



AMERICAN ACADEMY OF FIXED PROSTHODONTICS 2012 SCIENTIFIC SESSION

SATURDAY, FEBRUARY 25, 2012



**ROBERT L. FRAZER, JR.,
DDS**

BIOGRAPHICAL SKETCH:

Dr. Frazer is a graduate of the University of Texas Dental Branch (Houston), Past President of The Texas Society for Preventive Dentistry, The American and Texas Academies of Dental Practice Administration, former Assistant Clinical Professor Department of

Community Dentistry University of Texas Health Science Center at San Antonio, Former Adjunct Professor University of Texas College of Pharmacy, served on the Blue Ribbon Advisory Panel for the Council on Dental Practice of the ADA and formerly on the Editorial Board of Dental Economics magazine.

He is a Fellow in the American and International College of Dentists, a member of the National Speakers Association, American Dental Association, Texas Dental Association, Academy of General Dentistry, The American Equilibration Society, and The L.D. Pankey Institute Alumni Association. A 1995 nominee by The Texas Academy of General Dentistry for Texas Dentist of the Year. He is also a Past Distinguished President of Northwest Kiwanis, a former Boy Scout Leader, Junior League Basketball Coach, and Lay Minister. He cofounded the Rocky Mountain Rendezvous in Health Centered Dentistry and is Past President of The Bob Barkley Foundation.

Dr. Frazer is the founder and President of R.L. Frazer & Associates, Inc., a consulting organization dedicated to assisting those in dentistry as well as other business sectors create their future of choice.

LECTURE TITLE: “An Interdisciplinary Approach for Better Aesthetic Results”

LECTURE SYNOPSIS:

Research from Harvard and Rutgers Universities - shows that 75% of exceptional leaders' success is the result of Emotional Intelligence, while only 25% comes from necessary technical competency. Every major discretionary purchase is first and foremost an emotional decision. As prosthodontists, we are called upon to solve complex restorative problems often overlaid with our patient's emotions. Thus, effective leadership of a prosthodontic practice demands emotional competency.

Objectives

- Understand the science and application of Emotional Intelligence for practice success.
- Discover what research has shown are the six styles of highly effective leaders.
- Dramatically raise case acceptance through elevated E.I.
- Introduce an EI strategy for solutions-oriented conflict resolution.
- Learn how to raise your E.I.