



**RICKI BRASWELL, CAE**  
**PRESIDENT, BEYOND COACHING**

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#### COMMITMENT

I believe that everyone has a unique gift. My goal is to help them identify it and use it to change their world.

## RICKI BRASWELL, CAE

#### BIOGRAPHY

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I've spent over 20 years serving as an executive for nonprofit dental organizations, both on the clinical and laboratory side. Most recently I was the CEO for The Pankey Institute.

I've been successful in turning around organizations which struggled with sustainability in changing markets. I've turned lagging organizations into thriving organizations and developed teams who demonstrated a commitment and culture which bolstered the organizations. My strengths lie in the areas of strategic thinking, financial management, creativity, building teams, developing culture and honing leadership skills.

Formerly as a CEO and now as a coach, I help others identify, articulate and strengthen leadership skills so that you can build a culture to support your practice's growth goals. I partner with dentists to identify what's really important and to hone the behaviors and thinking which support achieving their goals for themselves and their practices.

I am committed to continual learning and growth. I hold internationally recognized certifications in both non-profit management and coaching.

#### **2019 CEO –**

Beyond Coaching

#### **2011-2019 President & CEO –**

The Pankey Institute for Advanced Dental Education

#### **2001-2011 Executive Director –**

National Association of Dental Laboratories & National Board for Certification for Dental Laboratory Technology

Bachelors of Science, Sociology and Political Science,  
Florida State University

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#### LEARN TO LEAD

The Learn to Lead series is created especially for you because being a dentist is difficult enough without layering on the other hats you have to wear. You know, those little things like running a business and leading a team. Ugh, what they didn't teach you in dental school!

Don't despair; in this Learn to Lead mini-series, I'll walk you through three fundamentals of successfully leading your team.

In this 3-part series I provide solutions to one of the most common challenges I hear from my dentist clients, which is team members who aren't helping to support the practice growing.

By the completion of this series, I'll help you identify, articulate and strengthen your leadership skills so that you can build a culture to support your practice's growth goals.

#### Episode 1: Setting Expectations

Feel like you're speaking a different language sometimes? Discover the 5 keys to aligning your expectations with your team.

#### Episode 2: Creating Commitment

How 5 questions can help your team commit to your goals and their role in creating success for the practice

#### Episode 3: Closing the Gap

Think you communicate effectively? This self-assessment will pin-point any gaps and help you close them so that your practice is set up to succeed.