

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.!"**



Professional Impact
Inspiring Action with Knowledge, Skills and Insights

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