



together making your good practices great

2019

Practice development programmes
including

Transform Your Practice in 10 Days



Making good practices great

2 Hall Cottages, Grendon Underwood, Aylesbury Bucks, HP18 0SZ
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T: 01296 770462 M: 07989757884

Registered in England and Wales: **Healthy and Wealthy Ltd** Company No: 6269885 (Companies House, Cardiff, 5th June 2007)

Registered Office: Unit 9D/Upper Wingbury Courtyard Business Centre Leighton Road Aylesbury HP22 4LW



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It's works. When friends ask me, "What have I been up to?", Transform your Practice in 10 days is the first thing I tell them. Transform your practice in 10 days, the **audacious idea that you can grow your practice, your reputation and clinical skills by delivering what patients want**, without cheating, cutting corners, or working super long hours. Transform your practice in 10 days works

I am so happy, because Transform your Practice in 10 Days has taken me a long time to create and it is absolutely worth it. **It is worth it** because hundreds and dentists and dental team members across the UK and Europe have already been part of what we have put together, and their clinical practices are growing. It is worth it because thousands of patients are delighted with their treatment and their dentist.

Transform your Practice in 10 Days is an **interactive workshop**, it is not a lecture, it is an interactive workshop that is delivered **over several months**. An interactive workshop you can implement it at **your own pace** and introduce it into your practice in the way that is **perfect for you**.

Transform your Practice in 10 Days is about connecting. **Connecting with your team, connecting with other delegates and connecting with us**. Initially, there are 10 interactive workshops, 12, live webinars interactive workshop, and a secret discussion forum. **What is most important, is that you are part of the programme and the discussions**.

I am always stunned by how many people sign up for a second time. Why do dentists and their team sign up again when they already have the content? They attend a second or third time because of the connections. It is in the **community where the magic happens**. When you meet and talk with other dentists and team members, they share about their practices and you talk about yours, you begin to see **patterns, learn and understand** that you have something to share and that you can do it with **compassion, integrity, respect and ethics**.

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You can see the patients that you want to serve, deliver the changes that are important to them and create the changes that are important to you.

If you are a dentist, or dental team member, because of your knowledge, clinical skills and experience, Transform your Practice in 10 Days will make a difference for you. It will make a difference because it is a commitment you are making to yourself and your career.

We have made it easier for you to engage, there are different ways to interact and you can introduce it at your own pace. Commitment is important, because long-term success is not quick. Quick practice management you can learn in 3 minutes from a lunchtime Facebook video. Quick dental management is directive, quick dental management results in a high turn-over of staff, quick practice management is unsustainable. Long-term success and sustainable practice development is what we teach at Transform your practice in 10 Days

We are different. We are different because modern dentistry is different, is about empathy, the ability to see your patients, understand their wants, needs, preferences and to be able to do something about it. It is about connection, to your team your, patient and your community. It is about constant learning, business skills, people skills, communication skills and self-care skills. Most importantly it is about **Success Skills**.

There is lots more information about Transform your Practice in 10 Days in this booklet and if you are ready, really ready to get rid of the frustrations you have been working under, now is your opportunity to find a system; a system of possibility and generosity that will guarantee that you can make the difference you seek to make.

If you are ready, then we are ready for you.

I hope you can join us.

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We work with people who want:

- To be more **confident**
- To be successful and fulfilled
- **The best** for their patients and team.
- To have an **easier and fulfilling life** by involving and developing their team.
- To be **successful, recognized and remunerated** for doing great dentistry.
- To be **continually learning**, improving and raising standards.
- **Rapid and Sustainable** results

Transform your Practice in 10 Days Is for people who believe:

- Their practice and team can be **better** than they are.
- That **teamwork and learning** are the keys to a successful practice
- You need both **business skills and clinical skills** to run a successful dental practice
- Successful **business owners are created** not born.
- Successful people are successful because they **learn from others**
- There has to be **an easier way** than the conventional approach.
- **Your future needs your attention today**

We promise that as a result you will

- Be more **confident**
- Build a successful, fulfilling **go to practice**
- Have an **outstanding team**.
- **Happier patients** and fewer complaints.

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- Enjoy work more, feel less stressed, **more time, more money, more joy**

What are your challenges?

These are some of the things our clients said when they started working with us;

- “I am so frustrated, my finances are in chaos, my overdraft is increasing, I haven’t paid myself in ages and I don’t know where to start to get them sorted.”
- “I am feeling incredibly despondent and overwhelmed, I have so much to do and I feel I have lost control of how I want my practice to run.”
- “I am feeling trapped, I no longer enjoy my dentistry, I don’t know how to get out or what else to do, I wish I could get my passion back.”
- “I have noticed a huge drop in people coming through the door and I am scared about the future of the practice”
- “Patients are putting off their treatments and I am realising this is probably because I may not be very good at selling”
- “I find it difficult to recruit, train, manage and retain staff that do their job properly.”
- “I am just about to buy my first practice, and I want to make sure I run it properly from the start. I have not had any training in how to run a business or manage staff, I am worried about making expensive mistakes”
- “I just want my life back, can you help?”
- “I have just bought a practice it is so much harder than I thought it would be and I don’t know where to start.”
- “I started my practice 15 years ago and I have not achieved what I wanted. Can you help?”

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We work with dentists that want more patients, more money, more time, a significantly better quality of life and want to see results within three to six months.

The Institute of Dental Business offers twelve-month programmes that are uniquely designed to educate, coach and support dentists to become powerful leaders, effective managers and very importantly highly successful business owners. It has been designed to be suitable for every member of your team.

"I have just opened a squat private dental practice, which has been the culmination of several years of planning and plotting. Jane has a wonderful and friendly manner, but she has a way of really distilling an issue into the salient points and helps me think through the way forward. Excellent"

Roy Dixon, Principal Dentist Augusta Dental Leamington Spa

"I have used business coaches for many years and Jane definitely deserves her reputation as one of the best.

T.W . Buckinghamshire

"Unlike any other dental training, it is very motivating and extremely useful"

N.M. Surrey

"Is essential for any practice who feels they have reached their limit which should be all – otherwise we stagnate"

CG Practice Manager Milton Keynes

"I wish I had met Jane 10 years ago, I could have saved myself so much stress!"

Bertie Napier, Principal, Sawbridgeworth

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**“Experience your ways in to new thinking
rather than
thinking your ways in to new experience”**

Our programmes vary depending on the stage of development of your practice and includes some of the following.

- ✓ **Transform your practice in 10 days** 10 monthly practice development and management workshops; January, February, March, April, May, June, July, September, October, November
- ✓ **Monthly interactive webinars**
- ✓ **Success Springboard coaching and mentoring sessions**
- ✓ **Diagnosis day. In house or off site**
- ✓ **Diagnosis, Consideration, Planning (DCP) -IODB offices 6 hours**
- ✓ **Review Celebration and Target Setting (RCT) – IODB offices –3 hours**
- ✓ **Consideration, Planning and Decision making (CPD) 3 hours on site for practices <50 miles from HP18 0SZ**
- ✓ **In-house team training**
- ✓ **Advanced Mastermind group (AMG)**
- ✓ **Leading Practice Matters -3-day retreat Friday to Sunday**
- ✓ **Patient Centred Sales – BEST CHOICES** **In house**
- ✓ **Transformational Team Training 7.5, 15 or 22.5 hours** **in-house or off-site**

You can create your own 12-month programme choosing any of our services that are available to clients on a ‘pick and mix’ basis.

You tell us what you want, and we will create it for you.

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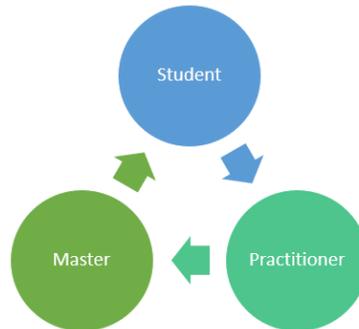
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Steps to Mastery



Our programmes have been designed to take you on a journey to mastery and based on strategies that have been proven work.

They provide you success through
Strategy
Systems
Support

You can choose from one of our 6 programmes

1. Taster
2. Foundation 1
3. Foundation 2
4. Student
5. Practitioner
6. Master
7. Pick and Mix

1) **Taster** – A one-month experience for someone who is new to the concept of coaching and mentoring and wants to have an experience before committing for the full 12 months.

- ✓ 1 x workshop from **Transform your practice in 10 days.**
- ✓ 1 x success springboard coaching /mentoring sessions
- ✓ 1 x on-line webinar

£685* – Payment in full in advance

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- 2) **Foundation 1 programme** for a practice owner or practice manager who wants to develop their business ownership, leadership and management skills. This programme is also ideal if you are an associate or GDC registrant who intends to start their own practice within the next 5 years. This programme, will kick start the improvement of the practice. You can attend alone or bring team members if you wish additional attendee fees from only £85 will apply per team member

- ✓ **10 x Transform your practice in 10 days workshops**
- ✓ **12 x monthly on-line webinars**

£33240*	In full in advance	saving £360
£3420*	2 x instalments (£1710) in advance and before the end of month 5	saving £180
£300*	month / 12 months	

- 3) **Foundation 2 programme** for a practice owner or practice manager who wants to develop their business ownership, leadership and management skills, and who would like to take this process slowly and is either not ready or does not feel they have the time to attend all the Transform your practice in 10 Days workshops and yet does want to make a start on developing the practice. This programme is also suitable for someone who has attended Foundation 1 and wants to continue to consolidate their learning. This programme will start the improvement of the practice and allow you to work at your own pace.

- ✓ **12 x Success springboard coaching and mentoring sessions**
- ✓ **12 x monthly on-line webinars**

£3618	In full in advance	saving £402
£1909.50	2 x instalments in advance and before the end of month 5 -	saving £201
£335	month / 12 months	

- 4) **Student programme** This programme contains all the elements that are essential for you to transform the productivity, profitability and prosperity of your practice and your life. It is the seminal training programmes for a principal and practice manager that are committed to success, by working together to improve the practice for the patients, team and community. This package provides training coaching and mentoring ensuring that you get all the information and support you need. You can attend TPIOD alone or bring team members if you wish additional attendee fees from only £85 will apply per team member

If you want a stress-free practice that you own rather than it owns you, this is the ideal starting solution

- ✓ **4 x DCP Diagnosis Consideration and Planning (including quarterly goals) 6 hours IOB offices**
- ✓ **10 x Transform your practice in 10 days workshops (TPIOD)**
- ✓ **1 x Patient Centred Sales – BEST CHOICES in house****

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- ✓ **12 x Success springboard coaching and mentoring sessions**
- ✓ **12 x monthly on-line webinars**

£17793* in full in advance saving £2379.00
£9390.75* 2 x instalments in advance and before the end of month 5 - saving £1189.50
From £1982.50 month* / 12 months
** fees based on a 1-2 dentist practice

5) Practitioner programme For a practice has been through the Foundation 1 or Student programme, and still has progress they want to make and are committed to excellence by investing the team with training, coaching and mentoring.

- ✓ **2 x 6/12 Transformational Team Training 7.5 hours in-house or off-site**
- ✓ **24 x Success springboard coaching and mentoring sessions**
- ✓ **4 x DCP, Diagnosis, Consideration and Planning IODB offices**
- ✓ **12 x monthly on-line webinars**

£12168* in full in advance saving £1352
£6422* 2 x instalments in advance and before the end of month 5 - saving £676
From £1126.67*month / 12 months

6) Masters programme This is an elite mentoring programme for practices that are committed to business and clinical excellence. Entry requirements for this programme is that the practice has attended Transform your Practice in 10 days and Patient Centred Sales - BEST CHOICES

- ✓ **2 x 6/12 Transformational Team Training 7.5 hours in-house or off-site**
- ✓ **4 x DCP, Diagnosis, Consideration and Planning IODB offices**
- ✓ **12 x Success springboard coaching and mentoring sessions**
- ✓ **12 x monthly on-line webinars**
- ✓ **6 x Bi-monthly Advanced Mastermind Group**

£15948* in full in advance saving £1722
£8417* 2 x instalments in advance and before the end of month 5 saving £886
From £1476.67* month / 12 months

*Excluding travel, subsistence and additional team members attending workshops

7) Pick and Mix

12-month or 24-month programmes that you have designed by picking and mixing any elements of the that we offer.

Investment available on request.

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Our six standard packages have been designed for you; so that wherever you are in your journey of developing your practice, into a turn-key[^] operation, we have the answers you are looking for.

If you prefer to create your own custom-built package, please choose from our services below and create your own pick and mix bespoke selection.

Turn-key[^] - Predictably successful and requiring minimal involvement from you

✓ **Success springboard 1-2-1 coaching / mentoring sessions**

Life as a practice owner can be challenging and very busy and you may feel that you don't have time to think. 1-2-1 coaching sessions are regular oasis for you to have time to think, problem-solve, plan or vent. Your coach will (if you want it) provide the valuable function of accountability partner.

✓ **Transform your Practice in 10 days workshops**

At dental school, you were taught to be a clinician not a business owners, manager or leader, many practices struggle or fail because of lack of these simple skills. This series of 10 workshops is designed for practice owners and team members to equip you will the essential skills for sustainable success.

✓ **Monthly webinars**

To support you and your team we provide live and interactive on-line teleseminars on a monthly basis. These are available for all team members to attend. webinars are scheduled at lunchtime and will last for 1 hour. If you are unable to attend, they will be recorded, and a copy will be available on request, additional fees will apply. Please ensure that you are using headsets for these calls to maintain the sound quality.

✓ **Transformational team training – on site at your practice**

Practice owners usually want to take areas of training and coaching to a deeper level with the intimacy of in-house training. These can be held at your practice or an alternative venue that you arrange these sessions provide 7.5 hours CPD unless otherwise requested. Registration from 8:30, the team day starting at 9:00, ending at 17:00 with 1x 1 hour and 2x 15-minute refreshment breaks.

✓ **Diagnosis day**

✓ A full day (6 hours) in house to include

✓

✓ a) Observation of surgeries, clinicians and DCP's

✓ b) Observation of reception

✓ c) Observation of office (if appropriate)

✓ d) 1-2-1 conversation and feedback from each team member

✓ e) Presentation of findings

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- ✓ f) Facilitation of an initial meeting for the team to discuss findings and plan the next steps.
- ✓ It is suggested that the observation is done over 3-4 hours with time allocated at the end of the day for the whole team to meet together for feedback/facilitation for 2-3 hours.
- ✓ **Diagnosis, consideration and decision making (DCP) 6 hours** IODB offices
These 6-hour, one day off site sessions are available as a one off or at a frequency that suits you best, and are generally held quarterly to include three monthly goal setting.
- ✓ **Consideration, Planning, Decision making (CPD) –in-house or off site**
These are available as either a one-off or regular quarterly full day sessions designed reflect on metrics and progress, overcome blockages, create or modify strategies to keep you highly motivated, and on target. These days usually involve just the management team or whole team These are conducted in in-house or off-site at a location you arrange. and last for 3 hours. This is available only to practice < 50 miles from HP18 0SZ
- ✓ **Reflection, Celebration and Target setting (RCT) – Remote or face to face at IODB offices**
Regular quarterly three-hour half -day 3-hour sessions designed to keep you motivated, and on track. These are conducted remotely via Skype or telephone or at our offices
- ✓ **Advanced Mastermind Group (AMG)** “Mastermind groups offer a unrivalled haven of skill, support and encouragement and expertise to entrepreneurial practice owners” entry requirements, attendance of Transform your Practice in 10 days and Patient Centred Sales - BEST CHOICES. Sunday evening through to Monday. Mastery package investment is based on one member of the practice attending, additional attendees from the leadership and management team can attend investments available on request
- ✓ **Leading practice matters – 3-day retreat**
A community of like-minded dentists who want to build the best practice possible and life fulling personal lives. This event run from a Thursday evening through to Monday offering a unique and enviable combination of coaching, mentoring training and mentoring, off site in a beautiful location. Accommodation and food included, flights and transfers excluded.

If your goal is to be one of the UK’s most successful dental practices then you will want to be part of an innovative, group of the leading practice principals. We meet once a month to share, support and generate innovative solutions so that you become respected within our industry as a thought leader.

- ✓ **Open courses and workshops.**
We have a comprehensive range of workshops and seminars designed for all members of the dental team. To find out more about the courses that are available, visit our Eventbrite page, <http://healthyandwealthyandtheinstituteofdentalbusiness.eventbrite.com>

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The ideal participants for our programmes

The Institute of Dental Business enables you to have more patients, more money, more time a significantly better quality of life and to see results in 3- 6 months.

The Institute of Dental Business is ideal for dental practice principals and their managers if they have financial challenges, a feeling of lack of time and overwhelm or even just lack energy motivation or enthusiasm. Some clients join the programme because they want to inspire and educate their team and are unsure how to, others just want to learn more about the business of running a dental practice. If you want the confidence, security peace or freedom that can be achieved once your practice is running like a business, this unique programme is for you.

Principals who want the practice to generate more money, more profit and who to enjoy dentistry again.

Most principal dentists are struggling financially, they pay their associates more than they pay themselves, they are working before clinic, lunchtimes, after clinics, evenings and weekends. Many tell us they feel like they have no life outside of the practice and question whether practice ownership is what they want any more. We are here to show you a way that your practice can operate profitability, effectively, with little input from you. You can earn what you should be, have your life back and fall back in love with dentistry.

Associates preparing to become a principal or partner.

By now you are a skilled clinician looking for your next challenge in practice. The skillset as an associate is very different from the skill set you need to be a successful practice owner and you are not taught those skills at dental school. Not knowing what you don't know is a dangerous place to be, and many practices fail because the principal is too focused on their clinical skills and have not developed their business owner / entrepreneur skills. Smart associates work with us before they buy a practice, you can be confident you will avoid the expensive, time wasting and stressful preventable mistakes many other principals make.

Newly Qualified dentists who want to understand about being self- employed

We are not taught business management skills at dental school and little is taught to FD's. You will aspire to running your own practice. Joining Institute of Dental Business, you will learn all you need to know so that when you do start you own practice it runs like clockwork from day one.

Practices reliant on State Funded Dentistry – NHS or PRSI

How are you managing your UDA's? If you are in Ireland how are you going to survive without the PRSI? How are you coping with compliance and the key performance indicators in your contract? If you want to remain within the NHS and run your practice in a more efficient way getting the most

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from your contract, or if you want (or need) patients to have more private work, The Institute of Dental Business will show you how to do it and support you through the changes.

Mixed Practices

Do you practice a mix of NHS and Private? Do you recognise that the work you do privately is more?

rewarding than on the NHS? Do you resent the level of subsidy your private patients are making to those who are state funded? Whatever your motivation, if you are looking to increase the level of Private treatment you offer, The Institute of Dental Business will show you how to do it successfully.

Private Practices

Are you running a fully private practice and yet things are still not as you had imagined they would be like? Maybe, your patients are not buying the treatment they would benefit from, are they putting off their treatment? Are your books so busy that you are experiencing overwhelm? Despite the private fees do you still have financial challenges? Have you seen a reduction in patients and the value of treatment plans bought with the current economic recession? Whatever you experience The Institute of Dental Business can help you improve it.

Specialist Practice

Do you have a specialist area of dentistry; it could be orthodontics, endodontics, periodontics, implants, TMJ or any of the other specialist fields? What difference would it make to you and your practice if you could increase the number, quality and value of your referrals, so you become a centre of excellence? If building your specialist practice is something you want to do, join The Institute of Dental Business™.

A stagnating practice

Have you been in practice for a while and noticed that you have reached a plateau? You may be noticing that it has become a struggle to maintain the growth of the finances, you may have lost your sense of direction, and alternatively you may just feel tired or uninspired. Working with The Institute of Dental Business we will show you how to simplify your business, streamline it and take it to that next rewarding level.

A practice struggling financially in need of rapid turn-around.

Is your practice in trouble?

Do you worry about paying the bills?

Is your overdraft ever increasing and maxed out like your credit cards?

We have worked very closely with practice on the brink and brought them back to financial independence. You can't afford not to work with us and find out how to do it, can you?

A practice whose team are dysfunctional or in anarchy

Who is boss in your practice? Who decides how things run? Who makes the rules? Do you find it easy to discuss changes with the team and make requests of them? Do all your staff support supportive and helpful? If like many practice your team do not serve you well and are hindering the

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growth of your practice, The Institute of Dental Business will show you how to and help you recruit, train, motivate and retain a highly skilled team that represents you well and a credit to the business.

A dentist looking to sell the practice and get a premium price.

Having sold my own practice and worked with others who have done the same, The Institute of Dental Business can support you in the process of preparation and sale and get the optimal valuation. We will also be able to help you plan what you are going to do after.

Dental therapists, hygienists, nurses and technicians.

If you are on the GDC register you too can now own a dental practice. Join us and learn how to do it exceptionally well.

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Registered in England and Wales: **Healthy and Wealthy Ltd** Company No: 6269885 (Companies House, Cardiff, 5th June 2007)

Registered Office: Unit 9D/Upper Wingbury Courtyard Business Centre Leighton Road Aylesbury HP22 4LW



together making your good practices great
Transform your Practice in 10 days
The 10 areas of focus

Creating a V.I.P practice

“If we were meeting three years from now, looking back what are some of the most significant and amazing things that have happened to you personally and professionally that confirm that joining The Institute of Dental Business was one of the best decisions you made?”

As you answer this question you will consider all areas of your life, some of which may include, your practice and home life, relationships – significant other, friends and family, Finances- personal, practice, investments and long-term goals, physical environment- home, practice and other possessions, Yourself- health, fitness and personal growth.

Working with The Institute of Dental Business will help you clarify and achieve your vision.

Planning time to succeed

Have you ever had that feeling that you don't have enough time to do all your need to, or thought there are things you want to do, and you simply don't have the time to do them?
The Institute of Dental Business has simple and easy to implement strategies that will enable you to have the time money and energy to do all you want to do.

Safety in numbers

Do you live outside your means; are your overdrafts and credit cards close to the limits? Have you ever worried about whether you have the funds to cover your expenses, looking forward do you have a plan in place so that your desired lifestyle is adequately funded?

The Institute of Dental Business will support you through becoming debt free and creating sufficient reserves to giving you security and freedom.

TEAM WORK makes the dream work

In a successful dental practice, the principal is supported by a tremendous team whose characteristics include, hard-working, cheerful, loyal, committed, reliable, flexible, dependable, self motivated and professional. As you imagine working with a tremendous team like that, how is that different from where you are now?

Working with The Institute of Dental Business™, we will show you how to recruit, train, motivate and retain your ideal team of professionals

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ACE service wins

“Patients don’t remember what you say; patients don’t remember what you do. Patients remember how you make them feel”

Research has shown that 68% of patients change their dentist because of perceived indifference from the practice.

Working with The Institute of Dental Business we will show you how to develop a customer service system that builds your practice and your finances.

The magic money-making marketing machine

How effective is your marketing strategy at attracting your ideal patient? What is the message that your branding, literature, website and social networking give? Is this the right message?

Working with The Institute of Dental Business we will help you identify your ideal clients, attract more of them in a sustainable low-cost way that adds much more to your bottom line.

Treatment plans with IMPACT

“People don’t like being sold to, and yet they love buying”

What difference would it make to you and your practice, if patients bought more and more expensive treatment? You spent more time doing the treatment you love to do because the patients were asking for it?

The Institute of Dental Business will show you how to become skilled at helping your patients buy.

Systematic success

“Almost all quality improvement comes via simplification of design, manufacturing, layout, processes, and procedures.” Tom Peters

Have you ever found yourself solving the same problems repeatedly? Do you ever feel that you are re-inventing the wheel?

We have found that when our clients develop and run systems in all areas of their business including, organisation, management, team, marketing, customer service, finances, treatment provision. Their practices become simpler to run and more profitable. We will assist you in all areas of developing your systems.

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Inspirational leadership in practice

Who makes the decisions in your practice, you or your staff?
Who is controlling the direction of your practice you or your staff?
When you make a request of your staff is it followed through or ignored?
How effective are you at running regular practice meetings?

What can often be true in dental practice that the Principal is unaware of their roles as the practice leader. I often come across principals that rather than delegate responsibility, abdicate it often with disastrous consequences.

“Leadership can be thought of as a capacity to define oneself to others in a way that clarifies and expands a vision of the future.”

Working with The Institute of Dental Business we will support you in developing your role as an inspirational leader.

Is the way you are working, working?

Success is measured in more ways than in financial terms.

You may be the wealthiest dentist in the world and yet if you can identify with any of the following, stressed, life is dysfunctional, are chronically ill, over or underweight, abusing alcohol or drugs, sleep poorly, poor relationships with family or friends, seldom exercise or have time to yourself are you truly successful?

With the Institute of Dental Business, you can achieve balance in all areas of your life and become truly successful.

Whatever stage of your career, The Institute of Dental Business can help you.

**We help you run your practice,
so
it does not run you (ragged)**

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**Some reasons why now are the right time to
join a programme today.**

*The dental market place is changing and changing quickly,
now is the time to act*

The public are becoming more discerning. The media and internet is informing your patients about dentistry and what they should expect. Other practices are using sophisticated web sites to show off their practices and their services, how are you holding your own with the competition now and in the future? To stand out and to be able to attract and retain your patients you must act now.

The corporates are raising the bar

In the UK, the restriction on dental body corporates have been lifted and they are establishing themselves on the high street. With their access to external funding, and significant buying power the playing field is not level, the smaller practices, like yours, are being squeezed, some out of the market altogether. Now is the time to raise your bar so patients choose you over the other practices in your vicinity.

Rules and regulations

Whether it is, HTM 01-05, PCT clinical governance, professional standards from the GDC or the CQC, you are being continually bombarded with new sets of guidelines to be compliant with. When do you get the time to set up the systems to implement them in your practice? Working with us will enable you to have the finances, time and the systems to ensure that your practice is as compliant as it needs to be.

LAT's are re-commissioning and de-commissioning services.

Just because you have a PCT contract and are happy with it, does not mean that you will retain that contact. How would you be affected, if like many other practices, your contract was removed? What is your contingency plan in case that happens? What impact does the possibility that you may lose your contact have on the value of your practice and your retirement plans? We will show you ways to plan for the unthinkable and develop successful ways to manage your patients should this be forced upon you.

Changes to PRSI and the medical card

If your practice is in Eire what impact are the changes to the PRSI system having. Some of you I know are very busy completing treatments started prior to 31st December 2009, how are you planning to sustain your patients when this safety net has gone? And what about the proposed changes to the medical card how will this affect your patients and your practice? If you haven't got a plan to protect your income now is the time to develop one. We will show you how you can do this easily.

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Continued Professional Development

We will provide aims, objectives, written evaluation forms and certificates for all areas of The Institute of Dental Business™. So, you can be confident that your CPD is verifiable quality assured and compliant with eCPD.

Opportunities exist that didn't previously

Dentistry is no longer about curing tooth ache and repairing broken teeth. Patients are seeking more sophisticated treatment. They may be motivated to buy cosmetic treatment because they have just got divorced and want to find a new partner, they may have been made redundant and want to look their best at an interview; they may even want to win X factor and wow Simon Cowell with their smile. Whatever their reason to seek more extensive and expensive treatment, you need to be able to identify the patients and their motivations, so you can provide the treatment for them. We will show you effective and elegant ways to help your patients buy what they want from you. In our experience when you learn how to do this, patients will design and buy more audacious treatment plans than you could dare to expect.

The entrepreneurial myth

Michael Gerber tells us, that the first fatal assumption that dental practice owners make is, assuming because we understand how to do the clinical dentistry in a dental business we automatically know how to run a successful business that provides great dentistry. To run a successful dental practice, you need to have three skill sets, skilled clinicians, skilled managers and skilled entrepreneurs. I know you are a skilled clinician but how are your managerial and entrepreneurial skills? We will teach you what you didn't learn at dental school.

The best time to plant a tree was 15 years ago, . . . The second-best time is now.

With a tree the sooner you plant it and start to nurture it, the sooner you can harvest the fruits of your labour. It is the same with you practice the sooner you learn how to run a successful practice the sooner you can reap the rewards.

You can have a successful practice, or you can have a successful practice now. Either way it is just a matter of time, the choice is yours.

You want to make changes, haven't you already made countless changes during your practicing life, so you already know how to shift your thinking to bring into view differently a greater range of choices occurring now isn't this an amazing way of looking at us working together?

The early bird catches the worm

Time and time again there are examples in dentistry and other industry sectors that those business owners who acted first and stepped out of their comfort zones before the laggards became the successful market leaders.

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How we will be delivering Transform your practice in 10 days™

Workshops

10 monthly workshops

On-line seminars

We offer 12 on-line-seminars a year focusing on specific questions you have. Monthly on-line seminars are suitable for all members of the team and are free for them to attend.

Personalised in house training sessions

One or two two-day in-house training days, addressing your specific practice and training needs are included for most education and all transformation packages.

Bespoke 1-2-1 Coaching / mentoring

1-2-1 coaching sessions are available with all rejuvenation and transformation sessions so you or your practice manager has personalised 1-2-1 time with our expert coach.

Reading

A reading list will be provided with books that will support you and assist you in the subjects that have been discussed at the workshop.

Reflection and planning

As the year progresses we will be asking you to notice what is going well so you can do more of it and notice what is not working so you can do less of it. We will be asking you to complete monthly reflection and achievement logs to track your progress.

On-line self-evaluation

Knowing your strengths and weaknesses is key to improving, we ask that all our clients complete a monthly online BPE, Brilliant Practice Evaluation, collate their results and share them with us. We know that when clients do this regularly their progress is accelerated. A sample of this survey can be found here <https://www.surveymonkey.co.uk/r/Brilliant-Practice-Evaluation-BPE>

Accountability

We ask our clients to complete annual strategy plans, quarterly targets and monthly action plans.

E- mail

We are here to support you so do please contact us and ask for my support, opinion or advice.

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Where is Transform your practice in 10 days held?

Currently workshops will be held in the Bicester / Oxford area and there are plans to extend the venues.

Who should attend Transform your practice in 10 days?

If you are a dentist at the start, middle or approaching the end of your career in dentistry this is the programme for you. You may be a dentist preparing to buy a practice, opening a new one, wanting to revitalize a practice that has stagnated, wanting to move away from the NHS, revive a failing practice, groom your practice for sale, or simply make it better. Whatever your motivation this is a fantastic opportunity for you and your team.

What investment do I need to make?

Membership of Institute of Dental Business programmes start at an affordable £250 pcm for the first team member and thereafter from only £85.00 for each additional team member per workshop, keeping the cost of investing in your team as low as possible.

Membership is for twelve months and fees are paid by bank transfer by noon on 1st of each month. All fees exclude travel and hotel expenses. Special offers are available for paying in advance in full or in 2 instalments.

Who will be hosting Transform your Practice in 10 days?

Dr Jane Lelean, who is the only dentist in the UK who has been awarded the Professional Certified Coach status from the International Coach Federation, has developed and will be delivering the Programme. Unlike many coaches, consultants and trainers in the Dental field, Jane has run her own very successful practice and has been coaching business owners since 2005.

How do I join Transform your practice in 10 days?

You can join by either by

- Calling us now on 07989 757 884, e mailing jane@iodb.co.uk
- Completing the application form and returning it to us. jane@iodb.co.uk
- Booking on line (booking fees will apply)

<http://healthyandwealthyandtheinstituteofdentalbusiness.eventbrite.com>

Book now to reserve your place as spaces are restricted.

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Working together effectively

Healthy and Wealthy and the Institute of Dental Business is committed to providing and continually improving our standard of coaching to all of our existing and prospective clients. The route to being Healthy and Wealthy is not just about delivering 5-star coaching, but also about how we behave with each other. The organisation has developed a code of practice that we like to share with our clients.

What you should expect from us

- Follow the International Coach Federation (ICF) code of ethics
- To keep all the content of our sessions confidential in so-far as the law allows.
- Listen to your needs and wants and prepare coaching proposal with options that are individually tailored to suit your personal requests.
- Discover, clarify, and align with what ,you, the client wants to achieve
- To support you in defining and reaching your goals, to be living the life you want to live.
- Encourage you in your own self-discovery
- To challenge you with powerful questions.
- Elicit client-generated solutions and strategies
- Request that you take action.
- Hold you, the client, responsible and accountable for the actions you commit to.
- Changing a coaching strategy as you request.
- To aid you in learning about your own motivation.
- To hold the value of a coaching proposal valid for 30 days, after which they are subject to review and revision.
- Active participation in regular professional development training
- Only actively work 1-2-1 with one practice per post code area.

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What we ask in return:

- Commit to one of the packages indicated.
- Co-designing an effective coaching alliance. Letting us know what works for you.
- Making requests and co-designing strategies that support you. Refining and changing the strategy if you chose to improve your learning.
- Attend all workshops, webinars and coaching sessions and practice visits etc that are part of your coaching and or training.
- Taking responsibility for scheduling and attending all sessions you are entitled to.
- Completion and return all the pre-coaching and practice evaluations if form the bench mark for your practice.
- Completion of the evaluations and reviews provided.
- Implementation of all the strategies that we suggest and that you decide are important in the timescale agreed.
- Each month you complete a monthly practice review and action plan and fully take the action you have committed to doing.
- If you find that the programme is not suiting your needs, you advise us immediately so that we can make the necessary adjustments.
- Not to pay a cancellation charge if appointments are rescheduled with the minimum of two full business days notice.
- Shortening sessions if you do not attend on time
- Provide us with constructive criticism, so we can improve our service to you.
- As you are happy with the results of coaching, referring to us at least three other potential clients.
- As you have benefit in any way from the coaching service we provide, providing testimonials either as a letter or video informing us how and why we have helped you that we may share with other potential clients.
- Paying for all coaching fees on time, as indicated below. If any fees remain unpaid accounts may incur additional charges that are associated with the cost of a third party collection agency and associated interest.

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Institute of Dental Business company values

Honesty

We will speak the truth always, as far as we see it.

If we cannot help you, we will let you know and refer you to someone who can.

We will agree our fees before starting and will advise you, as soon as possible, in writing should there be any revisions.

Professionalism

We will follow the code of ethics of the international coach federation.

We are committed to on-going professional development and accreditation.

We will do what it takes to get the 'job done'

Reliability

We will listen to your needs and wants and prepare coaching proposal with options that are individually tailored to suit your personal requests.

We will challenge you with powerful questions

We will keep to our agreements and be there when we say we will be.

Flexibility

We will elicit client-generated solutions and strategies, changing our coaching approach as you request.

We will design coaching and training programmes specific to your needs

We will deliver the coaching in a way most suited to you, face to face, on the telephone or via the internet.

We will design a payment plan that suits your specific needs.

Integrity

We will keep all the content of our sessions confidential in so-far as the law allows.

We will request that you act and hold you accountable for the actions you commit to.

We will operate an honest fee structure, providing you details of your investment prior to commencement and at any time you request.

Client focused

We will discover, clarify, and align with what, you, the client wants to achieve

We will support you in defining and reaching your goals, to be living the life you want to live.

We will encourage you in your own self-discovery and aid you in learning about your own motivation.

Fairness

We will be fair to you, your team, our team, our business, suppliers and ourselves. This will be reflected in our pricing structure, our hours of business and our terms of service.

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The vision for The Institute of Dental Business

Creating a world where everyone can fulfil their true potential.

Vision: “My vision is a world where dentists change people’s lives by changing peoples’ smiles by being their best version of themselves, encouraging and enabling others to be their best too.

Mission: “My mission is to enlighten, educate and enable dentists and their teams, so they can have more patients, more money, more time and a better quality of life, for themselves and those they serve.”

Purpose: “My purpose is to create champions from challenges, so my clients can be the best and most fulfilled versions of themselves”

Primary intention: “For dentists to have financially rewarding stress-free lives, and practices that are the ‘go-to’ clinic in their area”

For clients

- ✓ To coach, train, mentor inspire and support our clients so that they can create profitable businesses, successful teams and live balanced and fulfilling lives.
- ✓ To provide inspirational quality, coaching, training and mentoring that provides exceptional value for money.
- ✓ To provide our clients with a standard of services that they it imperative to recommend us to their friends, family and colleagues.
- ✓ To lead by example and create a bank of valuable resources that will our clients achieve their goals.

For our team

- ✓ To employ a faithful team of staff who always do their best and unconditionally want to provide the best service possible to our clients, one another and the business.
- ✓ To provide the team with leadership, vision, support and training to help them fulfil their potentials personally, professionally and as team members, whose goal is to serve our customers, each other and the business, by delivering the best service they can.
- ✓ To empower team members to become an integral part of planning, running and creation of a coaching practice of excellence.
- ✓ To provide team members areas of responsibility for which they have the freedom, responsibility and accountability for setting their own goals and implementing the necessary actions to support the goals of our clients, each other and our business.
- ✓ To support and encourage team members in the development of the skills they need, so they can live secure lives that are fulfilling and balanced physically, intellectually emotionally and financially.
- ✓ To create, implement and refine systems that enable our team to always to do and be their best for themselves, our clients and the business.

For the business

- ✓ To be considered by fellow professionals, clients and the wider community as a centre of excellence.
- ✓ To be an excellent and congruent coaching practice, that leads by example creating an environment that clients and staff want to be part of.
- ✓ To be to be committed to and focused on outcomes, learning, improvement and clear communication.
- ✓ To continually re-evaluate, revise and re-implement the goals, structure and operations of the practice so that we can continually aspire for excellence, achieve our goals and exceed the expectations and needs of clients, staff and the business.
- ✓ To establish a culture that makes a difference to the lives of others, less fortunate than us, in the wider community by giving back time and money.

For the community

- ✓ To use our skills with a generous spirit to improve the lives of others without bringing imbalance to ourselves or others.

For myself

- ✓ To make a positive difference where-ever possible.
- ✓ To live a full fun, active, balanced and fulfilling life personally and professionally
- ✓ To be respected by friends, colleagues, clients and acquaintances for honesty, fairness, congruency, commitment, learning, improvement, making a difference, generosity of spirit and always doing my best.
- ✓ To make a difference to the lives of others less fortunate than me in the wider community by giving back time and money

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**100% Double your investment
guarantee**
Or we will give you your money back

We are so confident that our method works and that you will get a massive return on your investment. Because you have made a commitment to us we will make a commitment to you, if you complete any of our 12-month programmes in full, you do not increase your income by at least double what you have invested with us, within 12-months, we will give you your money back. This is our 100% money back guarantee.

What we mean by complete our programme in full,

- ✓ You return pre-coaching questionnaire completed in full ahead of your initial session.
- ✓ You schedule and attend all workshops, coaching sessions, webinars, practice visits etc that are included in your package within the twelve-month period.
- ✓ At the end of each coaching session, workshop and webinar you complete an action plan resulting from the session and you send it to your coach within the next 7 days.
- ✓ You action all the strategies that, you have chosen, we suggest, or those we co-design, within the agreed time frame.
- ✓ You complete and return all reflection sheets, questionnaires and work sheets that you are sent periodically.
- ✓ You complete and return each pre-coaching session questionnaire, attached to your reminder e mail, a minimum of 2 full business days ahead of your coaching session.
- ✓ You and all your team complete the online Brilliant Practice Evaluation (BPE) every month and collate the results.
- ✓ You complete in full your quarterly review and reflection, and return it fully completed with the outcomes you are committed to achieving in the next quarter.
- ✓ Once you identify an area that requires further training for you or your team, you arrange the training within 3 months.
- ✓ Your fees are paid on time, by noon on 1st of each month that they are due.
- ✓ If you find that the programme is not suiting your needs, in style or content, you advise Jane immediately so that she can make the necessary adjustments.



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Some of the many reasons why we are ideally suited to work with you.

Unique skill set

Dr Jane Ilean is the first and only UK dentist to have been awarded a prestigious 'Professional Certified Coach' status by the international Coach Federation. This combined with all Jane's experience of running her own dental practice, you can be assuring that you will receive top class coaching from someone who has personal experience of the highs and lows of dental practice ownership and management.

Dental business training from a dentist

Running a dental practice has its own unique challenges. Jane has been working in practice since 1990. Since that time, she has experience of working, in practices ranging from fully NHS, to predominately private and has experience of working with several membership plan providers. Jane will share with you her highs and lows, so you can replicate her successes without having to experience the tribulations.

Flexibility

The Institute of Dental Business has been designed with you in mind. You may just want to attend the workshops with your team to ensure that you are all on the same path, or you may want the support of the workshops, practice visits and coaching. Whatever level of assistance you want we have a programme for you.

Resources

Over her years in practice and working with clients, Jane has built up a bank of resources that you can share and implement in your practice, giving you access to things that have been proven to work saving you time and money.

Access to other experts

As your business grows you will want to involve the services of experts in many other fields such as, graphic design, marketing, web development, SEO, social media, financial planning, accounting, book-keeping, payment plans, and interior design. Over the years, we have developed relationships with experts in their fields, so you can be confident that they will get the job done to a high standard first time, saving you time, money and effort.

Independence

If we introduce you to other professional advisers we do so with the two provisos We will never seek an introductory or commission fee, should you engage their services you negotiate directly with them in all regards of terms, conditions and fees. You can rely on our impartiality and independence.

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Your Coach

Currently

I am working as an international business coach and trainer with clients all over UK, Ireland, Europe and as far away as Melbourne, Australia and USA. My clients are predominantly dentists and their teams although I have worked with hundreds of clients from 65 different market sectors opticians, doctors, podiatrists and no- medical businesses including Swiss bankers, international supermarkets, artists, graphic designers, multinational franchises, small screen actors and many more. I am a trustee and UK clinical director for Dentaid, and Chair of Oxford BDA

It was not always this way

In 1990, I qualified as a dentist, after an inspirational year of vocational training I started working as an associate in a mixed practice, where the principal did not talk to his staff, expected us to work hard and fast without providing the equipment and materials to do a good job. Very quickly I became disillusioned with dentistry and attended Paul Tipton's restorative course and soon had my passion for providing high quality treatment restored. Still working at the same practice, I saw a new patient who had a severely broken-down dentition active cares and rampant perio disease, as considered his mouth the tears began to roll down my cheeks as I knew there was not one x ray film in the building and how could I help my patients if I did not have the necessary equipment or materials. In that moment, I decided "If I am going to provide dentistry to the standard I want to, and the patient deserve I have to open my own practice."

Very shortly I bought a mixed practice and initially everything was great I was providing the treatment I was capable of and my patients were happy, and I thought everything was going well. And then... my practice manager put a call through and as she put it through to me, she walked out the front door. She knew that on the other end of the phone was my accountant who was about to tell me significant amounts of money was going missing from the practice income. In that moment, I knew that I knew how to be a great dentist and I didn't know how to run a great practice as a successful business and I needed to learn very quickly.

The practice by this time was in a huge amount of debt and I did not know. I had abdicated my responsibility as a business owner and ignored everything that did not relate to clinical or patient issues. The buck stopped with me and if I was to get a different result I had do something differently, I engaged a business coach, I attended trainings on how to run a successful business and I read and read and read books about, business, leadership, marketing, sales, time management customer service, managing staff etc. in short, I learnt everything about running a successful dental practice that I was not taught at dental school.

Very quickly I turned a failing practice round so that by the time I sold it in 1997 I was generating £450K per annum as a single-handed practitioner working three days a week, 44 weeks a year, providing great quality general dentistry.

2 Hall Cottages, Grendon Underwood, Aylesbury Bucks, HP18 0SZ
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T: 01296 770462 M: 07989757884

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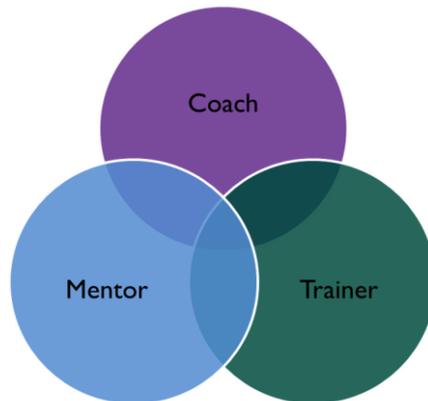
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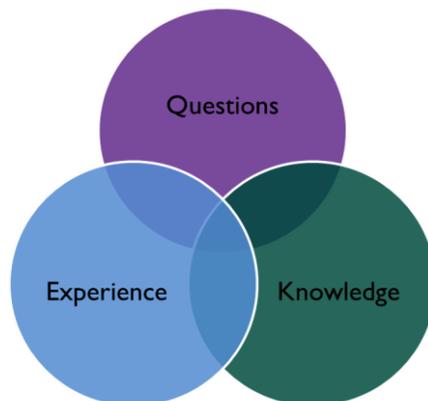
Now

I work with my clients combining my skills and experience as a dentist, practice owner and coach, helping them make their good practices great. I am your coach, trainer and mentor.



My Unique Approach.

Many people ask me what the difference is between the three roles, which are very different. As a **coach** you pay me for my questions that help you elicit what your problems are and enable you to find the solutions. As a **trainer** I teach you the answers to the questions you are asking and as a **mentor** I share wisdom from my personal experiences.



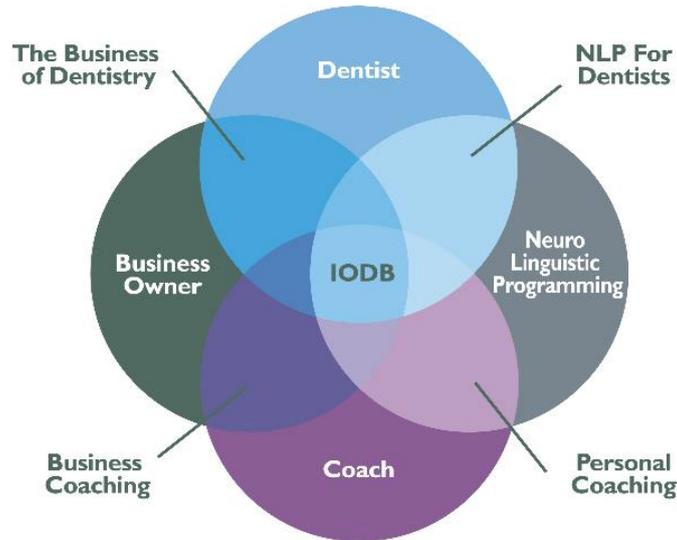
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I have developed a way of incorporating my previous business and health background with my coaching skills to transform the businesses and personal lives of my clients. I now work as a coach specialising in working in business development and health issues. If you would like to read testimonials from my clients please visit my website, www.healthyandwealthy.co.uk



I am a Master Practitioner of NLP (Neuro-linguistic programming) and European NLP Coach. I have recently been accredited by the International Coaching federation (ICF) www.coachfederation.org at a professional certified coach level and am the only dentist in Europe to hold this accolade and at the last time of looking I am one of only 167 coaches in the UK to be a PCC coach, which means that you can be confident of the expertise I bring.

“Jane is a solid PCC (Professional Certified Coach), on her way to mastery. Thank you for the on-going commitment to excellence in all that you do Jane. It is clearly reflected in your being as a coach.”
International Coach Federation -Examiner

Other accreditations include;
The association of coaching
The institute of healthcare managers



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Why I do what I do

Changing people's lives by changing people smiles and creating champions from challenges.

When I was 19 one Sunday afternoon in September my father drove me to London, to my halls of residence and to the beginning of my life at university. The following Sunday I was viewing his body in the chapel of rest, not knowing anything of his illness in the intervening week. That same day my mother threw me out of the house and told me that I was welcome any longer. Just before the end of the Christmas term I realised that what my mother had said was not just a reaction to the death of her husband, but she meant that I was never welcome back home. Just before my end of term exams I discovered that I was homeless and had to move out of my halls of residence. I was alone and felt like I had no one to support me. My years at university would be the worst five years of my life, as I look back at that time I don't recognise the person I was. I'm not proud of many things I did or the person I became. During college, I worked hard and played even harder, and at the end of five years at an astronomical amount of debt. I was alone and struggling.

Within a few years of qualifying I brought my own practice and life became much better. Then I discovered my manager was embezzling very large amounts of money. I discovered practice was technically insolvent. I had many staff who were dependent on me for their income, and I felt a massive responsibility to them and my patients. I was single with no family to fall back on, the only thing I had to get me through with my resourcefulness. Once again, I was alone, didn't know what to do, didn't know who to turn to and this time I had a mountain of debt.

I had the realisation that I knew how to deliver great dentistry and yet I knew nothing about how to run a successful business. There was no reason why I should do how to run a dental practice as a successful business, as there was no heritage of self-employment in my family and dental school does not teach business skills.

This period of my life was one of the longest and darkest times and yet the most rewarding. I was lonely, isolated, ignorant, frustrated and felt helpless much of the time. My free time was spent in seminars and reading, learning how to run a successful dental practice. I worked with a coach and implemented everything that I could. To this day, he tells me that what made me different from all the other clients was that I acted, and I got results. The truth was I didn't feel I had any other choice, my practice was failing, and I had to blindly trust that my coach and other mentors knew what they were doing, I had no choice. There were times, many times when I doubted myself and was distrustful of those around me. It was bleak.

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My ignorance of how to run the business had repercussions in other areas of my life, I was overweight, unfit, drank too much alcohol. I cut myself off from friends and those I did see got the worst of me.

So why do I now work as a business coach, trainer and mentor?

I do what I do so you and nobody else has to go through the ignorance, pain, frustration and loneliness that I went through.

Within a short period, I transformed a failing business into a profitable rewarding practice the staff felt was like belonging to the family and the patients loved coming in and kept returning and we were financially profitable and stable. We had created a fulfilling practice and balanced lives.

I transformed the practice because I learnt how to run it as a business, no ordinary business, one that put its patients and the team at its heart.

Dental schools still don't teach business skills and I have yet to find many other business owners who have learnt how to run a business before they go into business themselves. Each day I talk to business owners, dental principals and team members tell me they are experiencing some of what I went through, no money. Lonely, exhausted, disillusioned, frustrated and depressed, not to mention being unfit, failed relationships and unhealthy. I passionately believe that this pain, frustration and isolation that you and so many business owners experience is entirely preventable, and I am here to heal it and prevent it.

Throughout my life, I often felt the only person I had to rely on was myself. Some of the experiences I went through could have broken me and yet whenever I thought things couldn't get any worse I realised I had a choice, to give up or to find the strength inside to overcome my circumstances. I believe that given the right support and encouragement everyone has the potential to lift themselves out of a poor and unhealthy to fulfil their unrealised future. Consequently, it is my mission to spend a minimum three months a year working in Third World environments transforming people's experiences for the better, and an enabling individuals to become self-reliant and achieve their life goals.

Would you like me to share the wisdom gleaned from blood, sweat and tears with you so you can take the short cuts?

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What we bring

Clarity	Through understanding the vision and purpose of your business
Confidence	Through developing your leadership and management skills
Security	Through improved financial intelligence, sales and profitability
Freedom	Through improved time management and efficiency
Peace	Through developing your team and customer service
Independence	Through development of efficient business and organisational systems
Success	Through creating a Healthy and Wealthy business

How we deliver

1-2-1 success spring board coaching sessions

Transform your practice in 10 days workshops

In- house team training

Regular reviews and reflection day, or half days either on site or off site.

Open Workshops

Webinars

Mentoring groups

Mastermind retreats

Availability of sessions

Coaching /mentoring sessions are available some weekdays from 6:00 am through to 8:00 pm

Saturdays are available with a 15% supplement

Sundays available with a 25% supplement

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Each programme gives you elements of

- ✓ **·Diagnosis** to discover the major problems in your practice
- ✓ **·Tailor made solutions** to the problems in your practice
- ✓ **·Space** to think and get understanding
- ✓ **·Accountability** to achieve your goals
- ✓ **·Freedom** to explore your options
- ✓ **·Access** to a vast bank of resources and templates
- ✓ **·12 months** personal and professional support

Who we work with

Practice owners and practice managers who know that the practice is not running as it should be and they don't know why, and they don't know who to ask. We provide the know how, a community of likeminded people and a bank of resources that will make your life easier.

Newly set up and established practices that are looking to grow improve and perform much better.

General dental practices and specialist providers who are looking for strategies and knowledge to improve their services and add value to their clients, by improving their business skills developing the innovation and creativity in their practices.

Newly qualified and experienced dentists who are looking for inspiration, passion and clarity in their careers

Harmonious and dysfunctional teams that want to be a dream team working together towards common goals with purpose, understanding and integrity.

NHS and private practices that want to put their patients at the centre of all they do providing excellent clinical dentistry and great customer service.

What is your reason for joining?

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About Coaching, and Mentoring

What is Coaching?

Coaching is defined by the International Coach Federation as “an ongoing partnership that helps clients produce results in their personal and professional lives. Through the process of coaching, clients deepen their learning, improve their performance, and enhance their quality of life”. As a result of coaching, clients set better goals, take more action, make better decisions, and are more fully aware and use their natural strengths.

Professional Coaching is an ongoing professional relationship that helps people produce extraordinary results in their lives, careers, businesses or organizations. Through the process of coaching, clients deepen their learning, improve their performance, and enhance their quality of life.

In each meeting, the client chooses the focus of conversation, while the coach listens and contributes observations and questions. This interaction creates clarity and moves the client into action. Coaching accelerates the client's progress by providing greater focus and awareness of choice. Coaching concentrates on where client is now and what they are willing to do to get where they want to be in the future, recognizing that results are a matter of the client's intentions, choices and actions, supported by the coach's efforts and application of the coaching process.

How coaching works

Coaches are professionals who are trained to listen and observe, to customise their approach to the individual client's needs, to elicit solutions and strategies from the client. Coaches believe their clients are naturally creative and resourceful; it is the coach's job is to provide support to enhance the skills, resources, and creativity that the client already has. Your coach will ask powerful questions to elicit solutions and strategies from you. Your coach does not have the answers, nor will they provide expertise or advice. You are responsible for doing the work to achieve the results you want.

While the coach provides feedback and an objective perspective, the client is responsible for taking the steps to produce the results he or she desires.

What is mentoring?

Mentoring is a relationship whereby I share my knowledge, skills and experience with you to assist and enable you to progress in your own lives and careers. It is a complementary skill to coaching

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As with coaching, a mentoring relationship can be a short-term, from either a one-off session up to three months until the original reason for the partnership is fulfilled (or ceases), or it can last many years as you and your career develop, and you would like support in other areas.

Mentoring is more than 'giving advice' or passing on my experience as was in a particular area or situation, and particularly when combined with coaching, it is about motivating and empowering you to identify your own issues and goals and helping you to find ways of resolving or reaching them. As your mentor and coach, I do not do it for you nor do I expect you to do things the way I did it, and by your understanding and respecting different ways of working together we can find the best solution for you.

Neither coaching or mentoring are counselling or therapy, and particularly when using Neuro-linguistic-programming (NLP) I can help you change the way you approach situations, so you have more confidence, peace and lightness.

The Coaching and Mentoring sessions

Coaching and mentoring sessions may take place over the telephone, skype or in person at your coach's office. If the session is on the telephone or via skype, the client is responsible for making the call at the scheduled time. For personal packages, the sessions are three hours for the intake and one hour subsequently, and for business packages the intake is a full diagnosis day at your practice followed by the number of sessions determined by your package, unless agreed differently.

Confidentiality

As your coach, mentor and trainer I undertake to keep the contents of your sessions completely confidential to the extent permissible by law.

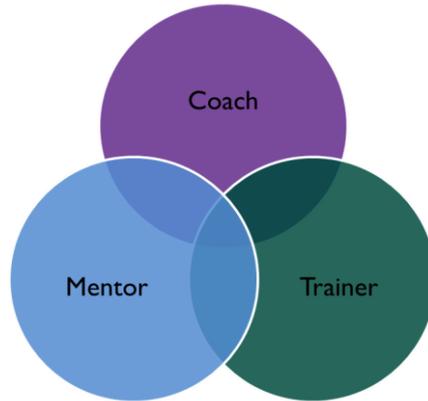
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Testimonials

Some examples of what other people have said about working with us.
More testimonials can be found at www.Theinstituteofdentalbusiness.co.uk

“Jane is an enthusiast, an experienced business owner and the creator of some excellent brand standards. She is a natural "go to" individual for both personal and business coaching.” Chris Barrow

"Extremely informative and motivating course."
JK Dentist Slough

"Great Introduction to making changes to the everyday running of the practice which allows future planning to be better and more focused."
MS dental Practice manager Berkshire

"Highly recommended with a well-presented presenter."
RC Dentist St Albans

"It is invaluable if you want to succeed in Business."
SA Independent Dental Financial Planner Berkshire

"Jane and her coaching and training are amazing. Thank you for kick starting the team."
AS Dental Practice manager London

"It will help to see dentistry in a new light."
JS Dentist Appleby

"If you're in private dentistry and failing then go along because you can't afford not to"
AV dentist Milton Keynes

"Is essential for any practice who feels they have reached their limit which should be all – otherwise we stagnate"
CG Dental Practice Manager Buckinghamshire

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How to book your place now

Complete the attached booking form and standing order form below

Call us now on 07989 757 884*

E mail to jane@iodb.co.uk*

Post to The Institute of Dental Business, 2 Hall Cottages Grendon Underwood Aylesbury Buckinghamshire HP18 0SZ*

Online <http://healthyandwealthyandtheinstituteofdentalbusiness.eventbrite.com>

Deposit

Send us your deposit of one month's

We accept cheques made payable to Jane Lelean

Credit and debit card payment can be made over the phone call us on 01296 770462

BACS payments may be made please contact us for the account details.

If payments are to be made via bank transfer the details are

Account number 506 448 23

Sort Code 60 01 31

IBAN GB 96 NW BK 60 01 31 506 448 23

Swift NW BK GB 2L

Is there any reason why we can't get started?

If you do have any further questions or queries we will be happy to answer them and help you decide to work with us.

We can be contacted by Phone 01296 770462 | 07989 757 884 or e mail jane@iodb.co.uk

I am looking forward to working with you and your team.

***Payment terms available for off-line bookings**

- o In full up front saving 10%
- o In 2 instalments 50% up front saving 5%
- o 0% finance monthly instalments by noon on the 1st of each month by bank transfer for 12 months.

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Always create your own dream and live life to the fullest

Dreams can come true if you take the time to
Think about what you want in life
Get to know yourself
Choose your goals carefully
Find out what is important to you
Don't be afraid to make mistakes
Laugh and have a good time
Open yourself up to love
Live life to the fullest
Create your own dreams and
Follow them until they are a reality

Susan Polis Schutz

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Other services that can be provided

- | | | | |
|--|----------------------|------|---------|
| • Patient Centred Sales – BEST CHOICES | In house | from | £5000* |
| | Open course | from | £1500** |
| • Diagnosis day In-house or off-site | Full day | | £2500* |
| • Diagnosis, consideration and planning (DCP) | 1 full day | | £1500 |
| | Remote/IODB offices | | |
| • Review, Celebration and Target setting (RCT) | 1/2 day | | £900* |
| | Remote /IODB offices | | |
| • Consideration, planning and decision making (CPD) | 1/2 day | | £1200* |
| In-house or off-site for practices fewer than 50 miles from HP18 0SZ | | | |
| • Springboard Success Coaching / Mentoring Sessions | | | £335* |
| 1 hour remote /IODB offices | | | |
| • Development Dynamo | | | £1500* |
| Full day at our offices | | | |
| • Transformational Team Training (in-house 1-day) | | | £2500* |
| • Transformational Team Training (in-house 2-days) | | | £4000* |
| • Leading Practice Matters 2-day retreat | | | AOR |
| • Advanced Mastermind Group (AMG) Quarterly | | | £750 |
| • Bespoke | | | AOR |

Other training courses and workshops can be found online – [here](#)

<http://healthyandwealthyandtheinstituteofdentalbusiness.eventbrite.com>

Investments correct at time of printing and are subject to change.

*Excluding travel and subsistence

** Reduced fees for FD's, Young dentists and DCPs

Currently all coaching training and workshops are exempt from VAT

AOR = Available on request

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A selection of trainings offered

Vision

- 10 steps to success
- Discover your valuable destiny
- Creating a values-based vision
- Start with “Why?”
- Mission statements with a mission
- Top 10 habits essential for a successful business™
- The tooth about dental Practice™
- The practice with purpose™
- Design your destiny™
- Create a compelling future™
- Healthy and Wealthy Foundations™
- Master-class in Dental Practice™
- 21st century practice
- 4 C’s to flourishing practice
- Treating your TME dysfunction
- START your practice
- CREATE a new practice

Time

- Time to succeed
- The time tamer
- Meetings make money
- The Profitable appointment book

Finance

- The numbers that count
- The financial controller
- Simple steps to increase your cash flow today
- Surviving and thriving in the recession™
- The profit programme™
- Wealth wizardry™
- 5 Steps to financial security and freedom™
- The money magnet

Team

- Dream team works
- 10 steps to perfection
- Organising success
- Recruiting excellence
- Winning team wisdom™
- The solutions for successful staff™
- Healthy and Wealthy Foundations for your team™
- 4 simple steps to harmony
- TEAM – Together everyone achieves more

Customer service

- Winning ACE service
- All customer service matters
- Loving loyal patients™
- Customer Journey
- Perfect practice processes™
- Customer service skills for the team™
- Terrific treatment co-ordination.
- Perfect your patient journey
- Success calling
- A perfect reception
- PERFECT complaints management*
- SPIRIT of customer service

Marketing

- The magical money-making marketing machine
- Marketing on a shoestring
- The anatomy of an effective advert
- Designing the perfect business card.
- The three R’s to filling your appointment book
- The patient generator™
- Marketing benefits
- The 3 C’s to success

Sales

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- SHOP-eliciting your patients wants, needs and preferences.
- CRAFT your treatment plan - 5 essential steps to “Yes”™
- Patient centred sales – BEST CHOICES Part 1™
- Patient centred sales - BEST CHOICES Part 2™
- The buying blueprint™
- The treatment acceptance accelerator™
- Conflict resolution and overcoming objections
- Increased sales for healthcare providers using NLP™
- Profitable Patient Care Co-ordination

Systems and processes

- Systematic success
- 7 R's to rewarding systems
- Systems thinking
- SYSTEMS work
- Systematic improvement
- Team templates
- STREAMS for productive meetings

Leadership

- The dental leadership programme™
- Confident leadership in practice™
- Good is the enemy of great
- 6 styles of leadership
- Charismatic Communication
- Powerful presentations
- Terrific team meetings
- Leadership with HEART

Dental Core skills

- Perfect patient pathways
- The Ultimate dental examination
- Perfect patient care co-ordination
- ROBUST shared decision making and consent.
- CALMED approach to mistakes and adverse outcomes.
- CLEAR NOTES and record keeping
- PERFECT complaints management

Self-care

- Vital you – Vital Practice
- The way you are working isn't working
- Self-care to succeed
- Great work – Great life
- NEW START to health

NLP

- Speak the same language as your patients™.
- Influential Practice™
- Introduction to NLP for healthcare providers™
- NLP Practitioner Training for healthcare providers™
- NLP Master Practitioner Training for healthcare providers™
- Advanced communication skills for healthcare providers™

Coaching

- 1-2-1 coaching programme
- Know your type™
- 'On Demand' Coaching
- The constant coach

*=core CPD

All courses are Enhanced verifiable CPD

Other Bespoke courses can be arranged for your practice please call to discuss your specific requirements

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Generally, 3rd Friday Month

January Plan your perfect V.I.P. practice
 February Time to succeed
 March The numbers that count –
 Financial control, money and wealth
 April Team work makes the dream-
 work
 May A. C. E. customer service wins
 June Magical money-making marketing machine

July Treatment planning with
 I.M.P.A.C.T.
 September Systematic success
 October Inspirational leadership in
 practice
 November Is the way you are working,
 working?

2019 dates

January 18th
 February 15th
 March 22nd
 April 26th
 May 17th
 June 21st
 July 19th
 September 20th
 October 18th
 November 15th

2020 dates

January 17th
 February 21st
 March 20th
 April 17th
 May 15th
 June 19th
 July 17th
 September 18th
 October 16th
 November 20th

2019 webinar dates 13:00-14:00

January 23rd
 February 20th
 March 20th
 April 17th
 May 22nd
 June 26th
 July 24th
 August 14th
 September 25th
 October 23rd
 November 20th
 December 11th

2020 webinar dates 13:00-14:00

January 22nd
 February 26th
 March 26th
 April 22nd
 May 20th
 June 24th
 July 22nd
 August 19th
 September 23rd
 October 21st
 November 25th
 December 9th

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"I wish I had met Jane 10 years ago, I could have saved myself so much stress!"

Bertie Napier, Principal, Sawbridgeworth

"Life changing for the better. It makes you re-evaluate your values and time lines, and makes me think about why I do things and how I do them"

Maria Keady Practice Owner

"Changes lives not just work. All your life for the better. Helpful and eye opening"

Maria Keady Practice Owner

"Full of brilliant ideas. It is life changing, it has given me freedom and choice"

Maria Keady Practice Owner

"Very interesting and ideas for keeping the team focused, and enthusiastic for customer care"

Maria Keady Practice Owner

"Interesting and applicable to work and life situations"

Maria Keady Practice Owner

"New way of thinking about and approaching dentistry management"

Maria Keady Practice Owner

"Interesting and inspirational ways to improve working methods"

Maria Keady

"Gives you confidence and ability to use the skills in the work place and throughout life."

Maria Keady

"Confidence builder"

Maria Keady

Excellent. Appointment diary sorted!"

Paaras Dhanani, Principal, Croxley Green

"I feel more confident with managing my time and delegating effectively."

Sureyya Kephalas, Dental Nurse, Sawbridgeworth

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"Very good and easy to follow."

Jay Gumble, Dental Nurse, Sawbridgeworth

"Information that was given to me as well as any tools were really useful. I enjoyed the session."

Hollie Brown, Dental Nurse, Sawbridgeworth

"Informative and very helpful, makes you view things differently."

Alice Coulson, Dental Nurse, Christchurch

"Very clear and precise. Easy to follow and good guidelines for implementation."

Lorraine Bennewith, Dental Nurse, Sawbridgeworth

"Do it!"

Kunj Dhanani, Finance Manager, Croxley Green

"Inspiring and thought provoking, with results you will implement."

Michelle Best, Dental Nurse/Receptionist, New Road Dental

"I really how enjoyed how in-depth it went, not only about my job, but how I feel about my job and me as a person."

Hollie Brown, Dental Nurse/Receptionist, 19 Bell Street

"Very interesting - Good for your soul. Gets you thinking."

Jay Gumble, 19 Bell Street

"It encouraged me to think out of the box and look at things with different perspective."

Sureyya Kephelas, 19 Bell Street

"We're planning how we're going to grow our business."

Bertie Napier, Principal, 19 Bell Street

"Interactive, reflective, excellent for team."

Odette Lazarus, Principal, 19 Bell Street

"Inspiring, insightful, concise."

Danielle Foster, New Road Dental

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"Enjoyable, eye-opening."

Dipesh Patel, Harwood Dental Care

"It will change your life forever."

Paaras Dhanani, New Road Dental

"One of those defining moments your eyes open. But without action I might as well have slept all day."

Kunj Dhanani, New Road Dental

"It will tap into your deeper self, so you can start to build your life around it."

Nimesh Patel, Principal, New Road Dental

"Jane is enthusiastic and you will always come away understanding more about yourself, your team and the progression and growth of your business."

Sarah Marshall, Practice Manager, New Road Dental

"Very good and motivational"

Victoria Proffitt - Dentist - Summertown OX2.

"Lots of hints, tips and tools to help with time management"

Dipesh Patel - Principal Dentist - Bolton BL2

"It is very helpful and making me aware of what actions we can take to improve the running of the practice"

Catherine Lomas - Practice Manager - Bolton BL2

"Lots of hints, tips and tools to help with time management."

Dipesh Patel - Dentist - Bolton BL1

"Very good and motivational."

Victoria Proffitt - Dentist - Summertown OX2.

"It changes your approach."

Lisa Freeman - Practice Manager - Summertown OX2.

"Very helpful....making me aware of what actions we can take to improve the running of the practice."

Catherine Lomas - Practice Manager, Bolton

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"Very informative, relaxed atmosphere but professionally delivered"

Michelle Naylor - Head Nurse - Bolton BLI

"Enjoyable and eye-opening"

Dipesh Patel - Dentist - Bolton BLI

"It is very useful getting new ideas and help with management and aiming to make the practice successful in care of patients and leadership of staff."

Catherine Lomas - Practice Manager, Bolton

"It was informative, clear and very helpful"

Michelle Naylor - Dental Nurse - Bolton

"Eye opening"

Dipesh Patel - Principal - Bolton

"Great to help generate ideas and action plans."

Rebecca Bridgen, DentaId Marketing, Salisbury

"Informative, eye-opening, enjoyable."

Dipesh Patel, Principal, Bolton

"Go and learn from Jane if you want to do marketing."

Paras Dhanani, Principal, Croxley Green

"It was really useful and got me thinking/acting towards what to do tomorrow in my practice."

Nimesh Patel, Principal, Croxley Green

"There is so much more to the business of dentistry than you know."

Amit Mohindra, Principal, Oxford

"Great to work in a group"

Lisa Freeman, Practice Manager, Oxford

"Will reinforce what you already know about sales, but more importantly tell you what you need to work on."

Nimesh Patel, Principal, Croxley Green

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"Great fun, informative day."

Dipesh Patel, Principal, Bolton

"Excellent 'IMPACT'. Super food."

Paras Dhanani, Principal, Croxley Green

"Awesome."

Sallie Meddan, Dental Nurse, Herts

"Book a date"

Sejal Patel, Head Nurse, Croxley Green

"Excellent course - will change your business"

Paras Dhanani, Principal, Croxley Green

"Useful course and gives you tips, knowledge and skills you can put into place in practice."

Victoria Proffitt, Diamond House Dental, Oxford

"It gives you the tools and confidence to act."

Lisa Freeman, Practice Manager, Oxford

"Absolutely fabulous"

Paras Dhanani, Principal, Croxley Green

"All practices would benefit from attending"

Victoria Proffitt, Diamond House Dental, Oxford

"It's motivating and gives me confidence to be great at my job"

Lisa Freeman, Practice Manager, Oxford

"Positive outlook on leadership breaking through different barriers."

Cathy O'Neill, Customer Service advisor, Croxley Green

"Jane is amazing, her courses are like no other you'll have ever attended."

Relevant, amusing and full of relevant information"

Sarah Marshall, Practice Manager, Croxley Green

"Informative, enjoyable"

Dipesh Patel, Principal, Bolton

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"It's really useful"

Pooja Shah, Hygienist, New Road Dental

"Awesome as always."

Paaras Dhanani, Principal, New Road Dental

"Go see Jane - she'll open your eyes and ears!"

Sejal Patel - Head Nurse, Croxley Green

"It was very informative and inspiring to put in place the new ideas into our practice."

"Sue Lloyd, PA, The Mew Clinic

"Informative."

Philippa Wong, Senior Nurse, Saltney Dental Practice

"Informative. Made you think about the practice as a whole."

Paula Van-Bloor, Manager, Saltney Dental Practice

"It was very enjoyable. Food was lovely."

Hilary Coyne, Customer Service Advisor, New Road Dental

"Thought provoking."

Michelle Best, Dental Nurse, Croxley Green

"Fantastic."

Nikita Thakur, Dental Nurse, New Road Dental

"Very interesting and informative."

Lorraine Bennewith, Dental Nurse, Sawbridgeworth.

"Very interesting. Allows you to think of what you can change immediately."

Jinita Popat, Dentist, New Road Dental

"If you want an eye opener into how much more you could be doing for your patients then go on this course."

Aysha Dhanani, Dentist, Newbury

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"Really enjoyed today's session. Really feel we can go away and have a really good think about what we need to do and put it into practice."

Hollie Brown, Receptionist, 19 Bell Street

"Inspiring...I really enjoyed today."

Jay Gumble - Dental Nurse, Sawbridgeworth

"It was a very good experience; from which I've learned a lot."

Elena Iana, Dental Nurse, New Road Dental

"It is making a lot of changes in the way I see people, situations and my own behaviour and reactions to things and I feel as though I am slowly heading in the direction I want to."

Bertie Napier, Principal, Sawbridgeworth

"Will give you a framework to start improving your practice."

Nimesh Patel - Principal, Croxley Green

"It is so worth it and absolutely fabulous."

Viktoria Berens - Clinician, The Mew Clinic

"It was great!"

Alina Stan, Nurse, New Street Dental

"One of the best days yet...a day that I was dreading as I do not use social media etc. Turned out to be one of the most informative, and with outcomes that can easily be implemented with little/no cost into the practice."

Julia Morris, Principal, Cheshire

"I found this very useful as gave you a huge insight into how we can promote."

Hollie Brown Receptionist, Sawbridgeworth.

"Useful. Inspiring. Good for personal life as well as work, gets you thinking."

Jay Gumble, Dental Nurse, Sawbridgeworth

"Look for your purple cow. 5% increase in retention can grow profit by 75%."

Odette Lazarus, Principal, Sawbridgeworth

"If you think this doesn't apply to you, it probably does."

Sureyya Kephelas, Dental Nurse, Sawbridgeworth

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"It was brilliant. Mad but magic"

Lisa Tomlinson, Practice Manager, Sawbridgeworth

"I wish I had met Jane 10 years ago, I could have saved myself so much stress!"

Bertie Napier, Principal, Sawbridgeworth

"Very good today - Proactive."

Hollie Brown Receptionist, Sawbridgeworth.

"Brilliant sales tactics without forceful selling."

Lorraine Bennewith, Dental Nurse, Sawbridgeworth.

"The best day so far - very much a day of lightbulb moments."

Julia Morris, Principal, Cheshire

"A lot better than I expected. Came in negatively. Lots happier."

Matt Morris, Practice Manager, Cheshire.

"Go, do it. It's awesome."

Viktoria Berens - Clinician, The Mew Clinic

"The course is amazing. You will definitely benefit from this course."

"Sue Lloyd, PA, The Mew Clinic

"How very useful and practical/instantly applicable it is. Makes sense."

Bertie Napier, Principal, Sawbridgeworth

"Good insight and ideas into what we need to do to progress"

Hollie Brown Receptionist, Sawbridgeworth.

"Strategies to design systems."

Odette Lazarus, Principal, Sawbridgeworth

"I'm confident I know how to make a system work and stick and be confident."

Sureyya Kephelas, Dental Nurse, Sawbridgeworth

"Very good, lovely treats."

Emma Buday, Practice Manager, Christchurch

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"It's all about process"

Andy Evans, Centre for Dentistry, Christchurch

"Excellent"

Julia Morris, Principal, Cheshire

It was fantastic and is always such an eye opener.

Hollie Brown Receptionist, Sawbridgeworth.

Always consistent. But I feel I can think more about being a leader. And differentiate between good and bad leaders.

Sureyya Kephelas, Dental Nurse, Sawbridgeworth

You really should work with someone. I work with Jane Lelean. Let me know if you want her details.

Bertie Napier, Principal, Sawbridgeworth

"Fabulous. You should go!"

Sue Lloyd, PA, The Mew Clinic

"Thought provoking and informative."

Julia Morris, Principal, Cheshire

"Take them all and implement immediately."

Inga Klovaite, Dental Nurse, The Mew Clinic

"Fabulous insight into successful planning and resultant healthy practice."

Sue Lloyd, PA, The Mew Clinic

"Excellent. Lots of 'light bulb moments'."

Julia Morris, Principal, Cheshire

"Learnt a lot about how to go forward and a lot about what I want to achieve."

Edward Nield, Saltney Dental Practice

"Essential for anyone thinking about setting up a practice, have trouble running a practice or seeking ways to improve their organisation."

Jason Wong, Associate Dentist, Bournemouth

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"This Course will open you mind to ideas and concepts that new and applicable to the daily running of a successful dental business"

Jason Wong, Associate Dentist, Bournemouth

"Fabulous, useful day, I learnt so much"

Sue Lloyd, PA, The Mew Clinic

"Well worth coming. Thank you Jane"

Inga Klovaite, Dental Nurse, The Mew Clinic

"Certainly worthwhile."

Mike Mew, Principal, The Mew Clinic

"This course is vital to anyone looking to improve or start their business"

Jason Wong, Associate Dentist, Bournemouth

"Informative, effective, clear. More useful than I expected."

Aliyah Janmohamed, FD, The Mew Clinic

"Well worth attending, great day."

Gemma Andrews - Practice Manager, Caernarfon

"Very relevant, thoroughly enjoying it"

Rachel Jones - Practice Manager, Gwersyllt

"Great event"

Rachel Jones - Practice Manager, Gwersyllt

"You need to go on Jane's course, it's like no other and will help transform your business."

Gemma Andrews - Practice Manager, Caernarfon

"Informative and Fun"

Dipesh Patel - Principal, Bolton

"Essential for all practices looking to improve their business and home life."

Jason Wong - Associate, Bournemouth

"Great workshops."

Rachel Jones - Practice Manager, Gwersyllt

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"This is a very useful course to go on and will help the practice and team to grow."

Gemma Andrew - Practice Manager, Caernarfon

"Useful module to understand qualities of effective leadership and leadership styles."

Jason Wong - Associate, Bournemouth

"Thanks again for everything. The course has been so informative and has given me a strong foundation to build a practice and business. There was so much that I never even considered before starting this course"

Jason Wong, Implantologist

"Fun and interesting workshops."

Rachel Jones - Practice Manager, Gwersyllt

"Not only useful for successful business development and planning but also essential for personal development and well-being."

Jason Wong - Associate, Bournemouth

"Always fun and educational"

Rachel Jones - Practice Manager, Gwersyllt

"Brilliant sessions a value to the practice, team and myself"

Gemma Andrew - Practice Manager, Caernarfon

Great course, very informative.

Gemma Andrew - Practice Manager, Caernarfon

Excellent Course

Rachel Jones - Practice Manager, Gwersyllt

"Joining TPI0D has not only benefited my work and career but also my personal life. The course has taught me how to approach challenges methodically and Jane has taught me a lot about myself and how I process and think. Becoming more self-aware in this way has helped me focus and develop in my work and my personal life.

TPI0D is a comprehensive course suited to dental professionals at any point in their careers. I joined as a dentist looking to become a practice owner and

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wanted to know how to run a successful business and practice. The course is not designed to give you all the answers on a plate but to provide you with a framework to enable you to develop systems of practice to create a successful business for yourself in the most rewarding way.

Jane is fantastic mentor and coach and draws from a wealth of experience. She is friendly and approachable and truly understands people and how to help them and genuinely wants to see them succeed.

The best modules of TPI0D that helped me the most were

Planning time to succeed - this really helped me utilise my time effectively and helped me achieve balance between work, development and play.

Winning ACE service - this helped me understand the concept of the patient journey and tied in nicely to the team module and how every team member has the power and ability to impact on a patient's experience within and outside of the practice.

Are you fit to practice - This module really helped me to understand the importance and relevance of taking better care of myself and spending time to ensure adequate exercise and good nutrition.

The course format overall was well suited to my own learning style and group participation was highly encouraged. Learning from other people's experience was invaluable and gave me an understanding of what potential pitfalls to avoid and has brought them personal success."

Jason Wong Dentist

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