

## Employee Retention on Your Mind?

Employee retention is the number one concern for small businesses, including orthodontic practices — and it can affect everything from staff morale to productivity and efficiency to your bottom line.

**But your leadership can turn the tide.**

In the [Simon Sinek + AAO Inspiring Leadership Program](#), developed exclusively for orthodontists and office managers, you'll gain the essential leadership skills to improve team communication, increase productivity, and reduce employee turnover.

**Register now for the next cohort, beginning February 26.**

### Program Highlights

- Learn from Simon Sinek, his favorite collaborators, and your colleagues
- Apply what you learn via real-world exercises and an entertaining and educational video format
- Fit learning to your schedule through the online, self-paced program
- Find your WHY and learn how to apply it in your recruiting, hiring, and marketing
- Access all video content for one year
- Learn with your peers in AAO private Facebook Group
- Earn 15 CE credits and a Simon Sinek + AAO Inspiring Leadership certificate
- 6 modules, approximately 2 – 3 hours per module

Special pricing bundles available! Learn more, and register now: <https://www2.aaoinfo.org/simonsinek/>