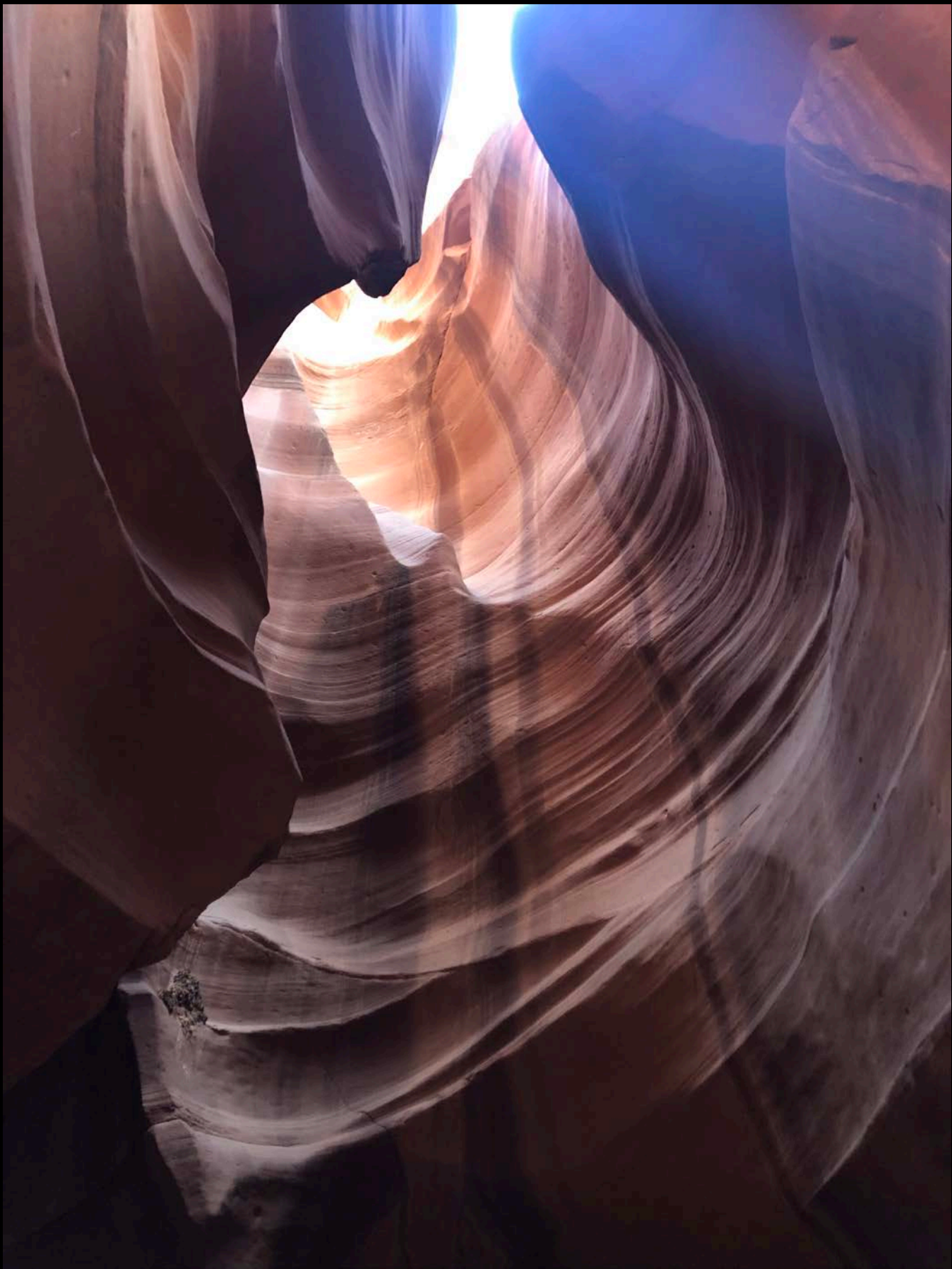


# Global Healthcare Conference 2020

## Resilience: Growth through Adversity





















# Day 1

## Why, What and How?



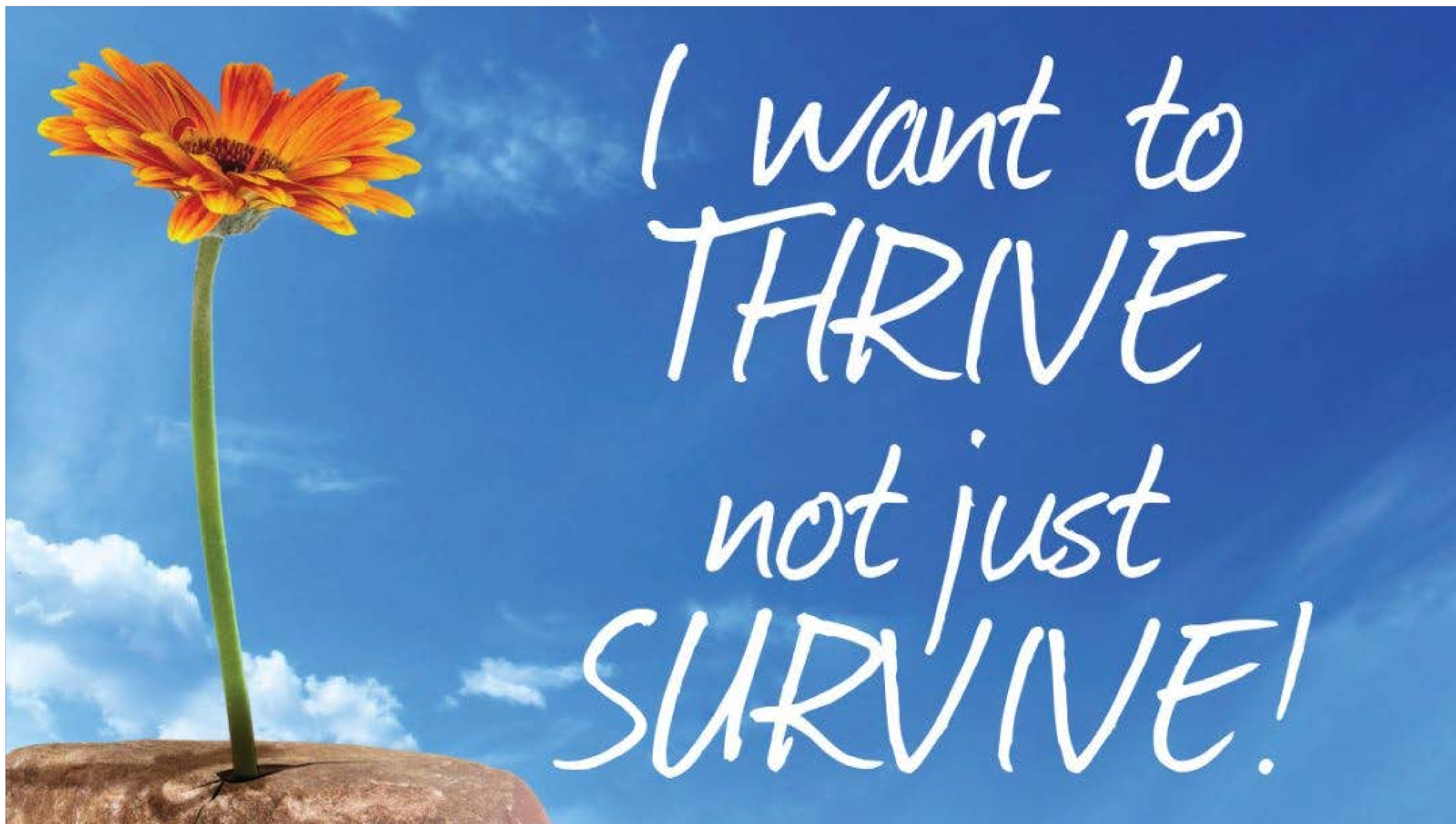
Peter Young DDS MAGD

Keeping Your  
Brand Relevant



WHY ARE  
YOU HERE?





I want to  
THRIVE  
not just  
SURVIVE!



**BRANDING**



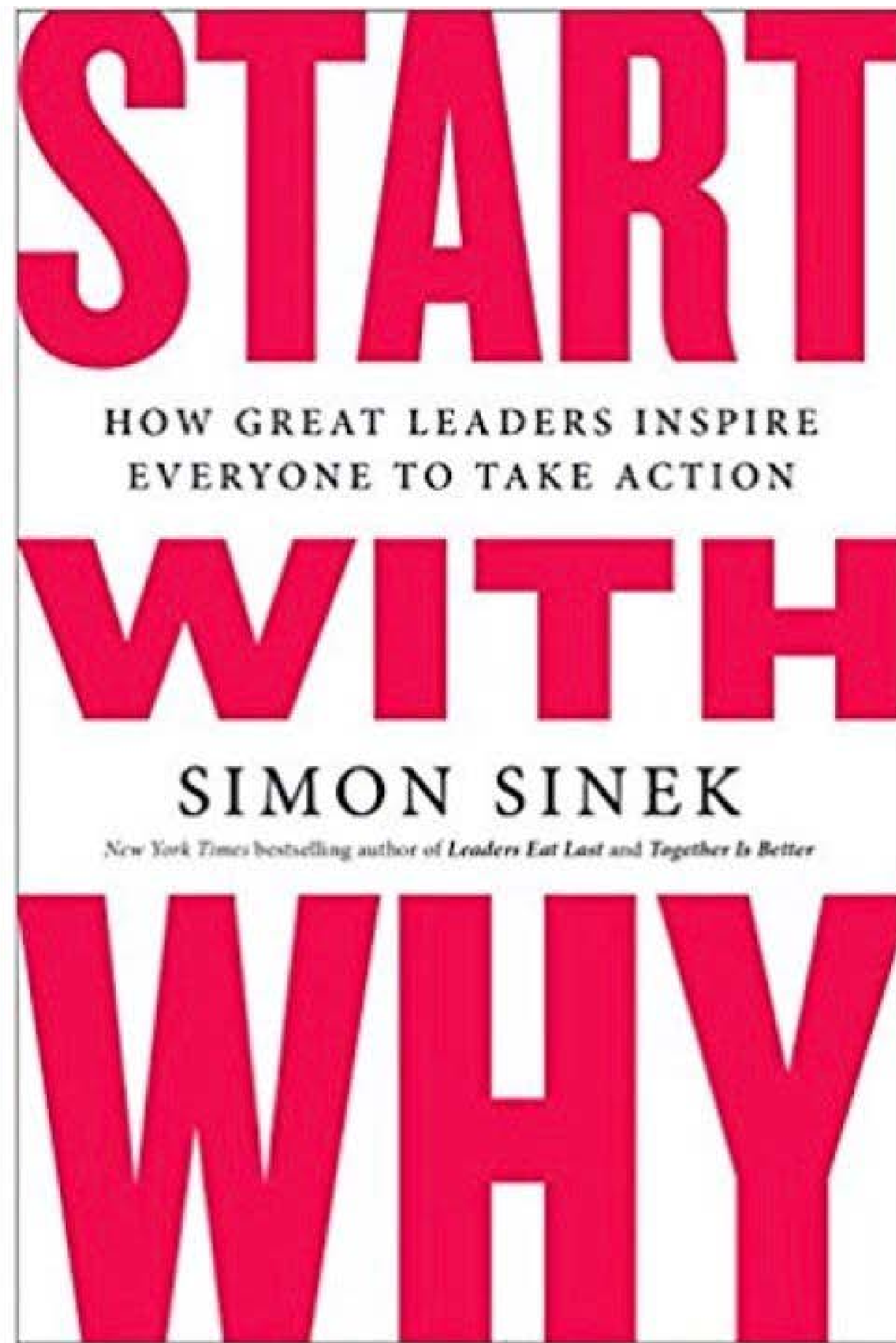




The background features a series of concentric circles in blue, green, and yellow. In the bottom-left corner, there is a stylized orange flower with multiple petals. The text 'Purpose' and 'WHY?' is centered within the red circle.

Purpose  
WHY?









**PURPOSE**

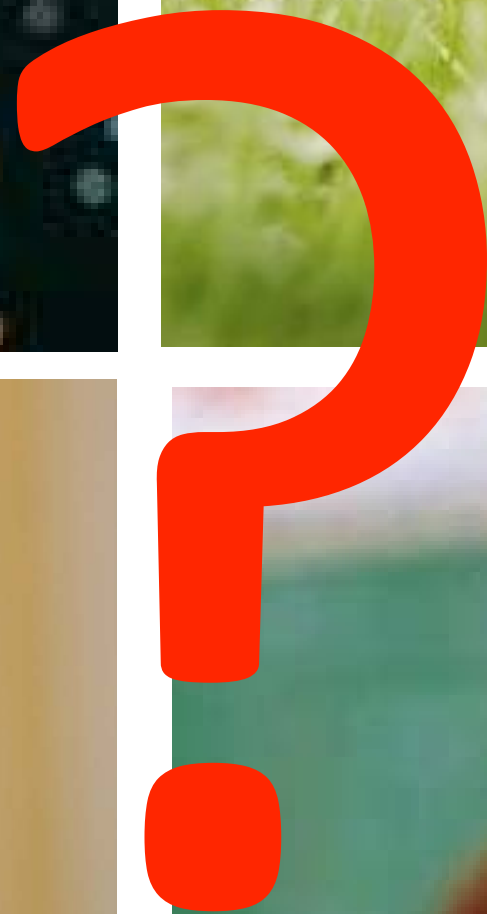
---

*find your*

**WHY**











“The happiest place on  
earth.”



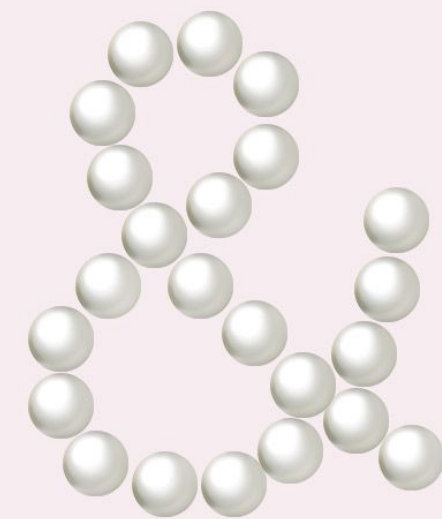


LogoTaglines.com

The Ultimate Drive  
Machine



EVERY DAY IS A  
**FASHION SHOW**



THE WORLD IS  
**THE RUNWAY.**

COCO CHANEL





Belong Anywhere





LOMA LINDA UNIVERSITY









**PREMIER**  
**DENTAL ESTHETICS**

CREATING HEALTHY SMILES TO LAST FOR MILES



**Why does your  
organization exist?**

**What is the purpose of  
your organization?**







**“To create a happy, paying, patients who repeat and refer and pay more than it costs to serve them.”**





# Vision

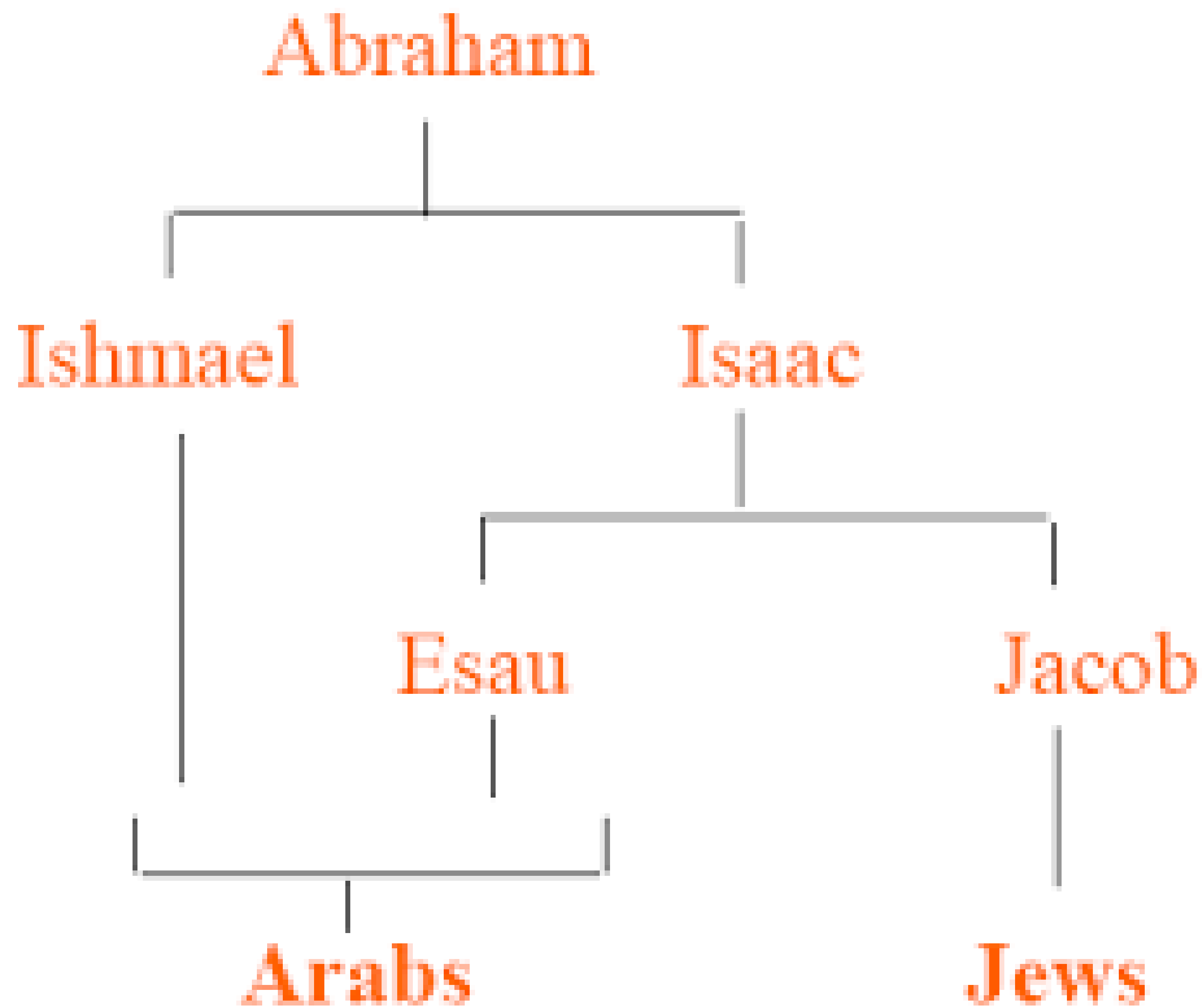
# What





“The Lord took him [Abraham] outside and said, “Look at the sky and try to count the stars; you will have as many descendants as that.” Genesis 15:5









“The most  
powerful person  
in the world  
is the story teller.  
The story teller  
sets the vision,  
values, and agenda  
of an entire  
generation  
to come.”

- Steve Jobs





Richard and Maurice





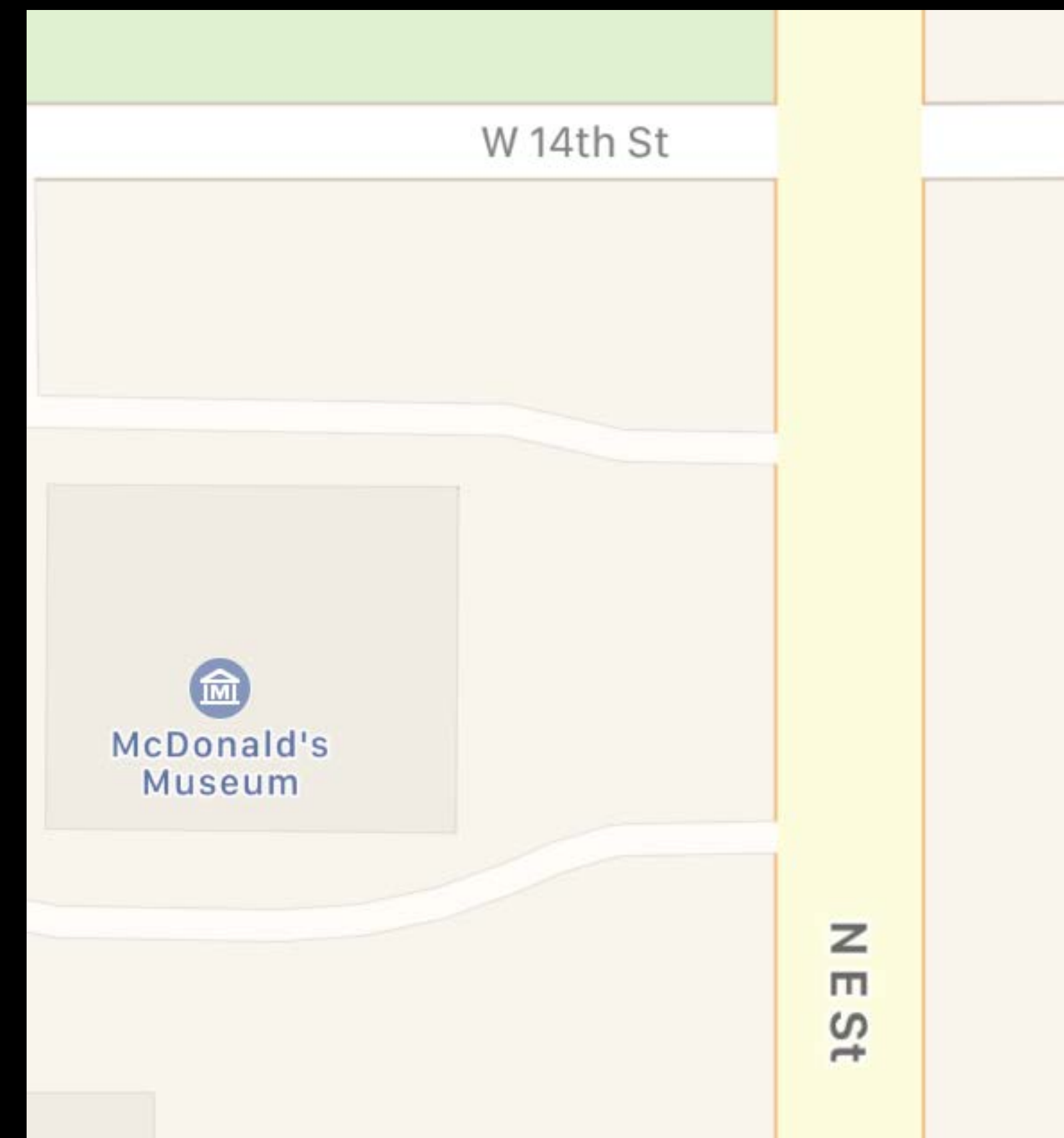




November 1948 - The First McDONALDS  
14th & "E" St., San Bernardino, CA





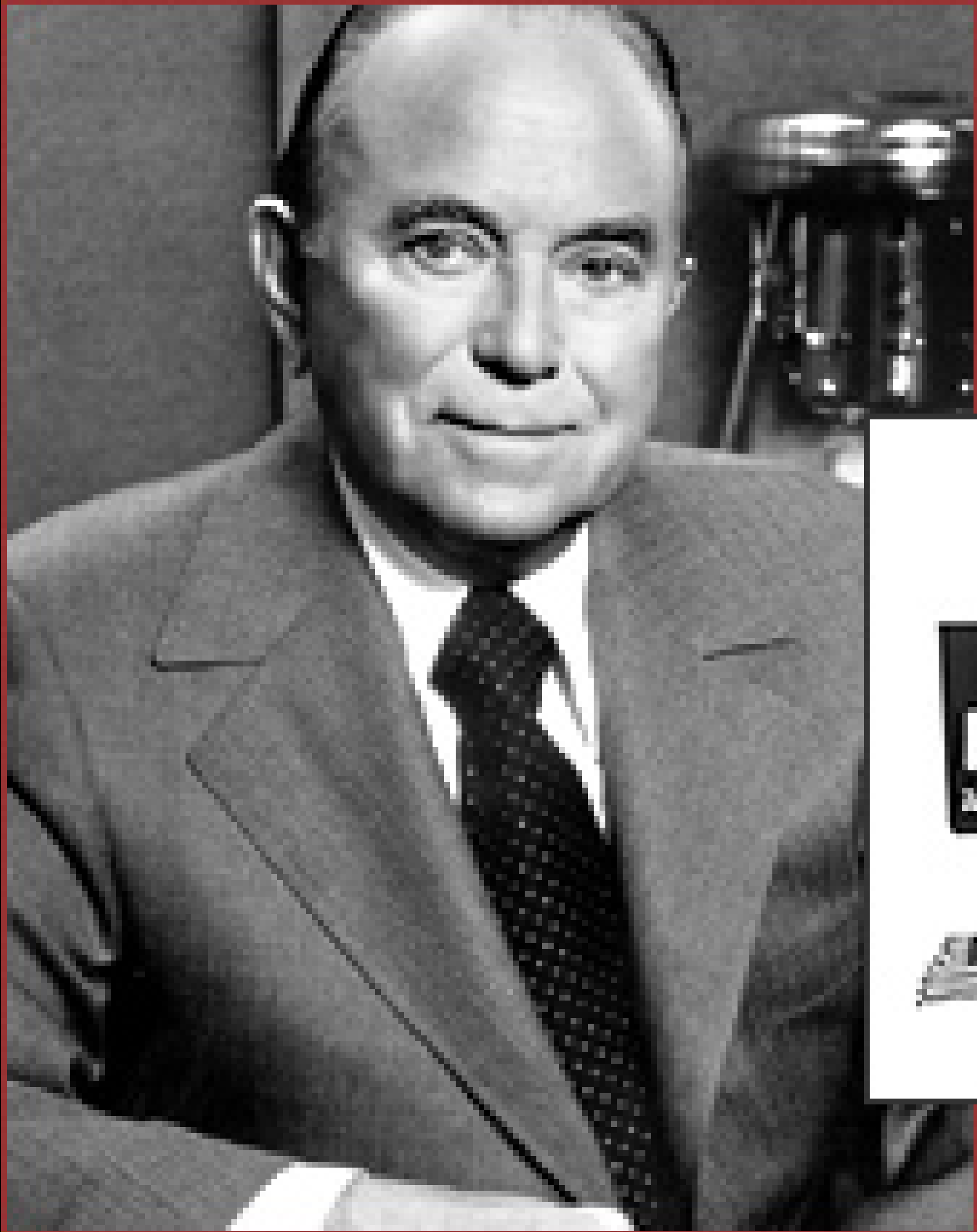








# Ray Kroc







1940–1948



1948–1953

*McDonald's*

1953–1961



1961–1968

**McDonald's**

1968–present



1968–2006



1969–2006



1975–2006



1992–2007



1993–2007



1997–2000



2000–2003



2001–2003



2003



**i'm lovin' it**

2003–2006



**i'm lovin' it**

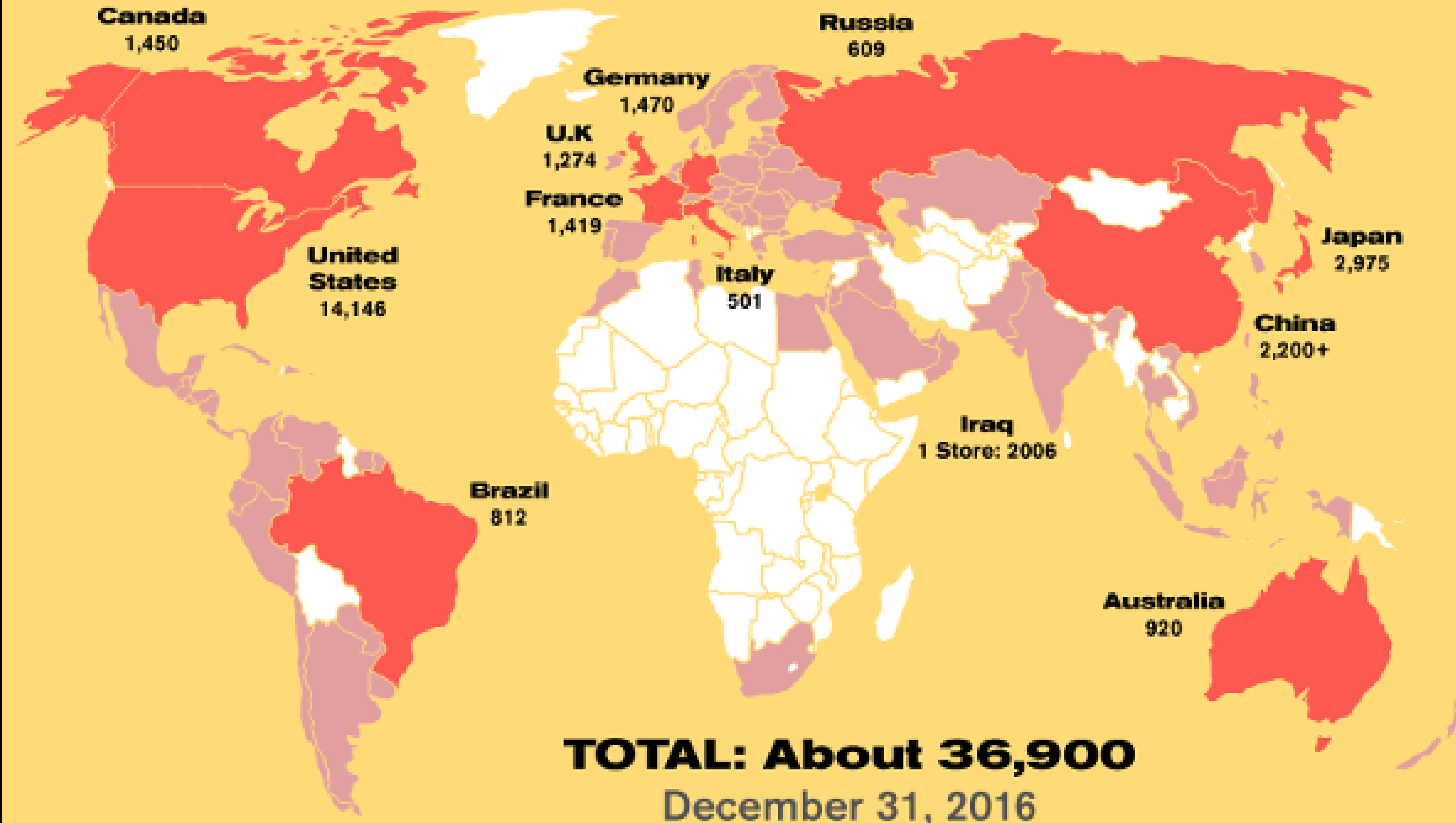
2006–2010



2006–present



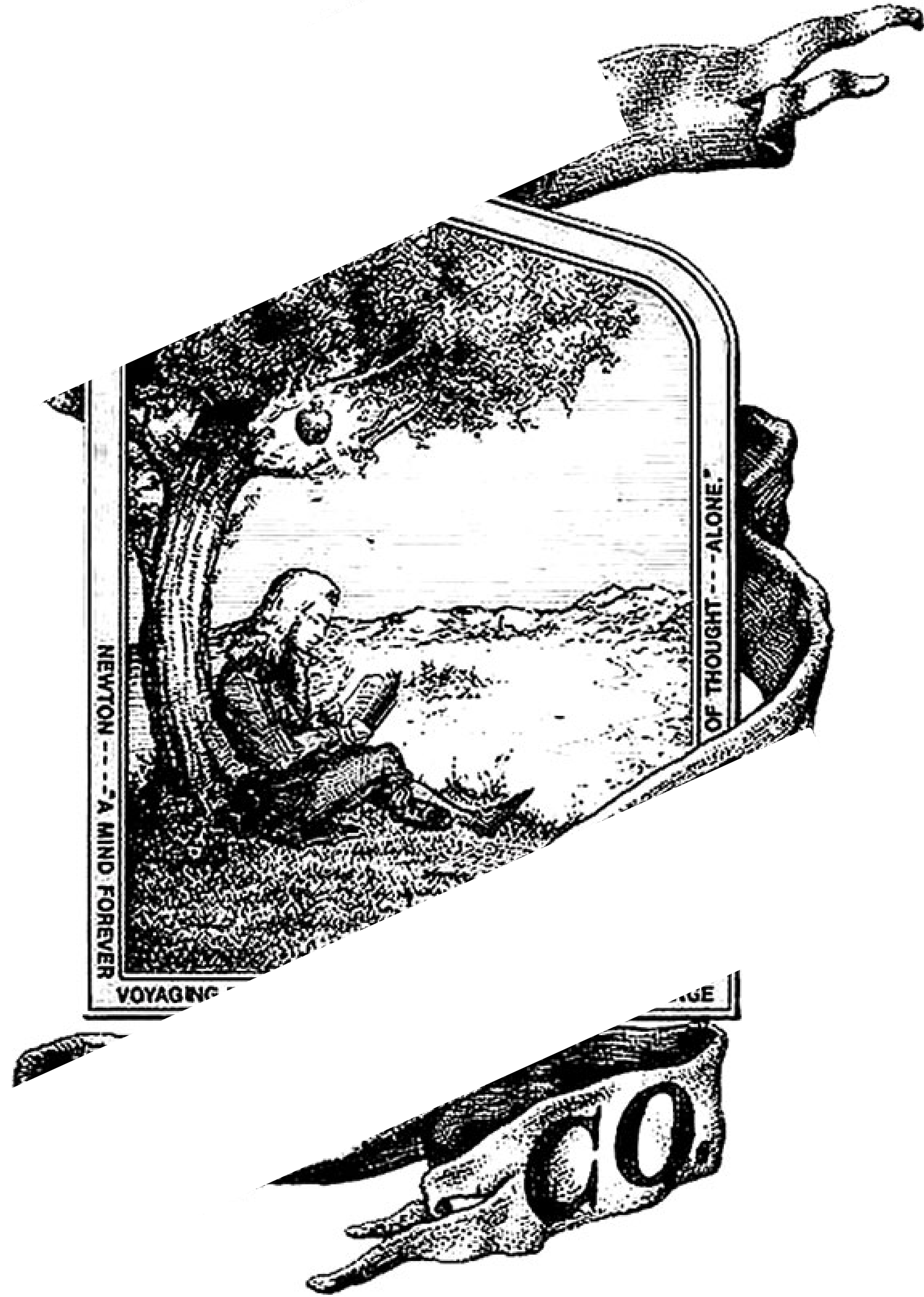
# McDonald's Locations In the World







Ronald Wayne







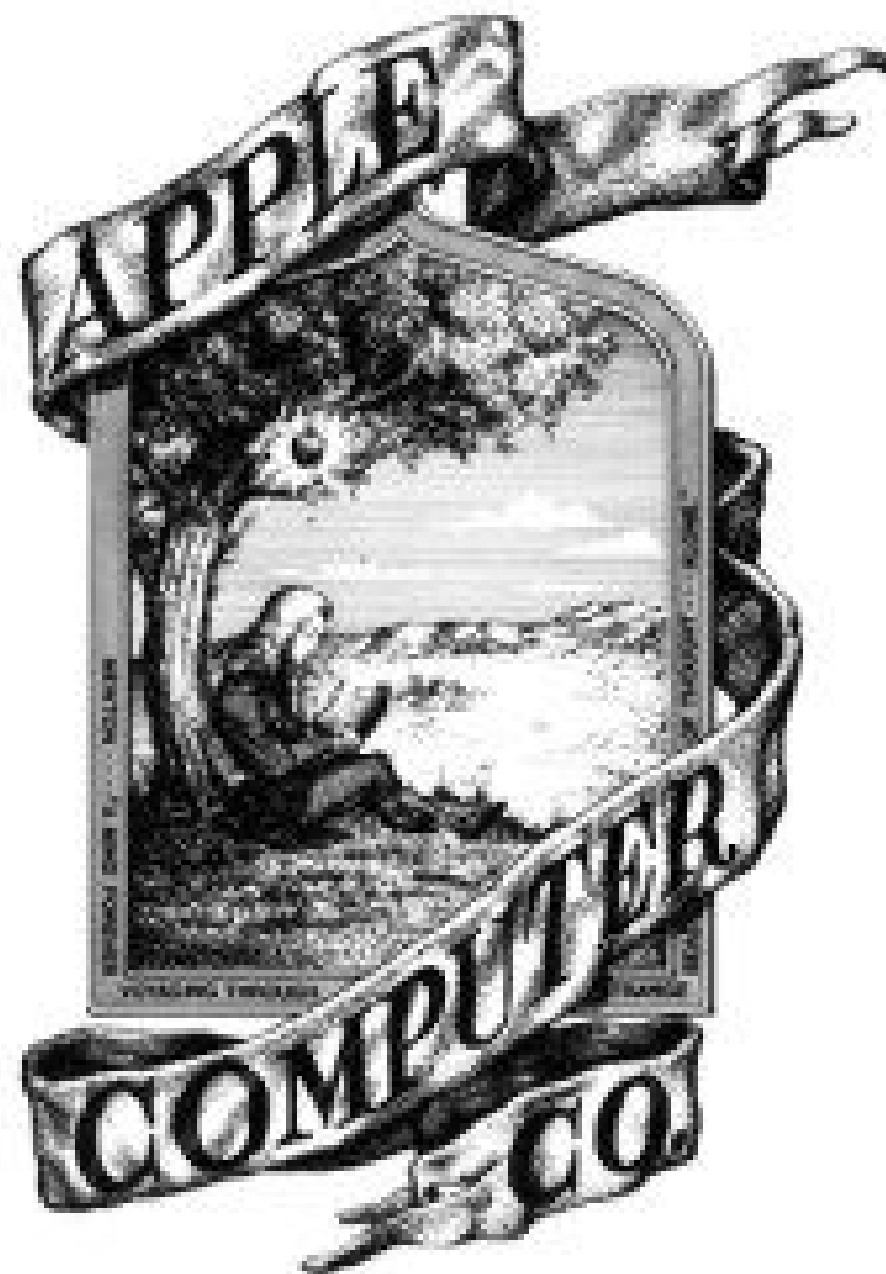


STEVE JOBS      STEVE WOZNIAK  
RONALD WAYNE



# Apple

40 Years of  
Logo Evolution



1976



1977-1998



1998



1998-2000



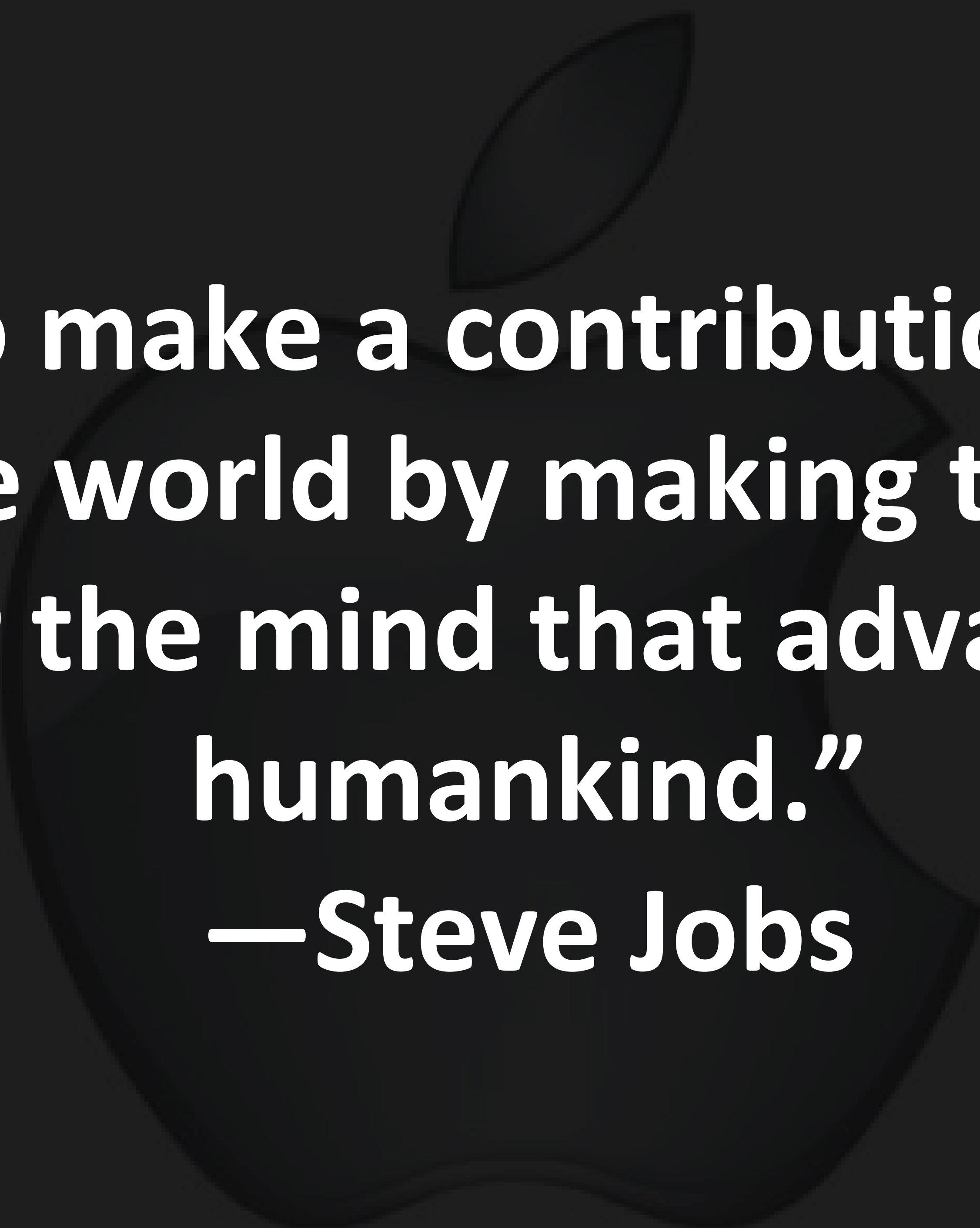
2001-2007



2007-2014



2014-Present



**"To make a contribution to  
the world by making tools  
for the mind that advance  
humankind."**

**—Steve Jobs**



A vision statement looks forward and creates a mental image of the ideal state that the organization wishes to achieve. And also denotes why an organization exists.





**“Our vision is to be earth's most customer-centric company; to build a place where people can come to find and discover anything they might want to buy online.”**



“To become a world leader at connecting people to wildlife and conservation.”





**“For every child, life in all its fullness; Our  
prayer for every heart, the will to make it  
so.”**





## Vision Statement

It is our vision to exceed our patients' expectations in every way possible. We will succeed by providing the best quality dental care complemented by the very finest customer service with no exceptions. We will maintain a modern, safe care environment where general dentists and specialists will practice as a team to communicate and collaborate advancing the quality of dental care our patients receive. Through community involvement and outreach, we will continue to grow and foster our relationship with our community.





***Vision Statement:***

*To be an example of what is possible in dentistry.*



**What is vision of your  
organization?**

**Now?**

**1 yr out?**

**3 yrs out**

**7 yrs out?**







# MISSION STATEMENT





A mission statement is a short summary of an organization's **core purpose, focus, and aims**. This usually includes a brief description of **how** the organization does things and its key objectives.





TESLA

“Our Mission is to  
accelerate the  
world’s transition  
to sustainable  
energy.”

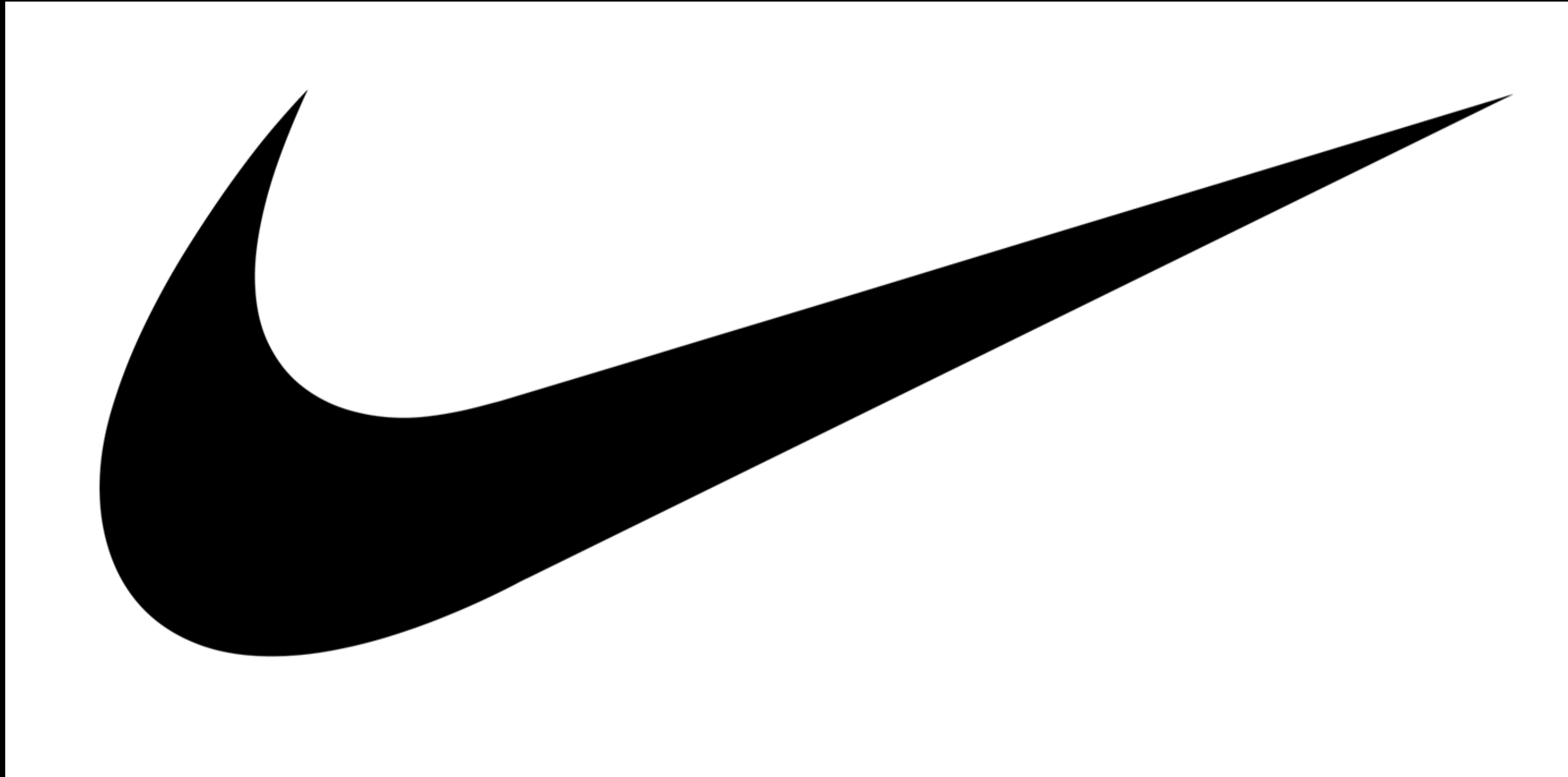


"Our mission is to empower every person and every organization on the planet to achieve more."



Microsoft

“Bring inspiration and innovation to every athlete in the world. If you have a body, you are an athlete.”





# *Mission Statement*

*With God as our foundation,*

*Bonham Dental Arts seeks to  
grow lifelong relationships with  
our patients while delivering  
quality and compassionate dental  
care with individualized service,*

*unlike any other.*

# Mission Statement

“Our focus is caring for your oral health. Our goal is to play a positive role in your daily routine to improve not only your teeth and gums, but most of all your SMILE.”



**What is the mission of  
your organization?**

**How do you want it to  
operate?**

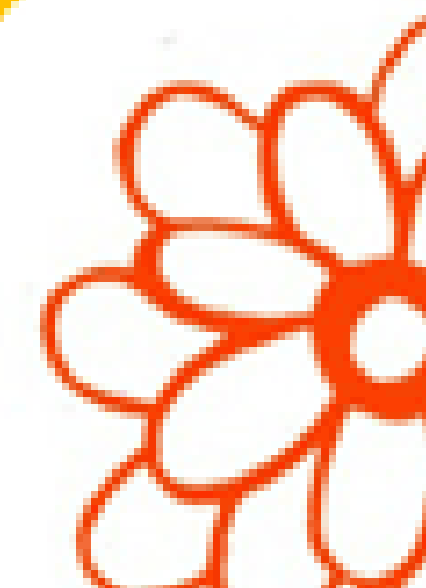
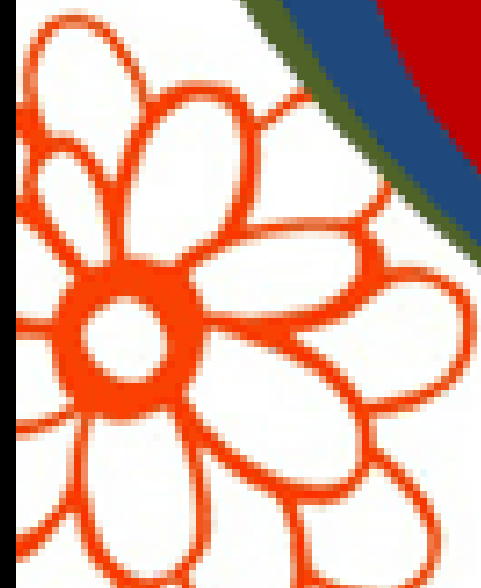


**Purpose**

**Vision**

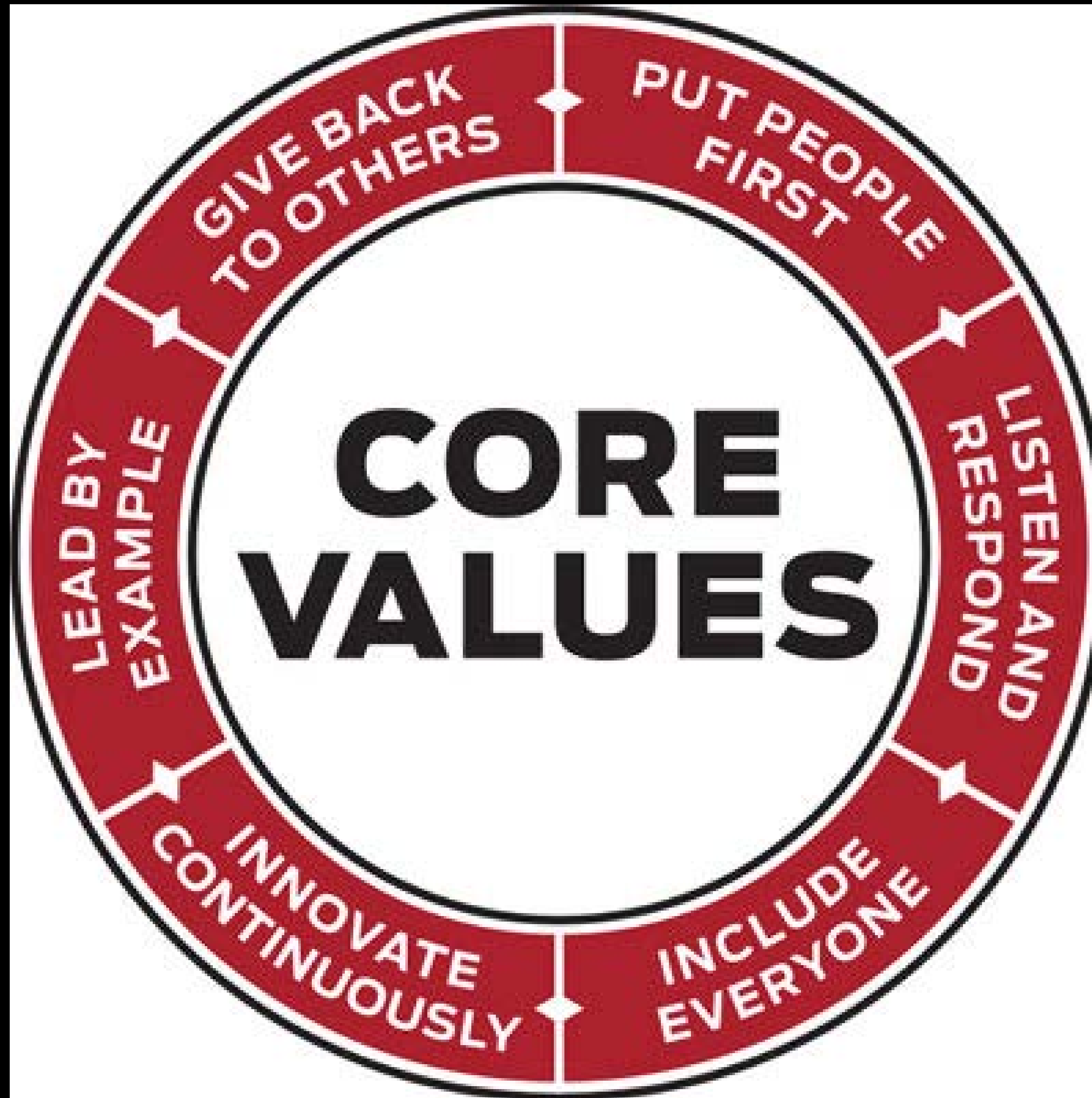
**Mission**

**Core  
Values**



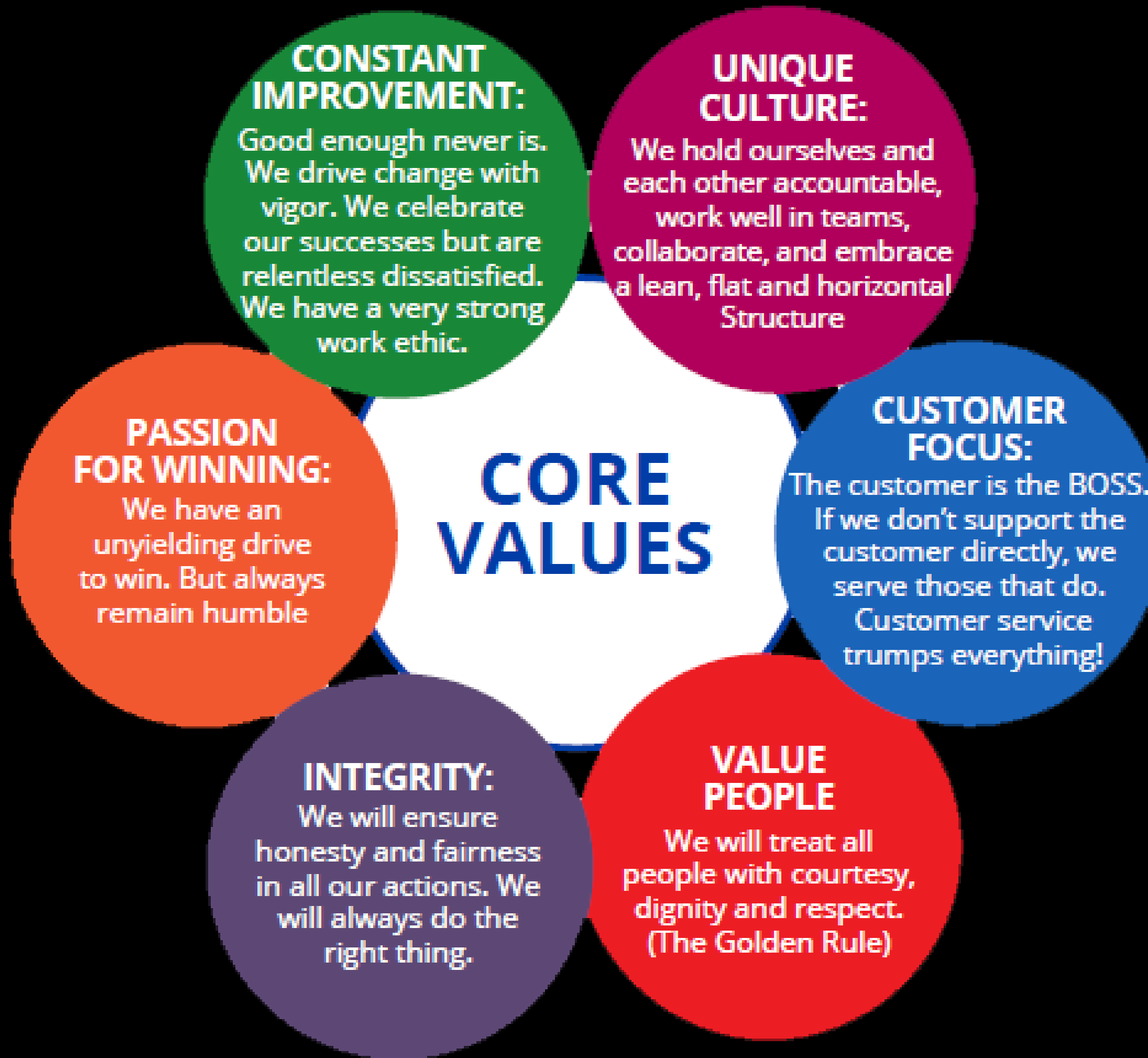


**Core values** are the fundamental beliefs of a person or organization. These guiding principles dictate behavior and can help people understand the difference between right and wrong. **Core values** also help companies to determine if they are on the right path and fulfilling their goals by creating an unwavering guide.



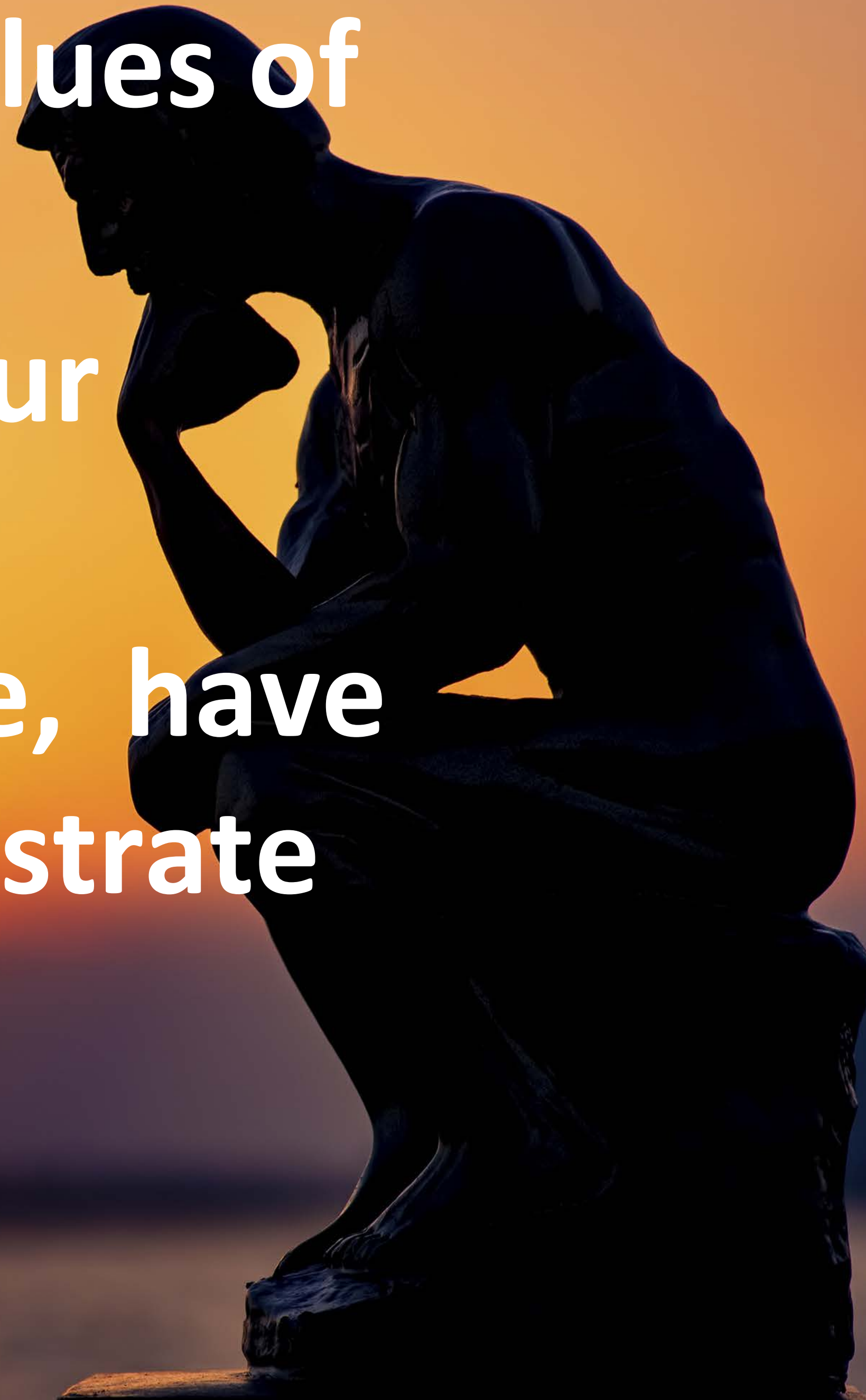








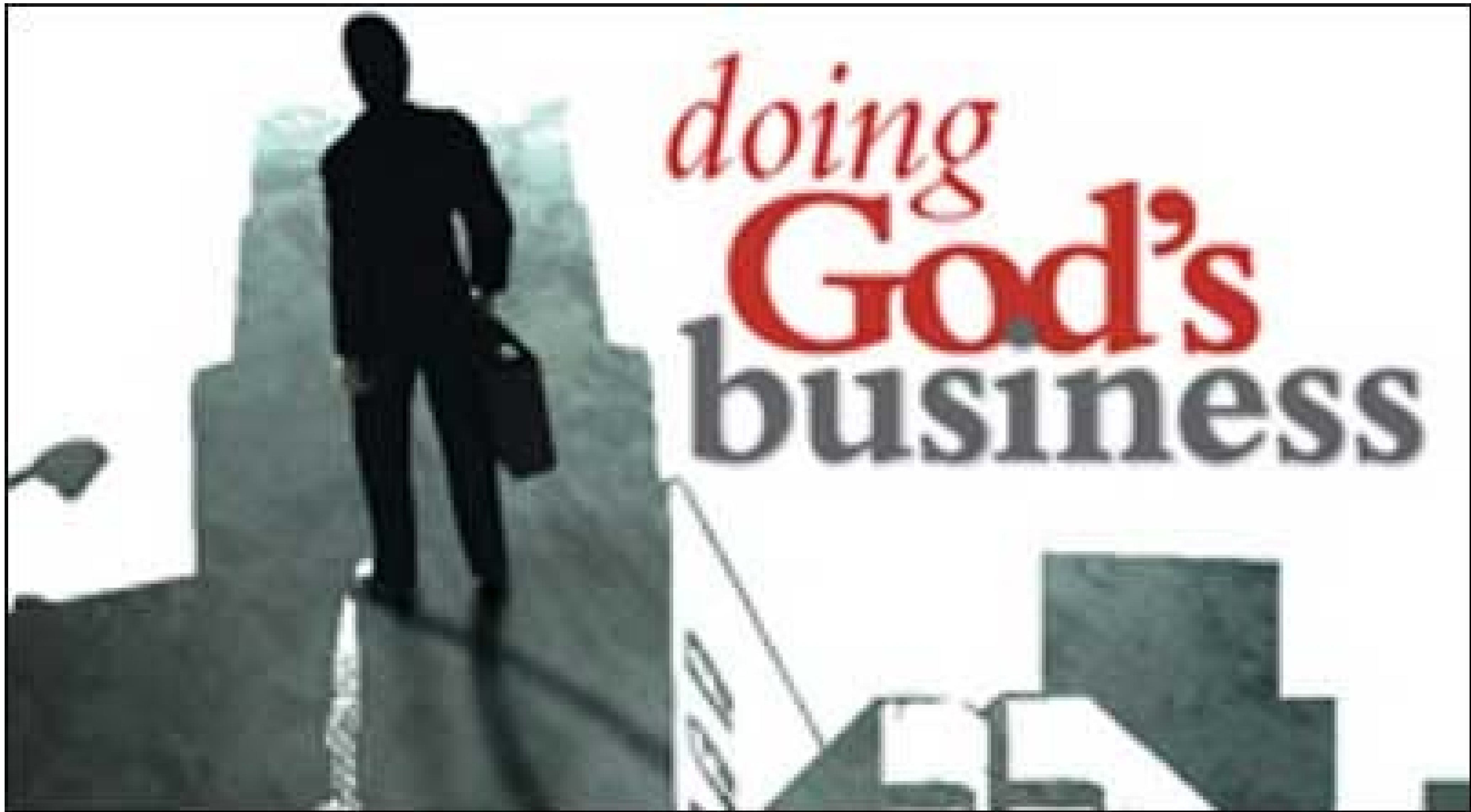
1. Item 5-6 main core values of your organization
2. Share this list with your team?
3. Under each core value, have 4-5 actions that demonstrate the core value.





# BUSINESS OF DENTISTRY





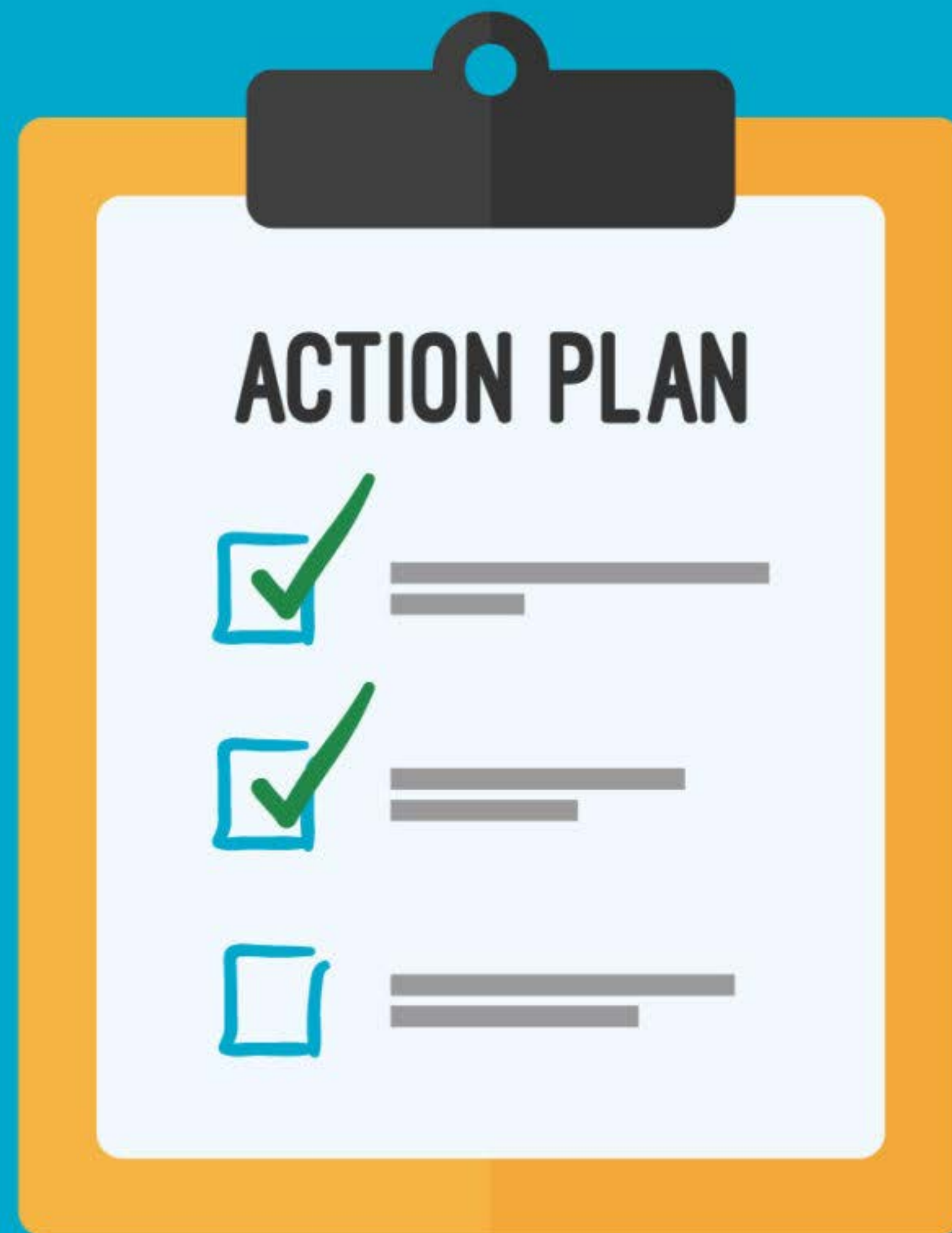
# Parable of the Talents





# IT'S GOD'S MONEY





KAI ZEN  
改善 = CONTINUAL  
CHANGE GOOD IMPROVEMENT



Kaisen Action Plans	Who will write it?	When will this be shared with the team?	Has the team put this to memory?
Purpose			
Visions			
Mission			
Core Values			