

## **Dr. Terry Daugherty**

With 25 years' experience running high quality, multi-million dollar orthodontic practices in the Dallas area, Terry Daugherty is one of the country's leading experts in successfully growing practices. No one in the consulting industry has been as hands-on as Terry. His "in the trenches" approach makes him a highly sought-after speaker and writer on practice marketing and success strategies. A nationally-known practice development expert, Terry specializes in helping his peers create masterful practices through leadership, team development, and profitable marketing programs.

In 2004, he co-founded Daugherty Consulting with his brother, Dave. Today, Terry conducts retreats, mastermind-style groups, and one-on-one consultations concerning practice growth, productivity, and profitability. Terry's specialty is Productive Practice Development; he knows from experience that any practice can grow exponentially by building successful teams and creating highly-effective marketing programs. That's why Terry focuses on both the relational side of the practice (the staff and their needs), as well as the business side (the practice and its needs). He also stresses the importance of creating a vision for the practice, because without one, no program will accomplish optimum results.

Terry views himself as a partner in his clients' success, not merely a consultant who comes into the practice, throws some tools in the doctor's lap, and leaves. Because a number of different factors can affect a practice's excellence, and one set of strategies doesn't fit every practice, Terry tailors strategies to each practice's individual strengths and needs.

Terry is the author of numerous articles on the mindset of super-successful orthodontists, including "The Marketing Cookbook," "The Language of Orthodontics", and "The Masters of Orthodontics." He also published a series of articles in the acclaimed international publication, *Practical Reviews in Orthodontics*.

Terry holds dental and orthodontic degrees from the University of Missouri-Kansas City, and for a time was an Associate Professor in Baylor University's Orthodontic Department. He began his career as an Associate of Dr. R.G. "Wick" Alexander in Arlington, Texas, before beginning his own practice in the Dallas area. Dr. Daugherty has been a member of numerous orthodontic organizations, including American Association of Orthodontics, Southwest Society of Orthodontics, Schulman Super Orthodontic Group, and many other excellence-oriented groups.

Terry's intensive orthodontic background, combined with Dave's business-oriented background, make Daugherty Consulting the perfect choice for those who want a practice that excels to new heights.