

# Chicago Society of Oral and Maxillofacial Surgeons



2258 Newport Lane, Geneva, IL 60134 / P: 630-408-4676 / F: 630-232-4240 / [info@chicagosocietyofoms.org](mailto:info@chicagosocietyofoms.org)

*Join us for the Spring Education Program...*

## The Human Element in Innovation: How to Bring New Ideas, Products, and Initiatives to Life with Loran Nordgren

**DATE:** Wednesday, April 12, 2023  
**TIME:** 6:00 p.m. Social (cash bar) / 7:00 p.m. Dinner and Lecture  
**LOCATION:** Maggiano's, 240 Oakbrook Center, Oak Brook  
**FEE:** CSOMS Members \$165\* / Non-Member OMS \$205\*  
Guests (non-OMS) \$205\* / Residents, Active Military \$95\*  
No Charge for Residents\*  
\*\*Two drink tickets included for social hour!\*\*  
**DEADLINE:** April 5, 2023. Add \$25 for late registrations.



### Loran Nordgren

Loran Nordgren is a Professor of Management and Organizations at the Kellogg School of Management and a national best-selling author. His mission is to use behavioral science to make leaders and organizations better. His research has been published in leading journals and widely discussed in prominent forums. In recognition of his work, he has received the Theoretical Innovation Award in experimental psychology. A former Fulbright scholar, he has twice received Kellogg's Management Teacher of the Year award. Loran was recognized as one of Poets & Quants' 40 under 40 business school professors and a Thinkers 50 radar award recipient. As a practitioner, Loran has worked with companies throughout the world on a wide-range of behavior change problems, a process he calls Behavioral Design. Loran's first book *The Human Element: overcoming the resistance that awaits new ideas* spent multiple weeks on the Wall Street Journal Bestseller list.

**About the Program:** How do you get people to embrace a new idea or initiative? Most people assume that the best way to convince people to embrace change is to heighten the appeal of the idea itself. We instinctively believe that if we add enough value, people will say "yes." We refer to this habit of the mind as a "Fuel-based mindset." Fuel is what incites our desire to change. By focusing on Fuel to enhance attraction, innovators neglect the other half of the equation – the psychological Frictions that oppose change. Frictions create drag on innovation. And though they are rarely considered, overcoming these Frictions is essential for creating change. The limitations of Fuel call for a new approach to innovation. It demands that we stop thinking in Fuel. The Human Element explores this new way of thinking.

**Objectives for the Program:** Attendees will explore strategies to cause others to embrace new ideas and change.

**CE Credits:** Two (2) hours of continuing education credit will be issued.

**To Register:** Online registration link is available on the CSOMS web site: [Chicago Society of OMS Web Site](http://Chicago Society of OMS Web Site). Or, complete and return this form with your payment. Send form and payment to CSOMS, 2258 Newport Lane, Geneva, IL 60134; fax: 630-232-4240; phone: 630-408-4676; e-mail: [mradecki@chicagosocietyofoms.org](mailto:mradecki@chicagosocietyofoms.org).

CSOMS is an approved dental/dental hygiene continuing education sponsor with the State of Illinois Department of Financial and Professional Regulation.



\*Chicago Society of Oral and Maxillofacial Surgeons is designated as an Approved PACE Program Provider by the Academy of General Dentistry. The formal continuing education programs of this program provider are accepted by AGD for Fellowship, Mastership and membership maintenance credit. Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement. The current term of approval extends from 3/1/2021 to 2/28/2024. Provider ID#364525

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## REGISTRATION FORM

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Wednesday, April 12, 2023, 6:00 p.m. Social (cash bar) / 7:00 p.m. Dinner and Lecture  
Maggiano's, 240 Oakbrook Center, Oak Brook

Name: \_\_\_\_\_ MD DDS DMD Other: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone No.: \_\_\_\_\_ Email: \_\_\_\_\_

Dietary Restrictions: \_\_\_\_\_

#### Please indicate fee category:

\_\_\_ CSOMS Member(\$165) \_\_\_ Non-Member Oral Surgeon(\$205) \_\_\_ Non-OMS Guest(\$205) \_\_\_ Military(\$95) \_\_\_ Resident(\$0)

**Registration deadline is April 5, 2023!**

Total Payment Due: \$ \_\_\_\_\_

Payment method: Enclosed Check \_\_\_\_\_ Credit Card \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Exp.: \_\_\_\_\_ Security Code: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_

Signature: \_\_\_\_\_ E-mail: \_\_\_\_\_

Registration is also available online. Find the link at <http://www.chicagosocietyofoms.org/>.  
Or, complete and return this form by the registration deadline to **CSOMS, 2258 Newport Lane, Geneva, IL 60134**.  
Credit card payments may be securely faxed to **630-232-4240** or emailed to [mradecki@chicagosocietyofoms.org](mailto:mradecki@chicagosocietyofoms.org)  
For questions or to register by phone, call Maureen Radecki, Executive Director at **630-408-4676**.