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## Building a conscious culture

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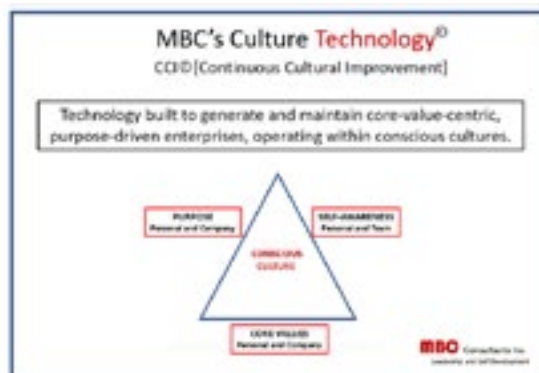
Dentistry is undergoing similar rapid and profound changes as all other industries – mergers, acquisitions, and venture capital infusion. A worldwide phenomenon. What worked in solo or small partnered practices no longer works as practices become larger and larger, rapidly moving toward becoming managed group practices (Dental Service Organizations).

When an organization reaches a tipping point of growth, most leaders wonder how to scale the culture they have built as they add additional people, and possibly layers of management or new locations and functions.

They realize, culture is “king,” that culture eats strategy for breakfast, that culture is sovereign, but how to have a high-performance culture in multiple sites with not 7 or 8 employees but 50 to 100 employees?

What becomes obvious in companies that have a conscious culture have enriched emotional intelligence and greater empathy and listening skills; improved critical-thinking skills and decision making; strengthened communications and relationships, and enhanced leadership capabilities and capacities.

In generating and sustaining a conscious culture, there are three legs required; core values, purpose, and consciousness (self-awareness). All three of these elements need to be present as an integral part of the day to day activities of a company. When all three - purpose, core values, and self-awareness, are fully integrated, a conscious culture results.



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