

Bobbi A. Stanley, DDS

**a) Why are you applying for this position?**

Over the course of my 27 year career, I have been a member of many dental organizations, and I can confidently proclaim no other organization has impacted my professional and personal life like the American Academy of Cosmetic Dentistry (AACD). Sustaining membership since 2003, the skills I have learned and the relationships developed have changed how I practiced dentistry throughout my career. The AACD is the one organization that stands firm on their commitment to excellence in education for the art and science of cosmetic dentistry. Additionally, the culture of the Academy is welcoming and non-threatening. I believe that all of this is important for the continued growth and success of the Academy.

As a mentor to many young dentists, I always receive the question, “How can I improve my skills to get comfortable with cosmetic dentistry?” My answer is always the same: “Join the AACD and go to every annual meeting!” I cannot stress enough to clinicians, young and seasoned, how important the hands-on experience of the AACD meetings is to growing their clinical skills. Additionally, the information in the journal is paramount.

I am applying for this position because I believe in the future of this organization. My leadership skills, along with my passion for dentistry, will be an asset to my service for the Academy. I hope to be able to serve as a small part of growing the Academy for future generations of dentistry.

**b) What is your vision for the future of the AACD?**

In the future, I would like to see the AACD expand their opportunities for learning beyond traditional cosmetics: veneers, whitening and bonding. Although I realize that there are opportunities that are presented from other disciplines in dentistry by the AACD, my vision is to expand more in areas of cosmetic periodontics (again I realize that the AACD taps into this area with Dr. Pat Allen and others), implantology and orthodontics, and their influence on cosmetic dentistry. We, as cosmetic dentists, create beautiful smiles; however, we have to examine the entire face with smile to do that. Adding these additional skill opportunities could keep our “seasoned” members excited about attending the annual meetings each year.

I also envision the Academy having more ethical diversity as well as international representation. We are the Academy for all and it is important to grow and expand in all directions. Providing opportunities for diverse leadership and representation can expand the AACD’s reach within the dental field, while also including unique and varied voices within dentistry to bring a fresh perspective to the Academy.

**c) Have you served on boards in the past? If so, what have you learned from this experience?**

I currently serve on the Board of Trustees at the University of North Carolina at Pembroke. This commitment to serve my undergraduate alma mater allows me the opportunity to give back to a community which poured into me at a young age. This position allows me the opportunity to guide and influence the future of a growing university, and I have learned that my representation as a board member carries significant weight. Everything that I do in my personal and professional life can reflect on the university and I must make sure that I represent the University well. I receive emails from family, friends and strangers expressing opinions (good and bad) about the university. I also receive emails asking for favors or help with positions or other associations with the university. I have learned that all of my decisions must be in the best interest of the university, even if they are not in the best interest of myself, family or friends. The future of the university and its students must remain the priority of all decisions and actions. I will carry these same principles into any leadership position within the AACD.

**d) We are interested in learning about your leadership skills and organizational style. Tell us what we could expect and how you work with others. Be specific as possible.**

I have never been one to shy away from an opportunity to lead. As a dental practice owner for 25+ years, I have been leading my employees, grown from a group of four to a group of over twenty team members. My leadership style has been characterized as passionate, motivated, and empowered. I strive to be a transparent leader, such as helping my team to understand the larger picture of the inner workings of the office or working with dental colleagues, sharing my acquired 25+ years of clinical and business knowledge. I believe perfection does not exist - there is always room for continuous improvement. I personally strive to develop new skills and improve my weaknesses, and I constantly encourage my team and colleagues to invest in those skills as well.

My organizational style is based in service - as author Steve Farber once said, "do what you love in the service of people who love what you do." My passion for service fosters collaboration among my team, helping us all to work together to focus on the common goal: the patient. Providing opportunities for collaborative working sessions to improve patient processes and workflows helps the entire team to stay focused on a high quality patient-focused experience. I love what I do, and maintaining a service-oriented organizational style helps me to foster that same mindset in my team and colleagues. I would bring similar qualities to any leadership position with the AACD.

**e) Serving the AACD requires people to take on projects and see them to completion, often working with others to accomplish specific goals. Tell us about your accomplishments and approach to fulfilling obligations.**

I am naturally very goal-oriented, and enjoy seeing projects move from conception to completion. Working with my husband and fellow dentist, Dr. Robert Stanley, to launch Stanley Institute to teach our dental colleagues, has been one of the highlights of my career. Creating and launching a continuing education organization while both maintaining full-time clinical practice was difficult, but clear deadlines, organization and

delegation made the process move smoothly. Using checklists and clearly communicating among our team also contributed to the success of the launch of the Institute.

A more personal example of seeing a goal to completion was becoming an Ironman triathlon finisher in October of 2017. Becoming an Ironman had been on my “bucket list” for many years, and as I was approaching an age where it seemed impossible, I knew I wanted to complete it. The training was rigorous and difficult, and as a result I took a step back from other areas in my life. Working with trainers, nutritionists and fellow athletes gave me perseverance, however, and the joy and success of completing a 2.4 mile swim, an 112 mile bike ride, and a 26.2 mile run was overwhelming and worth the work!

- f) **The AACD offers our members a superb opportunity to form friendships which could be brought into conflict when policy decisions or approaches must be addressed. Tell us about how you might balance those friendships when policy or ethical issues create such a conflict.**

Integrity stands at the core of my personal values and business practice; it reflects on all my decisions, both clinical, business oriented, and personal. In my representation within the AACD organization, I will strive to maintain transparency among colleagues to represent the Academy well. I will not make policy decisions that reflect what is in my own best interest or in the interest of my friends and family; rather, I will strive to uphold the purpose of the AACD and continue to propel its vision forward. Although building relationships with colleagues has been an incredible part of being a member of the AACD, those relationships must never hinder policy or ethical decisions within the Academy.

I will also strive within my position to maintain professional conduct in conflict with friends and colleagues within the Academy. Differences of opinion in policy and ethics arise in leadership positions, and although I will advocate for my position, I will never sacrifice relationship for conflict. I will continue to try and unite the body of dentistry whenever possible and arise conflicts swiftly and professionally whenever they arise, recognizing that differences in professional opinion are not reflections of personal character.

- g) **What do you bring to this position that is unique or distinctive? How will you make a difference?**

As a small business owner for 25+ years, and now a business teacher, I bring a wealth of business knowledge and experience to the Academy. The AACD’s clinical training is unparalleled in cosmetic dentistry, but the strategic vision of the AACD provides an opportunity for my unique skill set to shine. I hope to help the AACD realign into a business mindset, not losing sight of its members, but rather focus on creating a thriving business that can support its members successfully by having a well-constructed foundation on which to educate and accredit. My skills in cash flow, marketing, team member management, patient retention and other business assets will help push the

AACD into a new level of growth.

- h) **Please give us an idea of where you see your interests and expertise supporting the advancement of the AACD Strategic plan and reflecting an alignment with the Academy's core purpose.**

I often say in my business course at Stanley Institute: "You are running a business. The service you offer is dentistry." Helping clinicians frame their practice this way transforms their business identity, leading them to consider their vision and purpose in light of the business they are running. Similarly, the Academy's goals of supporting member's through education and accreditation could be framed similarly. I believe my strong business acumen could help the AACD to attract and retain members, using similar process to attract and attain new patients within the dental office. Considering the Academy as a business illustrates the revenue stream as essential to its success long-term, and examining the cash flow of the AACD could provides new ways of maintaining financial success. I feel strongly that my business background could benefit the Academy by continuing the advance its purpose and mission in novel ways.

- i) **Ultimately, the purpose of serving the AACD is to support our membership. Tell us how you see yourself relating to the membership and forming a bridge between the Board and our members.**

At its core, the AACD exist to serve its members - as board members, we are still just that - members. Engaging with AACD members regularly, building new connections, fostering older connections and speaking with members links the board with current members of the Academy. As a board member, I intend to meet and foster connections with as many AACD members as possible, both nationally and internationally. As the premier organization for cosmetic dentistry in the world, I would feel privileged to have the opportunity to use my position to hear the concerns and needs of members from around the world about how the AACD can continue to grow their clinical practice.

- j) **What unique ideas do you have to build and grow our membership in today's climate?**

As I mentioned previously, growing the AACD is not unlike growing a dental practice, an area with which I am very comfortable. First and foremost, I press the Academy to consider its primary audience - who primarily attends AACD meetings? Why? Craft and construct profiles of the types of individuals attending meetings. Then consider new ways to reach those audiences. I would also consider connecting with dental schools, getting in front of new grads, and partnering with other CE organizations, especially internationally. The goal should be to create evangelists of the Academy, clinicians who want to talk about how valuable the organization has been to their growth as clinicians.

- k) **Please list any leadership courses or webinars taken.**

I absolutely love anything about leadership. I have a long list of books that I have read and reread. The list includes *Influence* by Robert Cialdini, *Scaling Up* by Verne Harnish, *Delivering Happiness* by Tony Hsieh, *Extreme Ownership* by Jocko Willink, *Good to Great* by Jim Collins. The list goes on and on.

Early in my career, I took the Dale Carnegie leadership courses. I recognized that improving my leadership skills would be crucial to leading my dental team. I continue to use the information that I received in the Dale Carnegie courses every day.

I also spent three years advancing my leadership and personal skills with the Scheduling Institute courses. Not only did the Scheduling Institute help me to be a better leader for my team, it also guided me to put together a leadership team in my office which allowed me free time to focus on growing the practice.

In 2019, I took an online executive program with The Growth Institute. This virtual training was done in a live group setting with business owners from all over the world. The six-month program provided not only a learning opportunity but also the opportunity to mastermind with many bright business leaders.

**l) What else should we know in order to consider you as an applicant for this position?**

I am excited at the opportunity to be considered for a leadership position within the AACD. I am truly a proud member of the Academy and am grateful for its many contributions to both my personal and professional life. Without the many relationships I've built through the AACD, I can confidently say I would not be as successful in my clinical practice. Without the hands-on training provided the organization, I know my cosmetic dentistry skills would not be the same. The future at the AACD is bright - and I hope to be a small part bringing that bright future come to pass.

**m) Has any dental licensing board taken adverse action against your license or is there any action pending? If yes, please explain.**

No

**n) Have you ever been convicted of a felony or are there any charges pending or under investigation? If yes, please explain.**

No