

**JoAn Majors, RDA, CSP®**

**Certified Speaking Professional - Content Creation Specialist, The Soft Skills Institute, LLC**

JoAn Majors works with organizations in the dental industry who want to improve predictability, profitability, and PASSION with soft skills. She knows the dental industry because she comes from it and has spent the last two decades focused on the soft skills that create value for the procedure, service, practice, or relationship. Fondly referred to as the "word surgeon," discovering or creating ways to turn tough talk or technical conversations into scalable systems that produce more value and stronger connections. She co-founded The Soft Skills Institute, a Nationally recognized AGD PACE provider with her dentist husband and greatest champion, Dr. Chuck Majors.

Published in 25 magazines and newsletters, she's also written four books. Her fifth, *Soft Skills or Tough Talk*, will be available soon. She holds the highest earned speaking designation from the National Speakers Association and is a member of multiple other organizations. Her happy place is at the front of the room, inspiring teams to action with her signature "open arms" communication. The programs can be supported by high-value online content. JoAn still functions as Comprehensive Care Coordinator part-time in the practice. Lastly, she's creator and co-host for SpouseTales, the unofficial podcast for the dental spouse, their spouse, and a favorite to the "day wife" in a dental life. To learn more or see her in action, visit:

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