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# TLC's 2024 Annual Strategic Planning Seminar

Warwick Hotel Rittenhouse Square

Theme: Growth Happens

Friday, September 27, 2024

10:30 - 11:00		REGISTRATION	
11:00 - 12:15	Class I ~ Grand Ballroom Growth Happens With Dr Jen DePice and Dr Dean DePice		
12:15 - 12:40		BREAK	
12:40 - 1:40	Class II ~ Grand Ballroom Chiropractic Quality of Life Research With Dr Curtis Fedorchuk		
1:40 - 2:00			
2:00 - 3:00	Class III ~ Grand Ballroom Best Practices of Social Media With Dr Stu Hoffman	Class III ~ Locust Room Practical Daily Tools for Growth - CA focus With Dr Dean DePice	
3:00 - 6:00		DINNER BREAK	
6:00 - 7:00	Class IV ~ Grand Ballroom Social Genomics and Human Thriving With Dr Steve Cole		
7:00 - 7:20		BREAK	
7:20 - 8:45	Class V ~ Grand Ballroom Panel Discussion With Dr Steve Cole, Dr Jen DePice, and Dr Len Siskin		



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7:30 - 8:20		Prayer Meeting	
8:30 - 9:45	Class VI ~ Grand Ballroom Rainmakers - The TLC Way With Dr Jen DePice and Dr Dean DePice		
9:45 - 10:00		BREAK	
10:00 - 11:00	Class VII ~ Grand Ballroom Promotions Speed Sessions With Dr Melinda Hallam, Mandi Larsen, and Dr Julie Henderson		
11:00 - 11:15		BREAK	
11:15 - 12:00	Class VIII ~ Grand Ballroom What's Great in Chiropractic With Dr Len Siskin	Class VIII ~ Locust Room Intensity & Discipline - CA focus With Dr Ryan Weaver	
12:00 - 1:00		LUNCH	
1:00 - 1:45	Class IX ~ Grand Ballroom Promotions Speed Sessions With Rafael Moreno, Dr Cris Welsh, Dr Dean DePice, Dr Kurt Pepperell, and Dr Phil Szalowski		
1:45 - 2:00		BREAK	
2:00 - 2:45	Class X ~ Grand Ballroom NPs Come from You With Dr Cathy Gurman and Dr Annie Reyes, and Dr Matt Reyes	Class X~ Locust Room HPA Intensity With Dr Burke Larsen and Dr Stephen Genthner	
2:45 - 3:00		BREAK	
3:00 - 4:00	Class XI ~ Grand Ballroom Beyond your Comfort Zone With Dr Jen DePice and Dr Dean DePice		

## 2024 ASP Seminar Class Descriptions

### **Class 1: Growth Happens with Dr Dean and Dr Jen**

2025 release of the calendar of TLC community training events- plan your expansion and renewal cycles filled with the TLC promotional actions that produce results. Connect with the TLC Promotions & Marketing experts who demonstrate that TLC procedures lived out in teams produce ongoing results.

### **Class 2: Chiropractic Quality of Life Research with Dr Curtis Fedorchuk**

A guest speaker founder of health and wellness score research presenting results of research done in TLC offices. Get the benefits of research done in your office without the work.

### **Class 3A: Best Practices of Social Media with Dr Stu Hoffman**

How to attract people through social media post compliantly. Grow your engagement with your community through social media posts you post and you pay others to post for you

### **Class 3B: Practical Tools for Growth with Dr Dean DePice**

Managing your resources:

- Time- manage your minutes for growth
- Energy- your AM rituals and giving stats
- Money- property invest monies for consistent growth opportunities

### **Class 4: Social Genomic and Human Thriving with Dr Steve Cole our Keynote speaker Steve W. Cole, Ph.D.**

UCLA School of Medicine

Department of Psychiatry & Biobehavioral Sciences

Semel Institute for Neuroscience & Human Behavior

Norman Cousins Center for Psychoneuroimmunology

Jonsson Comprehensive Cancer Center

This presentation will journey through his studies of how our everyday life circumstances affect the way our genes work. Investigating how the human genome provides us the answer of how we were meant to live. Our genes are modulated by the experience of feeling disconnected to humanity.

### **Class 6: Rainmakers the TLC way with Dr Dean and Dr Jen DePice**

You will walk away with clarity of the steps each person in the practice takes to produce “rain” of new patients in the practice. We all contribute uniquely to the growth of the practice.

### **Class 7: Promotions Speed Session**

**Expansion Cycles - structured, fun & collaborative with Dr Melinda and team-** If you have done expansion cycles in the past - Open your minds to new creative ways of using TLC tools to expand your practice.

**Energy Building Actions with Dr Julie and team** - Power packed energy building actions that grow attractiveness to your practice throughout expansion cycles.

**Planners plan for Success with Mandi** - Plan, create, promote all year using our brand new TLC planners - order them for your whole team before the end of the seminar and use them immediately.

### **Class 8A: What’s Great in Chiropractic with Dr Len Siskin**

Current chiropractic research to:

- Validate your certainty in chiropractic
- To communicate the value of chiropractic to patients
- Use social media to attract people to your practice

### **Class 8B: Intensity and Discipline with Dr Ryan & Jaime - CA focus**

Working on Clarity, Consistency & Consequences (positive & negative) to help you grow

- Setting your non-negotiables
- Picking your accountability partner
- Picking your consequences both positive and negative

### **Class 9: Promotions Speed Sessions**

**Boots on the Ground aka Getting out of the building-Dr Cris & Dr Dean**

- Train to be the best lobbyist for chiropractic.
- Raise your recognition in the community so the rollers and shakers will contribute to your practice
- Build and grow your running calendar for your practice of community events

### **Branding with Dr Phil & Dr Kurt**

This is your ultimate visual class- branding excellence. Communicating your practice culture in the community and attracting patients and team with longevity. You will walk away from this class with so many examples of signage, printed materials, social media branding and the use of annual initiatives and taglines for growth

### **Expand Your Digital Reach with Rafael Moreno**

- Explore organic versus paid strategies to invest your marketing efforts for maximum patient acquisition and retention.
- Learn how to create lead magnets and create compelling offers that attract new patients, increase retention, and drive engagement. This will ensure that your marketing strategies consistently bring in quality leads.

### **Class 10A: NPs Come from You with Drs Cathy Gurman, Matt & Annie Reyes**

- Everyone wants more new patients and most of us don't realize where they come from
- This workshop class will be filled with practical examples of how to grow your attractiveness to new patients from clarity on who you want to attract, to how to protect your attractiveness and practical ways to initiate your attractiveness outside your building.
- Don't miss this class with 3 of our TLC Promotions and Marketing experts sharing their experiences using the TLC procedures for continual new patient growth

### **Class 10B: HPA Intensity with Drs Burke Larsen & Stephen Genthner**

Knowing what the correct high productivity actions you need to be taking for your getting stats is what this class is about. When we have absolute clarity it is more likely we will take the steps. Come to this class with your getting stat and core proficiency and leave with supercharged action steps prioritized for growth.