



Meet Dr. John

Enhanced Communication Skills = Enhanced Case Acceptance

Dr. John Gordon's presentations and coaching programs expose dental professionals to a different way of thinking about their practice, patient care and the critical importance of the patient's overall experience.

Understanding that his education in dental school (University of Missouri-Kansas City) was a starting point, Dr. John challenged himself by participating in the most continuums (L.D. Pankey Institute and Dawson Academy.) He studied under American Academy of Cosmetic Dentists founders Jimmy Eubanks and Jeff Morley to gain expertise in cosmetic dentistry. As a result, he assimilated a philosophy that provided the foundation for his practice success.

Finding fulfillment in cosmetic cases, Dr. John shifted the focus of his private practice to lifestyle dentistry. Despite his technical expertise, he did not yet possess the skills to consistently inspire patients to accept treatment. Turning again to advanced education, Dr. John elevated his communication and listening skills, significantly altering the course of his practice. Story listening became a key factor in his practice success, providing patients with hope, validation, and improved self-esteem. Dentistry became his personal calling.

Dr. John is the host of Fearless Dentistry Podcast which connects the dental industry with experts in the area of personal and professional transformation/fulfillment as well as impactful systems and strategies to drive practice profitability.



Testimonials

Dr. Gordon is a dynamic speaker and has always been ahead of his time.

His message is transformational and inspiring for all industries and goes beyond just a smile!

*Kevin Kwok, Founder/Chief Creative
j29 Creative Group Marketing Agent*

Listening to Dr. John is like breathing

fresh air. His heart-centered, logical approach gives light to a life and career filled with deeper communication and purpose. He is changing the narrative with positive energy and impressive institutional knowledge.

*Samantha Jones, Owner/Chief Creator
Cre8Wise Movement Dental Consulting*

Dr. Gordon's passion shows as he discusses how he transformed his practice we all desire to have. You leave motivated and rejuvenated to create the type of practice you will love going to every day for the rest of your career.

*Dr. Barry Wilson
UMKC School of Dentistry*