# Bringing together the brightest minds in Optometry

OD 40/40 is not your typical Optometry event. This is an invitation to be a part of an leading council of elite, like-minded practice owners who want to learn to be great leaders and grow amazing practices.

Only 40 attendees will be chosen to receive three impactful business training sessions that include two days of learning and focus groups on areas that make the biggest difference in your practice.

## Top 5 Reasons You Should Apply

### Learning

– Learn business trends and topics from industry experts who live and breathe business

### Resources

– Walk away with tools and resources to implement immediately in your practice

### Networking

– Network with OD’s just like you in similar practice lifecycles and growth opportunities

### Experience

– Experience being a part of a special elite group who are progressive and innovative

### Influence

– Directly influence the direction of Johnson & Johnson Vision Care research by being a part of a dedicated focus group

Interested? Apply Now

## What Will I Learn?

### Planning

### People

### Peer Networking

### Process

### Partnership

### Personality

### Performance

### Prevention

### Practice Marketing

## Agenda

**January 11 & 12, 2018**

### Speaker: Dr. Scot Morris

Dr. Scot Morris, OD, well known speaker, author, editor and educator will take attendees through a day of learning on everything from designing your vision & business niche to patient flow, financial basics and operational efficiency.

**May 8 & 9, 2018**

### Speaker: Kevin Wilhelm

Meeting marketing guru, Kevin Wilhelm. Current president of Marketing4ECPs, Kevin is a serial entrepreneur, brand ambassador, educator and marketing facilitator. Attendees will learn how to dominate in a digital based world as well as learn the basics of traditional marketing, in office design, merchandising and the value of partnering with everyone from supplier partners to services.

**Nov 15 & 16, 2017**

### Speaker: Trudi Charest

Trudi Charest has been a leading educator and speaker in the eyecare industry for decades. She brings an extensive background of experience from retail to wholesale to clinical. She also has an HR background working as a corporate trainer/ recruiter for a large eyecare group. This day will be all about people! Content will focus on the best HR techniques for small business as far as finding good staff, training, motivating as well as understanding how performance drives revenue and growing a strong team and culture. We will also focus on networking and buying groups as well as setting prevention measures for your practice from theft, fraud and HR legalities every business owner needs to know.

## Location

### Ivey Business School

1255 Western Road

London, Ontario, Canada

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https://www.ivey.uwo.ca/

### Have questions?

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