

# If You Want More Success, You've Got To Get M.A.D.™!

**Wendy Lipton-Dibner, M.A.**

**THE SUCCESS CATALYST**



Choose from one of Wendy's popular topics, or ask her to create a special program just for you!

## Spread the M.A.D.ness at Your Next Event!

Keynotes • Half or Full-day Workshops • Multi-Day Retreats

### MOTIVATE

**The ACTION Formula®** – If you woke up tomorrow morning and magically found that you had everything you truly wanted, how would your life be different? Discover the proven 3-step formula that has helped thousands of people world-wide to build greater success - personally and professionally.

**Where You Lead They Will Follow** – Proven strategies to get people to do what you want them to do using the **M.A.D.** Formula for Leadership. This is the stuff they never taught you.

**Motivating Patients to Action** – Patients resist change, even when they actually want the outcome! Master the science of motivation and help your patients to break through resistance and say "yes" to improved health and appearance - regardless of insurance coverage.

#### Executive Team Alignment

– Get all of your partners headed in the same direction by incorporating the critical components of a successful executive team. Cut your meeting time and get more done!

**Full Practice Team Alignment** – Guide your team to an identical vision, congruent perspectives and coordinated processes. Discover the joy of working in a practice that is filled with humanity, unity, loyalty and energized, self-motivated players.

**Be a Real Professional!** – Align your team by helping them to develop the key attitudes and behaviors that will allow them to be professional in a way that brings out the very best in each of them. Discover the exciting synchronicity of a fully aligned team and get a solid reputation as a practice that is consistently professional, and always real.

### ALIGN

**Powerful Presentations** – Whether you are speaking to one patient, or a room of 2000 colleagues, distinguish yourself and build a powerful reputation by using proven strategies to build rapid trust and rapport while you apply a three-step formula to motivate people to action.

**Image Differentiation** – Identify and magnify what is unique about your practice and stand out in your community as the premier provider for your specialization.

**The Art of Five-Star Service** – Elevate your practice to new heights by applying the eight components of Five-Star Service internally and externally and create an extraordinary experience for your staff, your colleagues and especially your patients.

### DIFFERENTIATE

**Spread the M.A.D.ness at Your Next Event With Wendy's Entertaining And Compelling Keynote: "You've Got To Get M.A.D.!"**



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# Meet Wendy

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Do your participants leave your events compelled to take action, or does their motivation fade as new ideas get buried under the stress of "real life?" Wendy wants her audiences to get what they came for - improved results - and she has an uncanny ability to make it happen. For over 25 years, Wendy has delivered informative and motivational programs that have enabled thousands of people to achieve measurable improvements in their results, immediately and permanently. Her presentations combine **practical, step-by-step formulas** with **powerful tools that enable participants to get and stay motivated**. When Wendy speaks, people change. They change what they think, they change what they feel, they change what they do and they change what they get. Her uniqueness is due to a combination of her electric energy, heartfelt passion and unusually eclectic background:

As an undergraduate, Wendy's passions were music, theater and sociology. She got her Masters Degree in sociology and social psychology from Duke University and then accepted a dual position as an Instructor at Texas Christian University and Project Manager at The Center for Organizational Research and Evaluation Studies. From classrooms to boardrooms and from hospitals to the U.S. Senate, Wendy excited students, implemented ground-breaking research projects, made policy-changing presentations, developed new business strategies and tested many of the techniques that she brings to her audiences today.

Wendy's entrepreneurial drive led her to leave academia to open a full-service spa for men and women. She surpassed industry standards, and built a successful retail and service business despite fluctuations in the economy and strong competition. Within her 2000 square foot laboratory, Wendy developed the sales and leadership formulas that have since enabled Fortune 500 corporate and healthcare clients to increase their revenues by as much as 200 percent (in under 30 days!). Armed with her proven formulas, she was ready to expand her reach but wanted one more set of skills. She sold her business and studied to become a psychotherapist.

Wendy specialized in Gestalt Psychology and Transactional Analysis and built her private practice by providing free seminars in stress management, sales and leadership throughout the community. She helped her clients through their personal barriers while teaching them potent business strategies and the combination was extraordinary. Soon Wendy was receiving requests for speaking, training and consulting in healthcare and corporate environments.

Today, Wendy is the President of Professional Impact, Inc., an international training and consulting firm that is dedicated to helping clients to increase their revenues by mastering the "people factor" so they can Motivate and Align all stakeholders and Differentiate their organization from their competitors. She is still actively involved in music and theater, though her favorite performances are on the stages where she shares her proprietary formulas with appreciative audiences worldwide. Invite Wendy to bring her practical formulas and contagious enthusiasm to your next event and help your participants to catch the M.A.D.ness!

### • Author

- M.A.D. Leadership For Healthcare : *Proven Strategies To Get People To Do What You Want Them To Do*
- The ACTION Formula: *The Shortest Distance Between What You Have and What You Want*
- Contributor to Healthcare and Social Science Journals and Online Forums

### • Speaker

- Compelling Keynotes, Energetic and Practical Presentations
- Internationally recognized, with standing ovations from Akron to Australia

### • Consultant

- Developed and implemented hundreds of in-house training programs for healthcare and corporate clients

• Member, Academy of Dental Management Consultants

• Member, National Speakers Association

• Top Speaker and Customer Service Awards, Fred Pryor Seminars, 1998, 1999

• United States Sales Leader, Success Motivation Institute, 1990

• International Who's Who Among Professional Women, 1990

• World Who's Who of Women, 1982



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# Meet Some of Wendy Clients

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"Wendy's topics are timely, her information is practical and her delivery is highly engaging and interactive. I find that she brings a fresh perspective to the practice management side of dentistry. Her recent publication: *The Action Formula: The Shortest Distance Between What You Have and What You Want*, is a primer for both dentists and business people in general."

**M. Constance B. Greeley, DDS, Private Practice, Treasurer ,  
Mid-Atlantic Society of Orthodontists**

"Thanks again for an incredible weekend!!!!!! The difference with staff morale and productivity is amazing. Personally, I feel completely rejuvenated. The insights I have gained are helping me in the hospital, exam room, and at home."

**Daren Primack, MD, Pacific Heart and Vascular Medical Group**

"Wendy is a skilled teacher who communicates complex, scientifically grounded processes in a simple and fun format. I found her training style to be both entertaining and practical. Because of this, I brought her in as a speaker for the Chicago Dental Society, and I have recommended her for future engagements."

**Robert Manasse, DDS, Director, Chicago Dental Society, Professor,  
University of Illinois Dental School**

"We've hired Wendy twice to speak to our professional association and she always brings a lot of energy and insight to our group. Any group of professionals that has to work with other people, either the public or each other, can benefit from Wendy's work."

**Laura Dennison, M.A., CCC-A, Georgia Association  
of Hearing Professionals**

"Our conversion rate instantly improved dramatically, but more importantly, our patient satisfaction rate soared. As a result of the workshop, everyone in the office works well together, highly motivated with a calm sense of purpose. My professional life has never been better."

**Luke Curtsinger, MD, Coastal Plastics Surgical Group**

### Some of Wendy's Healthcare Clients:

Aaron Margulies, M.D., Surgical Practice, Access Wellness, Alabama Hearing Aid Society, Altoona Dental Clinic, Arlington Adult Dentistry, AT&T, Beverley Hills Aesthetic Dentistry; Cardiologists of Lubbock, Chicago Dental Society; Rocco Ciccone, DDS, Craniofacial Pain Associates of Dallas/Fort Worth, Craniofacial Pain Associates of Oklahoma, Creek Road Dental; Danville Dental, DermaCenterMD; Dermalogica; Desert Pain Institute, Dolphin Dental, Dubuque ENT Head & Neck Surgery, Family Dentistree, Frechtman and Associates Dentistry, Genesis Health Enterprises, Georgia Hearing Aid Society, Haas Orthodontic Arts, Hall and Wrye Plastic Surgeons, Hannibal Dental Associates, Hearing Haven, HEB Hospital, Greater Lakes Association of Orthodontists, Jed Fox, DDS, Jenny Craig Weight Loss Systems, Kawesky Plastic Surgery, Lake Koeweew Dentistry, Landmark Dental, Landreth Team Dentistry, Lifetime Eye Health Care, Kevin Less, DDS Endodontics, Manasse Orthodontics, Michigan Heart and Vascular Specialists, Mid-America Dental Study Group, Mid-Atlantic Association of Orthodontics, Midway Dental, Motorola, Neurology and Neuroscience Associates, New England Chiropractic Clinic, Okabe Dental Arts, Pacific Heart and Vascular, Palm Beach Fertility, Physical Therapy Specialists, PSC, Practice Builders Organization, Premier Eyecare, Burke Robinson, MD, Craig Sommer, DDS, Somerset Dental Arts, Angela Simpson, DDS, Douglas Stevens, ENT — Facial Plastics, Tooth Wranglers, Urology Associates of South Texas, Greg Wadden, DDS, White, Maggard, Greer Orthodontics, World Class Dentistry, York Gastroenterology Associates



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# Audio-Visual and Setup Specifications

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### AUDIO/VIDEO

- LCD Projector with VGA Extension and Audio Feed to House Speakers
- Projection Screen Located at Back Center Stage

#### **For groups of 50 or more:**

- Cordless lavalier microphone
- Hand-held, cordless microphone for audience participation

### FRONT OF ROOM

- Tall Bar Stool Stage Left
- 6' Table Perpendicular to Audience at Center Stage (With Power)
- Small Round or Rectangular Table Up Stage Left
- No Podium

#### **For groups of 50 or less:**

- Self-Stick Flip Chart Pad, Easel and Markers, Stage Right

### PARTICIPANT SEATING

*In order of preference:*

- Round Tables (Chairs Seated Facing Forward)
- 6' Rectangular Tables and Chairs – Chevron Style
- Theater Style

### Rave Reviews

*"Wendy held an international audience of 2,000, speaking 27 different languages, spellbound – ending with a standing ovation!"*

Gary Saretsky PhD, Director of Business Development,  
Ability Awareness

*"Received tools to break through barriers and great knowledge in the psychology of motivation. Good pace, great energy, superior teaching skills."*

Charles Holt, DDS, Craniofacial Pain Associates  
of Dallas/Fort Worth

*"Excellent. I should also say you won over a skeptical group of doctors."*

Kevin Markham, MD, Petoskey Surgeons, PC

*"Professional Impact workshops should be considered 'required curriculum' for all healthcare practitioners. The information they provide is critical to the success of any practice."*

Lonnie Hirsch, President, Healthcare Success Strategies

*"I've been in practice 25 years and this was absolutely the most enlightening, empowering experience I've ever attended. This is a "must" for any practice wanting to become something "beyond the ordinary." Thank you, thank you, thank you for the most fun and wonderful weekend in my life!"*

Elizabeth Jones, DMD, Lake Keowee Dental

*"An answer to a prayer and a life-changing experience."*

Roger Haas, DDS, Haas Orthodontic Arts



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