

*Speaking & CE*

# LISA NELSON, MA SPEAKER PACKET

Human behavior meets operational discipline: talks that move margins — and minds.

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**Fractional COO**

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**Full-Stack  
Practice Advisor**  
Integration + Operations + Exit

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**35+ Years in  
Dentistry**



# ABOUT LISA NELSON, MA

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There's no manual for becoming the kind of leader people want to follow — but Lisa Nelson has spent her career building one through lived experience, not theory. With more than 35 years in dentistry, she's sat in nearly every seat: clinician, trainer, executive, integrator, and fractional COO. Her signature strength is helping owners understand the real reasons teams and systems stop aligning — and then building the clarity, structure, and behavioral shifts that get everything working in the same direction again.

Today, as the founder of **AlignCore Leadership** and a full-stack Integration-to-Exit Advisor, Lisa guides dental owners through the moments that matter most: stabilizing operations, elevating team performance, strengthening leadership, and preparing the practice for a clean, profitable exit. She is known for her candor, humor, and ability to cut through noise with decision-ready insight — giving owners the confidence to lead well, grow wisely, and run a practice that finally feels like the one they thought they were buying.

## Highlights

- **35+ years in dentistry**
- **Fractional COO & integrator**
- **Full-stack Integration & Exit Advisor**
- **Founder, AlignCore Leadership**
- **Creator of The Launch Program™**
- **Developer of the CORE Integration Model™**
- **Creator of CoreVital™ Assessment Suite**
- **CE-ready keynote & workshop formats**



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A full-day, small-group (< 100) immersion in human behavior, communication, and team alignment.



# KEYNOTE TOPICS

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## Close the Integration Gap

*From deal day to a practice that actually runs.*

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New owners expect systems that work; what they inherit is usually a maze of competing habits, unclear roles, and people who were “fine yesterday” until the sale closed. This keynote breaks down why integration fails — and how to stabilize operations in the first 60 days so the practice stops wobbling and starts performing.

### 3 Outcomes:

- A 30–60–90 day integration roadmap that prevents margin bleed
- A structure to align people, systems, and accountability quickly
- A weekly operating rhythm that creates predictable performance

## Human Behavior That Drives EBITDA

*Real psychology, real dollars — the levers owners forget they have.*

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The biggest gains in case acceptance, reappoints, and collections don’t come from new tech or heroic effort — they come from small behavioral shifts inside the team. This keynote shows owners how to use human behavior principles to increase compliance, consistency, and revenue without burning people out.

### 3 Outcomes:

- A friction audit to remove hidden bottlenecks in daily workflows
- A “nudge stack” that boosts case acceptance and follow-through
- Incentive and communication patterns that protect profitability



# ONE-HOUR LECTURES

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## The 3–5 Year Blueprint for a Smooth, Profitable Exit

***Build a practice that performs today and sells tomorrow.***

Owners wait until they're emotionally done before they start planning their exit — and that's exactly when they have the least clarity, the least leverage, and the highest risk of leaving money on the table. In reality, exit readiness begins years before a listing: in the culture you build, the operations you stabilize, the leadership you grow, and the expectations you reinforce every single day.

This lecture cuts through the noise and shows owners what actually moves valuation and reduces stress: the operational habits, behavioral shifts, and organizational clarity buyers look for long before they ever walk through the door. Built from Lisa's Integration-to-Exit methodology, this session helps owners understand the financial and human factors that determine whether a sale is seamless — or miserable.

### **Learning Objectives:**

- Identify the operational and cultural markers that influence practice valuation
- Map a 3–5 year readiness timeline to avoid last-minute surprises
- Implement owner habits that reduce risk and increase buyer confidence

**Suggested Audience:** Owners 3–7 years before considering transition, brokers, financial partners, study clubs

**Format:** Lecture | CE | Workshop



# ONE-HOUR LECTURES

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## The Hidden Language of Conflict

*Decode styles, reduce decision delays, restore momentum.*

Practices don't suffer from "too much conflict" — they suffer from poorly handled conflict. When conversations go sideways, culture erodes, productivity drops, people retreat or get defensive, and decisions stall. But conflict, done correctly, is good. Without conflict we cannot have change — and entering into a conflict-conversation properly is what moves the needle forward.

This lecture, built on Lisa's CoreResolve™ methodology, demystifies conflict styles and reveals the invisible behavioral patterns that fuel tension. Attendees learn the neuroscience of how word choice, framing, and emotional signaling shape psychological safety — and how to approach conflict in ways that lower threat response and increase clarity, trust, and alignment.

### Learning Objectives:

- Recognize the behavioral markers of common conflict styles
- Apply a 15-minute decision protocol that prevents circular debates
- Use communication patterns that reduce threat response and increase psychological safety

**Suggested Audience:** Owners, clinical leads, ops managers

**Format:** Lecture | CE | Workshop



# ONE-HOUR LECTURES

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## The Inner Architecture of a High-Performance Practice

**Roles, decision rights, and scorecards that grow with you.**

When responsibilities blur, decision rights aren't explicit, and expectations shift from day to day, even strong teams slip into frustration, hesitation, and misalignment. Owners end up overfunctioning, managers guess, and accountability becomes personal instead of operational.

This lecture breaks down the organizational and psychological architecture that healthy, scalable practices rely on: clear role definitions, decision-rights mapping, and scorecards that give everyone the same understanding of what "good" looks like.

Built from Lisa's Integration-to-Leadership methodology, attendees learn how to design a structure that reduces friction, increases stability, and sets the foundation for predictable performance at every stage of growth.

### Learning Objectives:

- Build a spans-and-layers model that fits 1-12 ops practices
- Clarify decision rights that prevent "who owns this?" friction
- Implement scorecards that align expectations and drive accountability

**Suggested Audience:** Growing practices, DSOs, owners expanding ops, study clubs

**Format:** Lecture | CE | Workshop



# ONE-HOUR LECTURES

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## The Brain-Based Leader

*The neuroscience behind trust, psychological safety, and effective leadership.*

Communication can easily trigger a threat response causing team members to retreat, overreact, shut down, or simply stop listening. Leaders think they're being clear, but the brain hears something different: "I'm unsafe," "I'm being judged," or "I'm about to fail." Psychological safety isn't a soft skill — it's a neurological state. And without it, clarity, accountability, and execution all collapse.

This lecture dives into the neuroscience that underlies attention, motivation, resistance, and decision-making — and shows leaders how to communicate in ways the brain is wired to follow. Attendees learn how emotional signaling, timing, framing, and tone shape brain responses; how cognitive load alters understanding; and how to build psychologically safe conversations that increase alignment, trust, and consistent follow-through. This is communication that works because it works with the brain, not against it.

### Learning Objectives:

- Understand the brain's threat/reward systems and how they shape communication
- Use language patterns and framing that support psychological safety and clarity
- Apply neuroleadership principles that improve motivation, trust, and execution

**Suggested Audience:** Leadership teams, owners, managers, anyone responsible for communication or team performance

**Format:** Lecture | CE | Workshop



# HALF-DAY INTENSIVES

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## The Human Behavior Lab

*Understand how your people think, work, and respond — and lead them better because of it.*

Teams aren't confusing — people are. Behind every missed expectation, delayed decision, personality clash, or frustrating pattern is a predictable behavioral profile with equally predictable triggers. When leaders don't understand how their team processes information, handles stress, or makes decisions, they unintentionally create tension, misalignment, and operational drag. But when you understand why people behave the way they do, everything changes — coaching gets easier, communication gets clearer, conflict loses its sting, and accountability stops feeling personal.

This half-day immersive lab draws from Lisa's behavioral psychology background and communication framework expertise. Attendees learn to read the core behavior patterns that drive their team's reactions, motivation, and decision-making — and how to lead, communicate, and coach each type for smoother, more predictable performance.

### What We Cover:

- The dominant behavioral patterns that drive team communication & conflict
- How stress, clarity, and communication style influence each pattern's performance
- How to recognize early signs of misalignment before they escalate
- Coaching and leadership approaches that work with, not against, each pattern
- Real-practice application: situational exercises based on team dynamics

**Ideal For:** Owners, managers, leads, and teams wanting better communication, smoother workflows, and fewer interpersonal friction points. **Format:** Half-Day Workshop (3–4 hours)



# HALF-DAY INTENSIVES

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## Making Conflict Useful

### *A Healthy Conversation Intensive*

**Most teams don't struggle because they have conflict — they struggle because they've never been shown how to enter, navigate, and exit conflict in a way that creates alignment instead of damage.** When hard conversations derail, culture erodes, productivity drops, relationships strain, and decisions stall. But conflict, done correctly, is good. It's the engine of clarity, growth, and movement — and the antidote to quiet resentment, sideways communication, and chronic misalignment.

**This half-day lab blends Lisa's CoreResolve™ principles with neuroscience and behavioral psychology to teach leaders and teams** how to transform tension into traction. Attendees learn what actually drives defensive reactions, how to protect psychological safety in high-stakes moments, and how to approach conflict in ways that lower threat response, raise clarity, and restore trust — without scripts, gimmicks, or emotional contortion.

#### **What We Cover:**

- The behavioral & neurological patterns that shape conflict (and why people “flip”)
- How psychological safety is built, broken, and rebuilt during tough conversations
- A step-by-step conflict entry protocol that prevents circular debates
- Communication patterns that reduce defensiveness and move decisions forward
- Real-practice application: high-stakes conflict mapping + guided scenario work

**Ideal For:** Owners, clinical leads, operations managers, and teams navigating growth, tension, or decision bottlenecks. **Format:** Half-Day Workshop (3–4 hours)



# HALF-DAY INTENSIVES

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## How the Brain Follows: A NeuroLeadership Workshop

*The neuroscience of trust, clarity, and follow-through.*

Most leaders think their influence comes from authority, experience, or personality. In reality, it comes from how well they align their leadership style with the way the brain processes information, evaluates safety, and decides what to follow. When leadership approaches work with the brain instead of against it, people don't just comply — they engage, remember, improve, and carry the message forward.

This workshop goes beyond communication and digs into the neural mechanics behind leadership behavior: how attention forms, how trust is built, how motivation is sustained, and how leaders unintentionally create cognitive overload or emotional static. Attendees learn what actually makes a leader “followable” — the rhythms, cues, behaviors, and structures that the brain interprets as stable, credible, and worth aligning with. This isn't about saying things differently — it's about leading differently using neuropsychology to shape how people feel, think, decide, and act.

### **What We Cover:**

- How the brain evaluates leaders: credibility cues, stability signals, and consistency markers
- Why people follow some leaders instinctively and resist others
- The neural patterns behind focus, memory, motivation, and habit formation
- Leadership behaviors that improve team stability, clarity, and confidence
- Practical neuroleadership routines that boost alignment and execution

**Ideal For:** Owners, clinical leads, operations managers, and teams navigating growth, tension, or decision bottlenecks. **Format:** Half-Day Workshop (3–4 hours)



# HALF-DAY INTENSIVES

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## Culture by Design

*Build the habits and expectations that shape how your team actually works.*

Culture isn't what a team believes — it's how a team behaves. It's the habits they repeat, the standards they tolerate, the way they communicate under pressure, and the expectations that get reinforced (or ignored) every day. When culture isn't intentionally shaped, teams drift, accountability erodes, and owners end up doing emotional cleanup instead of strategic leadership.

This workshop focuses on the behavioral architecture behind a healthy, high-performance culture: the cues that signal “how we do things here,” the routines that create consistency, and the leadership habits that stabilize a team. Attendees learn how culture forms, how it fractures, how to rebuild it after disruption, and how to anchor the behaviors that protect productivity, trust, and performance. Culture becomes something you design, not something you hope for.

### **What We Cover:**

- The behavioral foundations of a strong, sustainable practice culture
- How culture is built, broken, and reset during growth or change
- Identifying the hidden habits that sabotage performance

- How leaders influence norms, expectations, and emotional tone
- Tools for reinforcing consistent behaviors across the entire team

**Ideal For:** Practices with new owners, growing teams, leadership transitions, or culture drift.

**Format:** Half-Day Workshop (3–4 hours)



# FULL DAY ACCELERATOR

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## The People & Performance Accelerator

*A full-day, small-group immersion in human behavior, communication, and team alignment.*

Teams don't fall apart because of skill — they fall apart because of behavioral friction: mismatched work styles, uneven communication habits, unclear expectations, tension that never gets named, and assumptions that quietly poison momentum. Smaller groups feel this more intensely, because every reaction, every dynamic, and every personality carries more weight.

The People & Performance Accelerator is a full-day, small-group workshop designed for those who want to understand themselves, each other, and how to work together without burnout, resentment, or confusion. Blending the Human Behavior Lab, neuroleadership, conflict psychology, and healthy communication practices, this intensive creates a psychologically safe environment where teams can reset how they operate — together, in real time.

This isn't a lecture. It's a guided, hands-on behavioral reboot for teams who want to protect trust, sharpen communication, and increase performance without losing their humanity.

### What We Cover:

- The core behavioral patterns that impact communication, conflict, and execution
- How to communicate across styles without triggering defensiveness or shutdown
- Full-team clarity work: norms, expectations, and "how we do things here"
- High-stakes conversation mapping: conflict entry, conflict recovery, conflict prevention
- Leadership habits that stabilize the emotional tone of the team
- Applied group exercises to align workflows, communication rhythms, and team agreements

**Ideal For:** Mid-sized attendance (under 100), leadership groups, practices in transition, growing offices, or any team needing alignment, clarity, and a behavioral reset. Designed specifically for small groups, retreats, team summits, and closed-door leadership cohorts — not large conference audiences.



# BOOKING & INQUIRIES

## FOR SPEAKING, CE PROGRAMS, LEADERSHIP SESSIONS OR TEAM INTENSIVES:

[LisaNelson@AlignCoreLeadership.com](mailto:LisaNelson@AlignCoreLeadership.com)

[www.AlignCoreLeadership.com](http://www.AlignCoreLeadership.com)

Response Time: within 24 business hours

## MEDIA ASSETS & SPEAKER RESOURCES:

High-resolution headshots, AV requirements, and promotional materials available upon request.

## SESSION FORMATS OFFERED:

- Keynote (45–60 minutes)
- One-Hour Lectures
- Half-Day Intensives
- Full-Day Accelerator (small groups <100)

## TOPICS & EXPERTISE:

- NeuroLeadership & Behavioral Psychology
- Practice Operations, Structure, and Clarity
- Communication, Conflict, & Team Alignment
- Owner Development & Leadership Growth
- Integration-to-Exit Strategy

**Human behavior meets operational discipline:  
talks that move margins — and minds.**

*Lisa Nelson*

## About Lisa Nelson, MA

Lisa Nelson is a fractional COO, integrator, and behavioral strategist with 35+ years in dentistry. As the founder of AlignCore Leadership and creator of the CORE Integration Model™, she helps owners stabilize operations, strengthen leadership, and build practices that run cleanly — with teams that work in the same direction again. Her speaking, CE programs, and team intensives blend human behavior, neuroscience, and operational discipline to create real movement, not theoretical inspiration.

