

SPEAKER PACKET

Travis A. Frederickson

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Clinical expertise enhances The Patient Experience, but does not create it.



Excellence in Leadership & Service

With a focus on The Patient Experience, Travis Frederickson shares proven philosophies and protocols for attracting and retaining quality patients that become loyal. In this high energy, interactive presentation, learn a symbiotic approach to orthodontics that results in greater patient acquisition, retention and compliance, and an increase in patient referrals. Develop a mindset for creating tailored and specific experiences that patients want. Learn how to cultivate a practice culture that rekindles enthusiasm about the team, the patients, practice and career.

Teams Create Champions

Discover the critically important role that teams play in any practice, and what it takes to increase production profit and efficiency; while decreasing the problems that suck the fun away. Learn critical systems and philosophies from establishing a mindset around the value of the team to the mechanics of making your team an asset to each team member, the practice and of course the patient. Move the team beyond the traditional thought of individuals working in a practice to recognizing the importance of coming together as a team. Most practitioners realize that importance of their staff. Learn how to make it so much more!

Your Best is Ahead

Disney had made it clear that they are not in the business of creating amusement parks with rides; they create magic. There is an enormous difference between straightening teeth and changing lives. If you and your team are in the business of performing a clinical task with great precision and repetition, you are missing out on the Magic of Orthodontics. Travis shares how Disney consistently and exceptionally does specific things that create Magic and how orthodontics has a very special way to have an even greater impact on the lives of those you are privileged to work with.



Excellence in Leadership & Service



Travis's stories and experience in working with clients in Disney Parks will keep your audience engaged and enthralled.

Walt Disney was a creative genius who created multiple new industries and whose legacy continues to set a high bar for both leadership and service excellence. This presentation provides insight and understand to how Walt started this phenomenon and how the Disney organization continues it today. Travis's stories and experience in working with clients in Disney Parks will keep your audience engaged and enthralled as Travis connects what happens in Disney to what happens in your organization.

Learning Objectives

- Value the benefits of organizational/team leadership as applied to your organization
- Differentiate leadership and management
- Comprehend and relate applicable leadership principles related to organizational experience
- Recognize and value organizational culture
- Acquire a mindset for attracting and retaining an aligned team
- Learn the importance of creating a structure which supports the vision
- Determine how physical environments contribute to the vision
- Benefit from bringing leadership to your organization and your life



Teams Create Champions



Creating an exceptional team is an intentional process bringing together the best of the people suited for the objective as well as bringing out the best of the individuals themselves.

Basketball legend Michael Jordan is quoted as saying, “Talent wins games, but teamwork and intelligence wins championships”. An extraordinary team has great worth in whatever endeavor it is placed. Creating an exceptional team is an intentional process bringing together the best of the people suited for the objective as well as bringing out the best of the individuals themselves. Travis focuses this presentation on the core of a great team, which starts with great individuals having made themselves ready for the team and beyond.

Learning Objectives

- Understand the enormous value of teams
- Comprehend the symbiotic purpose of any organization
- Learn the key to creating synergy in a team
- Identify the structural elements of a highly effective performance culture
- Emphasize the importance of a unified and aligned team
- Understand how leadership influences the team
- Respect the basics of individual readiness for high level team performance
- Understand the fundamentals of the habits of highly effective team members



Your Best is Ahead



This upbeat and uplifting presentation is focused on learning to look through a lens of life that allows you to be optimistic, encouraging and understand the worth and value of each person.

Encouragement is highly valued and rarely expressed. This upbeat and uplifting presentation is focused on learning to look through a lens of life that allows you to be optimistic, encouraging and understand the worth and value of each person. Whatever in life is getting you down or keeping you down, there is a way up. Whatever has caused pain can be used for power. Whatever has hurt can help. Each person has strength. Each person has worth. Travis uses a variety of ways to communicate this message and help the audience make distinctions that can help them change their circumstances, their lives!

Learning Objectives

- Learn the value of encouragement
- Shift mindset through paradigms
- Understand the power of framing and reframing
- Gain appreciation for pain and struggle
- Learn to deal with life in an encouraging way
- Determine what will best encourage you
- Decide how you will view the life ahead
- Become better every day



Meet Travis A. Frederickson



With a deep understanding of the unmatched value of Leadership & Experience, Travis Frederickson knows what it takes to attract and retain excellent staff and responsive patients; masterfully sharing these concepts in his presentations. His presentations focus on:

- **The Experience** - Transforming a practice from 'good' to 'great', helping create staff and patients who are loyal to the practice.
- **Practice Leadership** - Using the leadership principle of having a true guiding vision, teaching how the effective use of Vision transforms the thoughts and actions of the practitioner and each team member.

With 30 years' experience speaking, writing, and coaching with small businesses and government entities, Travis's focus has been within the dental and medical professions for his career. He is the co-founder of Practice Wow, integrating the best in education, technology and marketing.

Travis holds undergraduate degrees in health education and athletic training, with advanced degrees in leadership and administration, and is formally Disney trained. Combine that education with his experience, and you will be enriched with high-quality education that can be implemented immediately with lasting results.

Education

- Specialist; Leadership University of Idaho, 1997
- Masters: Leadership University of Idaho, 1992
- Bachelors of Science in Education (Health Education Major, Athletic Training Minor); Northern Arizona University, 1985 NTLA Certified Trainer, 1985

Books, Audio Books & Podcasts

- The Practice Wow Podcast
- The Ortho Experience
- The Patient Experience: 4 Lessons from Disney to Dentistry
- The Patient Experience: 4 Lessons from Disney to Healthcare

Bill & Melinda Gates Foundation Challenge Grant

Served as Idaho project director for research, curriculum development, and training for the integration of leadership and technology in today's world.

From Disney to Dentistry + From Disney to Orthodontics

This is the premier team event in dentistry is offered twice annually in Orlando and Anaheim. In this uniquely exciting and fun course, teams learn the Magic

Training

Travis has trained thousands of individuals from both private and governmental institutions in leadership and the technology used to inform leadership.



Rave Reviews and Past Presentations



Noted Presentations

- Albuquerque New Mexico Dental Association
- Annual Meeting CapEd Credit Union (multiple)
- SAO/SWSO Orlando
- Queens County Dental Society, New York
- MKS
- BSCD in London
- Intermountain Spine and Orthopedics
- Nampa Smiles
- DentalTown Orlando
- National Athletic Trainers' Association Conference
- Disney to Dentistry, Anaheim, Orlando
- Southside Dental
- State Athletic Trainers' Association Conference (multiple)
- State Department of Education Conferences (multiple)
- Thorne Printing
- U.S. Department of Education, Summer Institute (multiple)
- Keller CPA
- Cornerstone Financial

“He was a super presenter – very stimulating.” Ruth; Grand Junction, CO

“The information moves fast and is presented in useful manner.” Judy; Idaho Falls, ID

“Travis’s presentation and body language were very enjoyable!” Rita; Grand Junction, CO

“I was exceptionally pleased... This was one of the more interesting classes that I’ve taken in a long time.” Carol; Grand Junction, CO

WOW “Out of all the workshops I’ve attended, I’ve never been in one that was as animated and audience interactive as this.”
- NICOLE; Idaho Falls, ID

WOW “Extremely interesting information presented in an easy to understand way with a lot of humor. The time flew which is always a good sign.”
-SHARON; Grand Junction, CO

“I truly enjoyed the enthusiasm that Mr. Frederickson displayed. It was contagious.” Gloria; Kansas City, KS

“Travis was a powerful presenter.” Felicia; Pocatello, ID

“The information was interesting, useful, and you’ll be glad you went!” Mary Ann; Missoula, MT

“Travis does an excellent job working with a diverse group of people.” Deanna; Missoula, MT

“Entertaining speaker – experienced and amusing.” Sharon; Casper, WY

“I really enjoyed this course and Mr. Frederickson made the learning painless.” Kathleen; Missoula, MT

“This is my 3rd course and I keep coming back. When I leave I feel revived and excited about life and education once again.” Tammy; Missoula, MT

“This was great!” Karla Kay; Jerome, ID

