

# FORTUNE

Extraordinary Practice. Extraordinary Life.™

## MASTERING YOUR DENTAL BUSINESS & THE FUTURE OF DENTISTRY

TUES JULY 29, 2025

2  
CEs

6:00 - 8:30PM

REGISTRATION : 5:45PM

### STRATEGIC & TACTICAL PLANNING

#### STRATEGIC PLANNING

DEFINING YOUR VISION FOR THE FUTURE:

Design your practice to support your life, not the other way around

Identify goals and objectives aligned with your vision

Establish a plan covering every area of your business operations to achieve those goals and make your vision real

Create a monitoring system to ensure you're getting results

#### TACTICAL PLANNING

Break down your business's strategic plan into smaller, actionable steps to accomplish the short-term goals ... which will ensure that your long-term vision is achieved.



**TWIN HILLS GOLF & COUNTRY CLUB**  
3401 NE 36TH ST | OKLAHOMA CITY, OK

### SPEAKERS



**KATIE BURKETT**  
Managing Partner &  
Executive Coach, Fortune



**JOSH SHAPIRO**  
Executive Coach, Fortune

**\$50 PER PERSON**  
DINNER INCLUDED

  
**PATTERSON**  
DENTAL

**RSVP BY FRIDAY JULY 25**



**SCAN HERE  
OR VISIT  
[bit.ly/40aOiaK](https://bit.ly/40aOiaK)**

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**PACE**  
ACADEMY OF  
GENERAL DENTISTRY  
PROGRAM APPROVAL  
FOR CONTINUING  
EDUCATION

FORTUNE MANAGEMENT INC. - CA (Nationally or Locally)  
Approved PACE Program Provider for FAGD/MAGD credit.  
Approval does not imply acceptance by any regulatory  
authority or AGD endorsement. NOVEMBER 1, 2023 to  
OCTOBER 31, 2026 Provider ID# 304402