

27<sup>th</sup> Global Summit and Expo on

# DENTAL MARKETING

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## Leadership for dentist

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The 2010 Scottish Audit of Surgical Mortality found that technical errors during the surgery itself constituted just 4.3% of the operative areas of concern identified, with far more errors stemming from poor decision-making. Further, numerous studies have shown that deficiencies in teamwork in the operating room, are significant contributors to adverse events and patient harm experienced by surgical patients. Decision making is a sign of good leadership style; I will explain the leadership styles, explain the differences between the leader and the manager will deliver practical tips on effective motivation and will create a strategy for decision making.

## Biography

Aref Alaabed is a Dentist and an Executive Trainer with extensive years of experience in leading a medical facility. He implements policies and procedures, focusing on the development of the organization by fulfilling the mission, vision and goals. He has completed his MBA from Northampton University, UK, another Master's degree in Coaching Leadership at Bristol University. A third Master's degree in the ILM, UK level 7. He is the Founder and CEO for the International Medical Training Academy in London [www.imta.co.uk](http://www.imta.co.uk). He is also an accredited Speaker from the CPD in England in this field of expertise.

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