

GUEST KIT • 2026

Bring your numbers, not your deck

Dental Growth Mode is a weekly conversation with owners who run real buildings, followed by a fractional CFO's read on what their numbers are actually saying. There is no pitch segment, no sponsor read, and no request that you make your practice sound better than it is. The whole value of the show is that the read is honest.

THE FORMAT

01 45 minutes recorded, edited to roughly 28

Remote, on video. We use Riverside or Zoom, your preference. You will have the question set at least three days beforehand, and nothing outside it gets asked on air.

02 Two halves, one arc

The first half is yours: the building you run, how it got to its current shape, and the decision you are sitting on. The second half is the read: I take what you have described and work through what the numbers behind it are likely doing.

03 You keep the read either way

If the read is unflattering, it still airs. That is the deal that makes the show worth listening to. What you get in exchange is a genuine CFO analysis of your practice, on the record, at no cost.

WHAT TO HAVE IN FRONT OF YOU

A trailing twelve-month P&L

By location if you have more than one. Blended is workable but the conversation gets thinner.

Collections and production, separated

Both figures for the same period. The gap between them is usually where the episode goes.

How your doctors are paid

Percentage of collections, percentage of production, salary, or some hybrid. Just the structure, not the amounts.

One decision you are genuinely stuck on

A hire, a second location, a piece of equipment, an offer on the table. The show works best when there is a live question in the room.

You do not need to send anything in advance

Keep your figures on your own screen. Nothing is collected, stored, or shared, and you decide out loud how much of it you say. Guests who want the numbers reviewed before recording can send them, but it is optional and it changes nothing about the format.

IS THIS A FIT

Good fit

One operatory to forty. Owners who can speak to their own numbers without handing the question to a bookkeeper.

Also a good fit

Owners mid-decision. A pending acquisition, a partner conversation, a build-out that has stopped making sense.

Not a fit

Vendors, lenders, brokers, and coaches looking for distribution. The show has no sponsor segment and will not become one.

SETTING UP YOUR END

Wired connection if you have one

Ethernet beats wifi every time. If you must use wifi, sit close to the router and ask the office to stay off streaming during the session.

Headphones, always

Any wired pair. This alone removes the echo that makes most remote interviews sound amateur.

Light in front of you, not behind

A window facing you works. A window behind you turns you into a silhouette.

A room with soft surfaces

A private office with carpet and a closed door. Operatories and conference rooms with glass walls both sound like a parking garage.

RUN OF SHOW

0:00 Connect and level check

Five minutes of nothing important while we set audio. Not recorded.

0:05 Your building

How many chairs, how many doctors, how it got that way, what changed in the last two years.

0:20 The live question

The decision you are stuck on, in your words, before I say anything about it.

0:28 The read

What the numbers behind that decision are likely doing, and the two or three figures I would want to see next.

0:42 Close

Where listeners can find you, if you want that included.

EDITORIAL POLICY

You will not see the edit before it airs. What you do get is a hard removal right: name any person, practice, vendor, or figure you want cut, at any point before publication, and it comes out with no discussion. Anything said before or after the recording window stays off the record. The show does not accept payment for guest slots and does not sell anything on air.

AFTER WE RECORD

Roughly two weeks to publication

You get the date once the edit is locked, not before.

You get the assets, not just the link

The full episode, two or three short clips cut from your segment, and a still frame, all cleared for your own channels.

The written read ships with it

Your episode goes out to the weekly read list with the CFO analysis written up alongside it.

NEXT STEP

Pick a recording slot and we are done

dentalgrowthmode.com/guest · amoffat@dsocfo.com · 760.707.2301

Austin Moffat · Fractional CFO to dental owners and emerging groups · Aligned Advisors