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Dear Practice Leadership,

It is with great pleasure that I can write this letter to recommend your services to all who may inquire. In the last twelve months your team has taken our practice to a much higher level, both in production and team satisfaction.

Although we were good before, we did not have the tools we needed to reach the next level of success. We lacked direction and as a result, my morale was down, the team's morale followed, and production correspondingly followed as well. It was a downward spiral that I did not know how to stop. Your team has made the modifications and given us the KNOWLEDGE to fix these problems. It has required extra effort and thought from myself as well as my team, but we feel we are working towards something, and are able to see positive results emotionally and financially from that effort.

Before I began working with Practice Leadership, I was worried about making the ends meet. Each month came down to the last few days to determine what type of paycheck I was going to get this month. Making the investment in your company seemed like a tall bridge I was being asked to jump off of with a bungee cord tied to my feet and everyone saying how much fun and how thrilling it would be. You know they are probably correct, but you are scared to death of the "what if's" and that first step is a real doozy! I'm pleased to say you were right! We recovered our initial investment of over 40 thousand dollars in the first month! Overall, our practice increased production and collections over 34% last year and we attained totals we never dreamed of. We now look forward to the future with a pleasant smile instead of a frustrating frown.

As you stated when we began this program, you are about bringing the leader out in the Doctor. You are not an office manager who is going to come in, implement new rules and "fix" the office. By holding myself accountable for the results I desired in my life and my practice and obtaining the verbal tools and office systems from you, I now have the ability to attain those results. I can better lead my team in walking out my expectations and help them reach their goals. I'm still not the leader I should be, nor do I have all the verbal skills I would like to have, but the process has begun and I'm not going back!

I look forward to our continued relationship,



Eric Ellingsen DDS