

DENTISTRY'S GROWTH

EQUATION Where Finance Meets Human Capital

DSO FINANCE EXPERT

KEN KAUFMAN

»»» DESCRIPTION

It's no secret that your single largest expense is people. So why is there not more conversation around the intersection of finance and culture, and more importantly, how to make your biggest expense, your greatest asset. In this talk, Ken will break down what your culture is costing you and how to ensure it's performing financially.

»»» WHAT YOU'LL LEARN

The People Side of Your P&L

- Understanding the cost of employees on the P&L
- Identifying the categories of labor costs and target spending breakdown
- Uncovering the hidden costs and how they impact your numbers

The Cost and ROI of Culture

- Identifying the levers to pull that impact culture (and your bottom line)
- Breaking down the potential costs of turnover, engagement, and leadership
- Calculating the ROI associated with operating from your core values
- Exploring a diagnostic tool to expose gaps and provide solutions

How Communication Can Reduce Your Costs

- The impact of communication on your bottom line
- How to communicate when you're moving 1,000 miles an hour
- The impact of responding versus reacting
- Unpacking transparency: how, when, and with who?
- The communication roadmap: how to build trust

