

Lynne Leggett, BS, FAADOM, is the Founder & CEO of Victory Dental Management LLC and has over 25 years of business experience in several different industries - dentistry, medical, pharmacy, sales, transportation, logistics, and project management. Using her diverse experience, she creates a unique plan for each client so that optimum results are achieved. Lynne has a fresh approach to coaching, as a seasoned basketball coach of middle school teams to AAU teams, she understands that having employees ≠ a team. Creating teams from employees is an essential part of how she works with clients. She teaches dentists and managers how to actually coach their team which transcends leadership in the dental practice. Before working on any process or system, there needs to be a true team working together. Sometimes dentists know what results they want in their practice, but they do not know how to get there. She explains what is needed so their goals are accomplished. Her passion is to help dental practices reach their full potential, increase their productivity and profitability while enabling them to deliver the best patient care and customer experience. She guides dentists and their teams to find ways to improve the business side of the practice.

Lynne is also a coach, consultant, speaker and author, a member of the Academy of Dental Management Consultants, National Speakers Association, Speaking Consulting Network, AADOM Speaker Consultant Alliance, and a lifetime member and Fellow of AADOM. She frequently contributes articles for Dental Products Report.com, DentistryIQ.com, DeW life (Dental Entrepreneur Woman), Dental Entrepreneur, multiple state association newsletters and magazines, SWYP Dental, The Observer, Trojan Today, and is a monthly contributor to Dr. Bicuspid. She has created online CE courses, webinars, and published her first book “You Can’t Coach Quit” in 2019.

Lynne received her BS in Business Administration from Mary Washington College with a concentration in Management, Marketing and Pre-Law.

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