



S U M M E R 2 0 2 0

With so many of our Spring/Summer events being canceled due to COVID-19, we have missed seeing and connecting with YOU, our colleagues and friends. Stay tuned for upcoming events to connect with Shimmin Consulting as we move into the end of 2020 and on into 2021.



Re-Awaken your Passion in the Workplace

As we come off of COVID closures, you may feel drained with the long, mentally exhausting day. You may feel underappreciated for all that you are doing right now. You may feel pulled in so many directions that your head is spinning. What I want you to focus on most now is YOU. What is your purpose? Where is your passion? If you can re-awaken your passion in the workplace, you can overcome just about any of those previous struggles. You have the ability to control your thoughts and perceptions on how you feel and what you desire. You also have great influence to those around you to inspire them to re-awaken their passion in the workplace. So, what IS passion and how can you bring it into your work? People often search for these answers to find purpose in their career choice.

If you've ever had the opportunity to see me in the TC room, you know sales is my jam. My eyes light up knowing that I have the ability to help another human transform their life. Is it all me? Not at all! It takes a team of like-minded, passionate individuals to have that success. Is sales then my passion? Not really. My passion runs deeper than that. My passion and purpose is being fulfilled knowing that I helped another person. I connected and guided them to help them understand what THEY desire and then provided them an outline of how to get there.

So ask yourself, what do you love doing and how can you incorporate that piece into your career? Reflect back to why you wanted this position in the first place? What was it that drew you to the practice you are at currently?

These are two very important questions to re-ignite your passion and propel you to greater happiness.

~Diana



Diana Weaver, Director of Training, Senior Consultant, Business Analyst

Diana has been a Senior Consultant with Shimmin Consulting since 2018 and has over 20 years experience in our industry. Her passion and expertise, working in all areas of the dental and orthodontic profession, show in her attention to detail and the success she facilitates for our clients. Diana lives in Arkansas with her husband and two children.



smileschangelives®

SINCE 1997

We're excited to announce our newest partnership with the organization,
Smiles Change Lives!

If you've never heard of Smiles Change Lives, here's some background information for you; SCL provides access to life-changing orthodontic treatment for children from families that cannot afford the full cost of braces.

Based in Kansas City, this program has treated more than 12,000 children since 1997.

With its origin as the Virginia Brown Community Orthodontic Partnership, Smiles Change Lives has emerged as the nation's leader in providing access to orthodontic care for qualified youth.

We are so proud to partner with such an amazing company, and YOU could, too! Find out more information by visiting their website, [Smiles Change Lives!](#)



These past few months have shown, no matter how well-planned and organized we are, there are things in life we cannot control. However, we can control our response to it and choose to turn a negative into a positive. One can say this virus is disrupting everything and another can say that it is creating opportunities.

- An opportunity for more time, when this is our greatest complaint of lack thereof.
- An opportunity to reflect and reconsider the direction of our practice and reconsider our processes.
- An opportunity to pivot and create ways to "see" our patients to stay connected and engaged.
- An opportunity to cross train, to create training manuals and get to our to-do list that was always deprioritized.
- An opportunity to connect with our teams, collaborate and strategize to come into the new normal together.
- An opportunity to focus on community and family and to offer help when recognized.

For me personally, my goal is for when my kids look back on this time, they will have the opportunity to remember the extra snuggles, the countless pajama days and the feeling that they were safe and surrounded by love.

~Lori



**Lori Samarco, Senior Consultant,
Business Analyst**

Lori provides a breadth of knowledge and guidance to our clients using her 25 years of experience in the dental industry. Lori has a wonderful way of connecting with those she coaches and it shows in the remarkable success she facilitates for our clients. Lori lives in Pennsylvania with her husband and two children.



We are on
INSTAGRAM!
Check us out and follow our posts and stories at:

[@shimminconsulting](#)



Introducing Shimmin Consulting's Client Portal!

We are thrilled for our new client portal we've worked hard to develop this past year. As we've launched it to our clients, they now have a very efficient and visually enticing platform to view the metrics of their business. You should never make any recommendations or changes based off a feeling or a perception, but rather to look at the hard data. In addition, it's imperative to understand what this data tells you. My team of business analysts here at [Shimmin Consulting](#), dive deep into each of our clients practice to identify the areas of concern, develop the strategies to turn these problematic areas around to achieve the necessary results and most importantly encompass the skill set to know and understand how to train your team in the new processes on behalf of your practice.

To ensure the greatest level of success for your business, clarity for each of your team members should be top priority. This clarity then provides a very high level of accountability to you, removing the need to micromanage. Remember, the better clarity you can provide your team, the greater accountability you can expect. Always look to the areas that allow you to work smarter, not harder and celebrate each area of achievement~

Continue to stay safe and healthy!
Onward and upward,

Michelle



GET INSPIRED. BE A PART OF THE CONVERSATION!

We believe in the power of collaboration and invite you to contribute thoughts, ideas, and input.

[JOIN OUR PRIVATE ORTHOMASTERMINDS FACEBOOK GROUP](#)

WHAT IS ORTHOMASTERMINDS?

OrthoMasterminds is the complete learning solution portal for the Orthodontic community. It has been created to provide an online location for continuing your education and learning from experts in the industry right from the comfort of your own computer and earn continuing education credits while doing so.

"Excellence is never an accident; it is the result of high intention, sincere effort, intelligent direction, skillful execution and the vision to see obstacles as opportunities."

- Anonymous

Shimmin Consulting is committed to your success and we want nothing more than to deliver remarkable results for YOU, with an up-to-date, current, and progressive business model that fits today's practices. Head to our [website](#) to learn what we do for practices or contact us directly and watch for our upcoming webinars, workshops, and training videos. We look forward to hearing from you and get even more excited about taking your practice to places you never thought possible!



For more information about how Shimmin Consulting can help your practice grow, please contact us [here](#).

If you're interested in having Michelle present any of her dynamic lectures, contact our Director of Operations: delana@ortho-consulting.com

Michelle's lectures provide a wealth of knowledge for streamlined practice processes, team training, scripting + tips, proven to get YOU and YOUR TEAM results...FAST!