

Ken Runkle

Common-Sense Solutions for Long-Term Success



Paragon Management Associates, Inc.
1.800.448.2523
theparagonprogram.com

Ken Runkle

Common-Sense Solutions for Long-Term Success




Ken Runkle, America's Profitability Expert™, is a much sought after speaker and consultant for dental professionals throughout America as he consistently entertains, inspires and motivates audiences toward higher levels of achievement and practice profitability.

As the founder and President of Paragon Management Associates, Inc. Ken consults with and presents to hundreds of dental professionals throughout the country on the subjects of personal and practice development. Based on over 20 years of in-office consulting with over 1,000 dental practices, Ken delivers strategic and common-sense solutions upon which to build an efficient and consistently growing practice over the long-term.

Founded in 1986, Paragon Management Associates, Inc. is one of the largest full service dental practice management firms in the United States, serving over 300 general and specialist dental practices with 15 full-time staff and an ongoing national network of success.

Ken's Most Popular Topics

- ▶  The Leadership Academy™
- ▶ 10 Keys to Profitability
- ▶ Expectations - The Key to Success
- ▶ The Principle-Based Practice
- ▶ Recession-Proof Your Practice
- ▶ Killer Case Acceptance

*"With Ken we have **never been disappointed**. He spoke at an Excellence in Dentistry conference and so many people wanted to hear him that we had to find a larger room. He had one of the **highest speaker ratings** we have ever had.*

- Dr. Craig Callen, Associate Editor, The Profitable Dentist

*"Ken is **refreshing, inspirational, and motivating**. He has helped me achieve my goals in life and dentistry."*

- Dr. Edward Romano, Respected Clinical Lecturer

*"Ken's experience allows him to present **real-life, reliable and usable information**. Listen to him as soon as you can!"*

- Dr. Dell Webb, Dell Webb Institute

*"Ken is one of those **'can't miss'** speakers!"*

- Dr. Wayne Kinney, Indianapolis, Indiana

KEN'S MOST POPULAR TOPICS



The Leadership Academy™ (see next page)

Expectations: The Key to Success

Thriving dental practices recognize the direct relationship between high expectations and practice success. This course helps dentists assess their current expectation levels and raise those levels to attain greater success. Attendees are provided with practice-wide strategies for implementing and sustaining an increase in expectation levels that matches their goals.

10 Keys to Profitability

Providing great dental care should result in a consistently profitable practice. During 24 years of in-office practice management, we have discovered 10 keys that directly impact profitability. Attendees will learn specific practice areas to evaluate, specific steps to implement profitable changes and methods to maintain long-term profitability.

The Principle-Based Practice

Transitioning from a Rule-based practice to a Principle-based practice can reduce stress and increase profitability. Attendees will distinguish between a rule-based and principle-based approach to practice management while gaining skills to create an environment in which micromanagement is no longer necessary and trust is the norm among team members.

Recession-Proof Your Practice

Not all dental practices will decline during a recession. In fact, statistical analysis reveals that twenty percent will experience growth during a down economy. Attendees will learn eight keys to protect their practice and experience growth in spite of the ups and downs of the business cycle.

Killer Case Acceptance

Case acceptance is the financial fuel for most growing practices. Helping patients understand the necessity and importance of accepting and completing their cases is the key to optimal dental health and optimal practice profit. Attendees will gain essential skills to create higher levels of case acceptance and case completion.

HOT TOPICS

THE LEADERSHIP ACADEMY™

Special 2-Day Seminar Presented by Paragon's President, Ken Runkle

"Ken's Leadership Academy was standing room only. Every seat was filled!"

Dr. John Gigliotti, Linthicum, Maryland

imagine.....

{ SPENDING TWO DAYS WITH **12** OF THE
GREATEST LEADERS OF ALL TIME. }

Ken Runkle has developed The Leadership Academy™ to accelerate your growth as a leader by equipping you with time-tested leadership tools, skills, and strategies from 12 history-shaping leaders.

day one..... Ken presents 12 leaders who changed the world. Through interesting profiles, powerful stories, and insightful anecdotes, Ken introduces your audience to 12 essential character traits these leaders represent as he connects their leadership to the world of dental professionals.

day two..... Ken analyzes and compares good and bad leadership as he helps your audience create specific leadership action plans for their individual practices based on real numbers. To conclude day two, Ken leads a time of interaction and networking as your audience shares what has and has not worked in their own leadership styles.

we believe.....

{ ANYONE CAN BE A LEADER BY
DEVELOPING LEADERSHIP SKILLS }

The Leadership Academy is uniquely designed for all levels of leaders. From experienced leaders who want to tweak their skills to new leaders who want to lay a great foundation, each member of the audience will be motivated and equipped to maximize his or her leadership.

LEADERSHIP

KEN DELIVERS:

Proven Strategies

Ken shares tried and proven strategies forged by over 20 years of in-office consulting with hundreds of dental offices. Skip the ivory-tower theories and get strategies that produce results.

Common-Sense Solutions

Ken's Common-Sense Solutions for problem solving and growth acceleration provide practices with usable information based on simple, easy-to-implement steps. Nothing fancy, just results.

Long-Term Focus

Because Ken focuses on the long-term, many of his clients have partnered with him for nearly 20 years. With the average dentist practicing for 35 to 40 years, long-term thinking is essential to a successful practice.

Experience

Ken brings a breadth of experience and knowledge having served small, medium, and large dental practices; rural, urban and suburban practices; and also declining and growing practices.

Straight Talk

Ken's straight-talk approach cuts to the heart of dental practice acceleration and growth. He helps dental professionals cut through the guesswork and get to results quickly.

Credibility

Ken is not just a speaker, but a full-time consultant. Because he visits dozens of dental practices monthly, he brings real-world credibility to what is working and what is not working in practices today.

Integrity

Ken models integrity in his life, business and message. He believes it is essential for dental professionals to deliver what they promise with high professional and ethical standards, creating a win-win for everyone.

Optimism

Ken believes that we are in the "Golden Age" of dentistry right now. Dental professionals love to hear Ken speak because his optimistic view of the future of dentistry encourages and motivates listeners.

***Ken Runkle is one of America's leading authorities
on the development of leadership, profitability
and sharply defined thinking in the dental field.***

DEVELOPING

KEN IS A "CAN'T MISS" SPEAKER

"With Ken, we have **NEVER been disappointed**. He recently spoke for us and so many people wanted to hear him that we had to move him to a larger room. He had one of the **highest speaker ratings** we have ever had."
Dr. Craig Callen, Associate Editor, The Profitable Dentist, Mansfield, Ohio



"Ken Runkle was the **surprise hit** of our Destin meeting. We thought the 5:00 p.m. time slot wouldn't work for "anyone" but were amazed as **hundreds of doctors and staff showed up to hear him**. What they heard was unbelievable! If Ken had spoken until midnight his audience would have stayed."
Dr. Woody Oakes, Owner and Editor of The Profitable Dentist, New Albany, Indiana



"Ken Runkle has a **wealth of experience**, providing an **entertaining presentation**. He interacts with his audience and gets them involved. I highly recommend him for any speaking engagement at any level."
Dr. Tom Snyder, The Snyder Group LLC., Marlton, New Jersey



"Ken is **refreshing, inspirational, and motivating**. He has helped me achieve my goals."
Dr. Edward Romano, Respected Clinical Lecturer, Morristown, New Jersey



"Ken presents **real-life, reliable and usable information**. Listen to Ken as soon as you can!"
Dr. Dell Webb, Dell Webb Institute



"Ken is full of **practical information** that you can take back to your practice and **use the next day**."
- Dr. Steven Puma, Fords, New Jersey



"Ken Runkle lives in the **real world, not an ivory tower**. His seminars are packed with **no-nonsense**, useful, and practical business information that will help you improve your practice and bottom line."
Dr. Joe Cusumano, Arlington, Virginia



"Ken's presentations are **extremely engaging**, informative, always succinct, thought provoking and enjoyable. His innovative approach is not only informative but can **inspire an audience** to reflect on the man or woman in the mirror, aspire them to new heights and make a change in their lives."
- Dr. Brenda J. Faulk, Baltimore, Maryland



"Ken is a **powerful communicator you don't want to miss**. I recommend him for everybody."
Dr. Angelo Julovich, Indianapolis, Indiana



"Ken is **brilliant, dynamic and entertaining**. I always look forward to his speaking occasions!"
Dr. Mary Anne Salcetti, Wappingers Falls, New York

END DOORS SEMINARS

KEN'S RESULTS WITH CLIENTS

“When Ken came aboard he helped us become a million dollar practice. My hours decreased from 5 to 4 and eventually down to 3 days a week but with the same amount of production. In my 4th year with Paragon, I had **a million dollar practice.**”

Dr. Kevin Cochran, Kidron, Ohio. Paragon client since 1992



“If someone told you they knew an architect who could design a house that would appreciate over 500% in the next 18 years would you hire the architect? You bet! As the architect of my dental practice since 1987, Paragon has guided us to a **500+% production increase.** Brick by brick and board by board our systems have been developed and improved resulting in a win for my patients, my staff, my family and myself.”

Dr. Ed Johnson, Far Hills, New Jersey. Paragon client since 1987



“Since Paragon has come into our office, **organization and efficiency are now top priorities** and **past stresses are greatly reduced.** Ken’s years of experience are a great source of pearls and our goals that seemed unattainable are now becoming a reality.”

Dr. Andrew Agnini, Lakeland, Florida. Paragon client since 2005



“I’ve come to learn that having technical competence in dentistry does not guarantee having the dental practice that most doctors strive for. My staff and I have participated in all facets of The Paragon Program™ from adopting the morning huddles and using the monthly monitors to attending monthly seminars and meeting with our consultant. I attend a local study club regularly and have even gone to a national study club. All I can say is **‘Paragon works!’** We have doubled our gross income in a little over a year and I am working the same number of hours. I am definitely an advocate of Paragon’s axiom: “Bigger is not better—better is better.”

Dr. Victor Siegel, Rockville, Maryland. Paragon client since 1993



“My motivation to join Paragon was to decrease stress by being able to communicate better and by delegating responsibilities. **Monetary motivation was not why I joined Paragon.** But guess what? **Production and collection still doubled** just by opening the lines of communication and, yes, we have reduced stress also.”

Dr. Donald Pulver, Lowell, Indiana. Paragon client since 1988



“We have **been with Paragon since April 1986.** Paragon works for doctor and staff, because it is an ongoing program that involves the staff in the practice. The staff participation fosters initiative with responsibility.”

Dr. John Gigliotti, Linthicum, Maryland. Paragon client since 1986



“Ken and his staff have truly **changed my life as a business man** with their genuine concern and enthusiasm. I admire the way Ken runs his own business and shares his philosophy and knowledge with his clients. He is a real motivator and a mentor for me.”

Dr. Ed Filangeri, Lake Ronkonkoma, New York. Paragon client since 2002



NET
RESULTS

DETAILS FOR BOOKING KEN

Format

Ken is available to fit the needs of your event. He will present a keynote speech on any of his popular topics. For a seminar or workshop format, each topic is designed to be a half-day presentation. For full day presentations, Ken usually presents two topics. The Leadership Academy™ is a two-day presentation.

Keynote (up to 90 minutes)
Half-day (3 hours)
Full-day (6 hours)
Two-day (The Leadership Academy™)

Speaking Coordination

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Company Information

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BOOKING



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Ken travels throughout the United States and abroad capturing audiences with a fast-moving combination of stories, real-life examples, humor and concrete, practical ideas that deliver immediate changes and long-term results -- fast.

VIEW
THE
FILE