4 STEPS TO STARTING A STUDY CLUB
YOU’VE BEEN SUCCESSFUL IN PRACTICE. YOU ENJOY DENTISTRY. YOUR PATIENTS LIKE YOU. YET THERE IS SOMETHING MISSING…

YOU WANT MORE:

MORE CASE ACCEPTANCE
MORE BIG CASES
MORE CONFIDENCE IN DOING BIG CASES
MORE COMMUNICATION WITH THE SPECIALISTS WITH WHOM YOU WORK
MORE COLLEAGUES TO BOUNCE THINGS AROUND

THE ANSWER IS A STUDY CLUB.

A small group of like-minded dentists who engage with each other on a regular basis to grow skill sets, enhance their practices, attend CE courses together, and help each other get better and more productive – and have fun in the process!
CRITICAL STEPS TO MAKING IT HAPPEN

1. SETTING THE TONE
2. INVITING MEMBERS
3. FINDING THE CONTENT
4. MAKING IT WORK
SETTING THE TONE

The founder of the study club gets to choose the direction the club will take! This may be the easy part, but it is perhaps one of the most important decisions you will make.

Make a list of the procedures, concepts, treatment modalities or practice-management ideas that would enhance your practice if you mastered those skills.

Look at the list and decide which of the items would be easier to learn if you had help; people with whom you could rattle ideas around until answers became clearer.

Some clubs decide they will study esthetics or occlusion or treatment planning. Others want a wide variety of topics and will have a different agenda every year.
INVITING MEMBERS

This is the easy part. Make a list of colleagues and specialists you know in your area who you think you would enjoy spending time with in a learning environment.

The most effective clubs are groups of eight to 12 people. Groups smaller than that may not have enough diversity to keep things interesting; larger numbers diminish the experience of the individual.

You will need 15 names on your list to get your club to the right size, because some of your prospects will say no.

Make personal contact with each person, either by phone or face-to-face and invite them to join you.

Once you have commitment, set up an organizational meeting so everyone can meet each other and begin planning. That’s it!
You can find content three ways:

- Members can teach one another and each contribute something to a meeting
- The club can bring in lecturers or facilitators who can do hands-on courses
- The club can join an existing system like Spear Study Clubs, which provides packaged content
MAKING IT WORK

Clubs that are clear on how they will behave as a group have the best chance of success.

Have clear expectations about:

• How often will the club meet?
• Will there be dues?
• What happens if a member misses meetings?
• What are the “rules of engagement,” so that people feel safe when learning?
• How will the group make decisions about important issues – vote, reach consensus?

Remembering that each member can make important contributions and should be treated with respect will go a long way toward ensuring a great experience for everyone.

Now, just go do it!

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