



## SPEAKER PACKET





# Ignite

## Your Business Through Culture and Systems: *People. Process. Proficiency.*

Does your business culture negatively impact employee motivation?

Is it difficult to manage an ever-growing list of tasks?

Is it difficult to onboard new team members without documented systems?

A strong business culture is essential for success. It improves productivity, encourages cooperation, attracts top talent, and inspires customer loyalty. The business culture will also have a positive (or negative) impact on the bottom line.

To guarantee long-term success, you need more than just the right people and processes. To ensure that your company remains successful over time, it is essential to establish and document systems that are regularly updated. If you're like most professionals, you love the idea of documenting your business systems but aren't sure where to start or how to create an actionable plan.

In this course, certified *Documentologist*, Glenda Acevedo shares the strategies necessary to ensure your critical systems are documented, organized and followed. Learn how to maximize system performance so the business is efficient, profitable, and scalable. Examine a blueprint for a systems-driven culture which encourages commitment and support from your team. Recognize the traps that cause documentation processes to fail and learn how to avoid them.

Gain the knowledge and skills needed to nurture your culture-oriented and system-driven business today!



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## Learning Objectives:

- Identify methods for building a systems culture using the AAA Framework: Attitude, Action, and Achievement
- Assess the multiple stages of business: Launch, Static, Growth, Freedom
- Recognize the importance of system documentation in short- and long-term business success
- Explore the F.S.I. process for defining fears, successes, and cost of inaction
- Dispel the most common system documentation myths
- Explore how accurate information can produce efficient system documentation
- Gain a plan and next steps to implement back in the business on Monday morning

### Suggested Audience:

All Dental Professionals

### Suggested Format:

Full or Partial Day;  
Lecture, Workshop, Keynote

A portrait of Glenda Acevedo, a woman with long blonde hair, wearing a light-colored blouse and an orange skirt, standing against a dark brick wall. In the top left corner, there is a graphic of interlocking gears.

Glenda  
ACEVEDO

**Lack of communication and trust.  
Decreased productivity. Increased turnover.**

***A poor culture can derail a business.***

A supportive business culture motivates team members to reach higher levels of performance. When well-documented systems are in place, the company runs smoothly and efficiently. By embracing a culture - and systems - driven approach, you can boost productivity, increase business value, and free yourself from daily operations.

*Documentologist* Glenda Acevedo guides professionals in transforming company culture through her speaking and consulting programs. She is a regular presence on podcasts and contributes to prominent industry publications.

Certified in systems management, Glenda helps businesses document their own proven processes - minimizing mistakes, generating time to devote to other tasks, and cultivating an opportunity to scale profits. She is also trained in various systems and project management platforms.

She brings nearly three decades of experience cultivating partnerships, expanding network connections, influencing buying decisions, designing, and implementing programs, training employees, and educating customers at a Fortune 500 company.

**Memberships:**

American Academy of Dental Office Managers  
Dental Entrepreneur Women  
Dental Speaker Institute  
Dental Speakers Bureau

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# Testimonials

"Glenda is a high-energy, passionate speaker who knows how to draw the audience in with her stories, humor, and clear ideas. She's a great choice when you want to inspire your audience to action!"

**-Katherine Eitel-Belt; Speaker, Author, Coach**

"Glenda Acevedo has an impactful message to share, and she so eloquently uses her creativity and vulnerability to connect with her audience and engages her listeners."

**-Laura Brenner; Career Coach and Speaker**

"Glenda has certainly proved herself as an incredible speaker! She spoke in Dentistry's Got Talent and gave a stellar performance. Her message is clear and important! Glenda is a pleasure to work with. I highly recommend Glenda as a notable speaker and easy to work with. I can't wait to see more of her successes!"

**-Sandra S. Berger; Dental CE Expert, Dentistry's Got Talent CE Director**

"Glenda was one of the best speakers I've heard in 5 years of running Dentistry's Got Talent, Smiles at Sea, and The Dental Festival. Her industry expertise brought so much value to the thousands of dental professionals she impacted during our event. I would give her my highest recommendation if you're considering hiring her to wow your attendees at your event."

**-Elijah Desmond; Founder of Smiles at Sea and The Dental Festival**

"Delivered a powerful story with a clear, soothing voice, and the vulnerability was powerful."

"Great storytelling, captivating, good transitions, very motivating conclusion."

"Good hook for attention in sharing life's challenges and how they impacted you, showed vulnerability, was powerful and engaged the audience."

**-Dentistry's Got Talent Judges, Smiles at Sea Conference, 2022**



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