

AAO Launches Leadership Program in Partnership with Simon Sinek, Leadership Expert and Global Bestselling Author

The AAO and Simon Sinek, leadership expert and bestselling author of *Start with WHY*, *Leaders Eat Last* and *The Infinite Game*, have designed a certificate program specifically for orthodontists. [The Simon Sinek + AAO Inspiring Leadership Program](#) equips participants with essential human skills not typically taught in orthodontic residency curriculum – skills needed to build high-performing teams and lead a more successful practice.

The program is taught in six modules by Simon Sinek and his most trusted collaborators. Accompanying videos feature AAO members demonstrating how to apply Simon's concepts to an orthodontic practice through real-life examples. Upon completion of the program, you'll be equipped to inspire your team, prevent burnout, minimize workplace conflict, and communicate with confidence—all while fostering a thriving practice culture. [Your leadership journey begins October 24.](#)

Program Highlights:

- **6 modules** focused on the people and culture side of running a successful practice
- Approximately 2-3 hours per module
- **Go at your own pace** – a new module unlocks at the completion of the previous one
- Downloadable workbook for each module
- Access to all video content for one year
- Discussion group in AAO private Facebook Group
- Earn 14 CE credits and a Simon Sinek + AAO Inspiring Leadership certificate at the successful completion of the program
- Open to AAO members and their office managers
- Pricing: **\$850 per participant**. Resident discount is \$100 per participant.

[Register today!](#)