TABLE OF CONTENTS

SECTION 1. What Do We Mean by Leadership and Leadership by Design?

SECTION 2. The Twelve Steps to Leadership by Design

SECTION 3. Four Sample Dentists and Their Leadership Tendencies

SECTION 4. Daily Leadership Habits

SECTION 5. Action Plan

"Well-constructed recognition settings provide the single most important opportunity to parade and reinforce the specific kinds of new behavior one hopes others will emulate."

Tom Peters Author and Management Consultant