

Mohan Bhuvaneshwaran, MDS, AAACD

Question #5 AACD Board of Directors - Accredited Member

5a) Why are you applying for this position?

I am applying for the position of AACD Board of Directors- Accredited Member. I believe that to be successful, the first thing one has to do is fall in love with your work. When reviewing the BOD position requirements and our website, I was excited to find that my qualifications and personal strengths align with the AACD's needs and mission statement. Personally, I feel that the most meaningful way to succeed as a leader is by inspiring other members and helping them achieve their goals. My main focus will be to work as a TEAM with other directors and staff to help move the Academy forward and also to focus on the goals of strategic plans. As an engaging communicator with a proven track record in scheduling, my focus on building strong professional relationships has been a beneficial asset throughout my career.

I have been a member of AACD for more than 10 years. Over the years, I have volunteered in many positions in the Academy, spread the information and vision of AACD all over my country (INDIA) and other Asian countries, too. I have been spreading the Mission and Vision of AACD by various University Outreach Programs that I have conducted. I am now strongly working with the Member Relations Ad Hoc committee. I have been diligently working on welcoming the new members and also helping with the retention of our old members. I believe I would be an excellent asset in carrying out the strategic plans of AACD by bringing in more members to our Academy and by increasing the visibility of AACD in my country and other Asian Countries. I am excited to contribute my talents and proficiency towards the team efforts of the Academy.

5b) What is your vision for the future of the AACD?

I have a very clear vision that is in line with the Strategic plan of the Academy. I personally have benefited. The AACD has changed my life and style of practicing dentistry. I feel it is time to pay back to the Academy. I want to promote AACD to many and promote membership in the Academy by sharing with them all of the member benefits that have helped me become the dentist that I am. I strongly feel that the legacy should continue and should be passed to the generations that follow. I want to motivate many to take up the accreditation journey. I will always dedicate my time and energy in that direction. In short am ready to do anything for the growth of AACD.

5c) Have you served on the Boards in the past?

This the first time I am applying for this position and I promise if given an opportunity I will sure serve to the best of my abilities towards the Vision of our Academy. As mentioned earlier, I am serving in the member relationship committee and also currently the President of ABCED and worked diligently in that capacity.

5d) 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.

Leadership is the art of moderating & inspiring people to achieve their goals. Just as life, leadership is a journey. I feel one must continue to learn in order to lead.

My journey started as early as 2006 when I took over as the Joint Secretary of the Indian Association of Conservative Dentistry and Endodontics which is my specialty as a Post Graduate student. I closely worked with the Secretary in formulating many projects and in the upbringing of the Association. In the year 2015, I got elected as the Secretary of the Association and served for 5 years. During this time, there was a phenomenal growth of the Association with lot of new innovative activities and ideas to attract new members. Many of us worked together as a team to achieve this success. As a result, the membership and the financial status improved a great deal.

I also wanted to start the AACD affiliate in INDIA for the reasons mentioned earlier. My dream came true in the year 2016. We again worked as a team and we have beautifully grown the affiliate and attracted many dentists. I won the best affiliate leader award of AACD in the year 2017. We have organized 4 successful conferences. We as a team are working towards a very clear vision of promoting AACD. Since 2015, a large group from India has come to the AACD annual conference. I have also motivated many to take up the accreditation journey.

I was one of the key person in the formation of AOFCD - Asia Oceanic Federation of Conservative Dentistry - Cons Asia. I have been working closely with the group and we formed this new Association and successfully conducted the 1st Cons Asia in Seoul, last November, where I was elected as the President Elect.

I lead by taking action, demonstrating what needs to be done, and keeping my team organized to make sure we're all on the same page and contributing equally. I try to develop myself physically, personally and professionally every day. Some of the

characteristics that I have, that qualify me for this position is a strong desire to excel, determination to accomplish the given work. I am an extremely good fiscal manager as demonstrated by managing my office and home efficiently, thus allowing me to reach financial freedom in the face of many challenges.

I think my strength as a leader is effective delegation and communication. I am always trying to delegate tasks to whoever is best equipped to perform well in the task, and I try to communicate clearly what needs to be done and why.

5e) 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.

When I am a committee member or a leader at my office, I always begin with the end in mind. My objective is to energize my team, gain their commitment and provide directions in getting themselves involved in the process. The vision then becomes “our vision” or “the team’s vision”.

For the last 2 years I have been a member of the Member Relations Ad Hoc Committee. We have developed an outreach strategy for building and continuing relationship with our new members. We want to share with them AACD’s vision so that those members with similar values and beliefs can relate.

Most of my accomplishments have been mentioned earlier and I am a strong believer in “Teamwork WORKS”. I am right now involved in the Residency Program and contributing my best. My approach is always in this direction, to take everyone along with me or stay along with everyone, at the same time make my point of vision very clear. I also respect the deadlines we set for the Projects. When working for the association I will make sure that there will be no personal agenda and always think what would be the best for the Association without any vested interest. I always think and work for the future since I believe, only Politicians work for the next election and Visionaries work for the next Generation. I want to be a visionary of this Academy.

I have been acknowledged for my work at AACD by being the recipient of an EVY AWARD for Outstanding service in 2020.

5f) 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.

In terms of making unbiased decision in situations where friendships and policy/ethical decision clash, I know I will put the core values of AACD first and forward. I can manage boundaries appropriately so as not to appear to be leveraging relationships unfairly or creating environment of favoritism. I also believe in leaving any conflicts at door when the board makes a decision, I will speak as one voice with my fellow Board Members.

5g) What do you bring to this position that is unique or distinctive? How will you make a difference?

As an accredited member I feel responsible in spreading AACD's vision and information to my fellow colleagues in my country and round the globe. I am driven in terms of wanting to give members an exceptional "impression" of the ideas of AACD and inspire them. Many new members from India have gotten inspired and joined the academy. I developed many projects and conducted conferences to provide members the opportunities for engagement and to learn from lectures made by like-minded individuals who could inspire them to achieve more than they ever could have imagined. I have worked closely with the dentists round the globe and made a personal connection with them and then talk about our Academy and bring them in. An EMOTIONAL ATTACHMENT is that which brought me so far, almost from another corner of the world. Today, what is missing is the personal connection as we are so ruled by machines. I will work in breaking that and bringing up human relationships which are the key factor in our growth. We need to remember "Friends bring Friends", human values and relationship never die, Posts and Positions are temporary. Let's build a joyful Academy with lot of Love and Affection among us and for AACD too.

5h) 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 feel it is imperative to create an environment at AACD where our members feel safe to share their every-day challenges and experiences in their practice without being judged. Many new members join with aspirations of wanting to learn and provide comprehensive cosmetic dentistry to their patients, but they don't know what path to take. I would like to help them achieve their goals, which is one of the most important goal of our Academy. The growth of AACD depends on our ability to attract members, as mentioned earlier I would like to work in that direction. Sometimes new members believe that they can't become accredited to reach a particular level and also lately, there is an impression that this academy focuses only on accredited members. I personally feel that the organization should work on this to guide them, and help them sharpen their skills and thought processes necessary to deliver the high-quality dentistry they aspire to do.

During the first year of membership, half of all new members don't experience the value of membership and choose not to renew. For that reason, I believe we should re-evaluate and rework the Affiliate network to achieve a win-win arrangement. Working for the members relationship committee, I feel I have been successful in this regard.

At the Scientific Session, we must find other ways to nurture them in person via Continuums and Affiliates and networking opportunities via welcome calls, discussion forum and becoming involved with the New Member Adviser program.

The next aspect is to improve the financial status of our academy. Membership fee and the profit from the Scientific Session are our biggest source of revenue. We need to work on newer ideas in cost reduction and at the same time make sure it's not obviously seen. We need to explore a different model than we're currently using. Especially during this prevailing situation of financial break down, we will lose some of our sponsors. We need to work on some equation wherein we can find a path that would benefit both of us such as increasing the hands-on workshop in the annual session and giving more table space for the sponsors close to the room since many don't go to the exhibit hall. Also, the design of the exhibit hall can be changed so that no one misses out on anything. Also, we need to look into online Continuing Education programs with sponsors.

5i) 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.

For years I have had a tremendous love & passion for what the academy has done for me. Without being on the board, I already share my passion on how being an accredited member of AACD community, helped me grow as a restorative dentist and as a person. I have connected with general members over the years and helped them in their progress in reaching the accreditation goal. I have always inspired and motivated fellow members and accreditation candidates by sharing my passion and journey to them. I want to make a difference and inspire more members to reach the highest level of cosmetic excellence that they desire to achieve. I will give 100% to make sure that there is connection with the general members and give them the confidence that the Board is working for them.

5j) What unique ideas do you have to build and grow our membership in today's climate?

I feel the personal touch to the membership will make a huge difference. The formula with which we work in the Member Relations Ad Hoc committee has been very successful. As mentioned earlier, a stronger link with the members will be the key to success. Considering the present COVID times everyone is looking for value for money and we should take steps to make sure that the member benefits reaches them. Conducting online lectures for non-members and attracting them by giving quality education will surely attract these non-members to become members. The other missing part is the quality dental education and people teaching from heart. We are in excess in this and need to make it visible. Promoting ourselves more in social media will be a good tool for attracting members. Once people get to know that this academy is not, yet another association, but dedicated to quality dental education with personal touches, we will definitely grow. I think this will be the key to success.

5k) Please list any leadership courses or webinars taken. Leadership training is highly recommended

I have read books based on leadership development by Adam Grant, Robin Sharma, John C. Maxwell and others. I have also attended lectures based on development of effective leadership skills, but not done any specific courses in this regard.

5l) What else should we know in order to consider you as an applicant for this position?

For those of you who may not know me personally, I am very committed in following through with projects—not just in the short term of development of a new program, but brainstorming ways of how goals can be improved, re-evaluated and kept going for the long term. I am dedicated and sincere to the work given to me. Nothing distracts me during this journey. Duties given to me will be perfectly executed.

5m) Has any dental licensing board taken adverse action against your license or is there any action pending? If yes, please explain

No

5n) Have you ever been convicted of a felony or are there any charges pending or under investigation? If yes,

No