

The Institute of dental Business

Springboard Success

1-2-1 coaching sessions

2017



The **Institute**
of **Dental**
Business

Making good practices great



together making your good practices great

Why you would choose coaching?



The Ken Blanchard Companies has found individuals that work with a coach will have the following outcomes,

- ✓ Establishment and taking action towards achieving goals
- ✓ Becoming more self-reliant
- ✓ Gaining more job and life satisfaction
- ✓ Contributing more effectively to the team and the organization
- ✓ Taking greater responsibility and accountability for actions and commitments
- ✓ Working more easily and productively with others
- ✓ Communicating more effectively

The personal and professional benefits of coaching are wide ranging and clients regularly report that coaching has positive benefits on their personal and professional lives.

Studies have shown that in the work place, coaching is a valuable asset for the Business, leadership, management and workforce

- ✓ 80% of people who receive coaching report increased self-confidence
 - ✓ Over 70% benefit from improved work performance, relationships, and more effective communication skills.
 - ✓ 86% of companies report that they recouped their investment on coaching and more
- (source: International coach Federation ICF 2009).

“I have just opened a squat private dental practice, which has been the culmination of several years of planning and plotting. However, a couple of coaching sessions with Jane has really helped me focus on the key issues. Jane has a wonderful and friendly manner, but she has a way of really distilling an issue into the salient points and help me think through the way forward. Excellent.”

R.D, Principal Dentist Leamington Spa

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What is coaching?



International Coach Federation defines coaching as “partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential

- ✓ Your coach will honour the client as the expert in his or her life and work and believe every client is creative, resourceful and whole. On this basis, it is your coaches’ responsibility to
- ✓ Discover, clarify, and align with what you want to achieve
- ✓ Encourage you in self-discovery
- ✓ Help you elicit client-generated solutions and strategies
- ✓ Hold you responsible and accountable
- ✓

Research and experience shows that working with a coach will help you dramatically improve your perception and experience at work and home, improve your communication and leadership skills thereby unlocking your as yet untapped potential.

A coaching approach has been shown to be far more sustainable and achieve better results than other development modalities

Coaching is different to

Training which teaches you new ideas, skills and behaviours.

Mentoring which develops decisions, strategies and actions on other peoples’ experiences

Consultancy. A consultant generally comes in for a short time, decides what you should do based on their expertise and will often leave you to execute the plan and may occasionally bring in their team to implement the changes

“I would like to thank you for yesterday. There have been very few courses in my life/career that have made such an impact on me. Everything was great yesterday; meeting you, the venue. The contents of the course and the other participants. It was an eye-opening day and very inspirational. I went away feeling great.”

Christian Metzner Dentist Guilford

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How can you determine if coaching would be useful?



Coaching enables you to bridge the space from where you are to where you want to be.

- ✓ Many people chose a coach to help them
- ✓ Recognise your current situation and how it is serving them or sabotaging them. Your coach will have useful tools and questions to help you reflect. On useful tool in dentistry is The Brilliant Practice evaluation. <http://www.theinstituteofdentalbusiness.co.uk/yourbpe.php>
- ✓ Clarify your goals and outcomes
- ✓ Develop and implement skills, strategies and actions that will take you from where you are to where you want to be.

To help you decide if it would be an advantage to work with a coach, ask yourself

Do I have a situation that I am not happy with and that I would like to change?

Zero to 10, how badly do I want to change this?

If you have a situation and a score 6/10 or higher working with a coach would be really helpful for you.

“Jane there is some much I could say but really all I think I need to say is Thank You! Well where do I start! My productivity at work has increased so much that I am no longer stressed about my workload and I am enjoying it more. Brian (hubby) noticed the difference the afternoon I got home from seeing you! And has commented that I am much much better. I could go on but I think you get the picture...”

Angela Business Owner Bucks

“I am thrilled about your insights and amazed how you connect simple dental anatomy with practice management. This is definitely a very unique presentation.”

Rod Ronquillo Dentist Philippines

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What are the common reasons why a dentist chooses to work with a coach?



- ✓ A dentist may work with a coach on an individual basis or involve their team for many reasons, including and not limited to,
- ✓ A crisis or other urgent problem has occurred. This is often related to finances, the team, patient complaint, GDC incident, NHS contract issue or an health issue has arisen.
- ✓ An exciting opportunity, or challenge, e.g. buying a practice(s), relocating, business and team restructure, setting up a new business, career progression or career change.
- ✓ Becoming aware that a gap exists in their knowledge, skills, confidence or resources, this is can be related to finance, team management, leadership, sales, marketing, communication or other business development skills
- ✓ A desire to accelerate or increase results
- ✓ A lack of clarity or certainty with choices to be made, often related to career progression or the direction of the business or personal life.
- ✓ Success has started to become problematic and they are suffering from overwhelm or self-sabotage.
- ✓ Work and home-life are out of balance, and is having a negative impact on the family, personal life and hobbies, physical, mental, emotional or spiritual health
- ✓ Clarification of 'the meaning of life' they have lost direction or their mojo and want to reconnect with their 'Why', vision, mission and purpose.

“Jane is an inspirational coach. Her eclectic style enables her to move easily between life, performance and health issues. The humour she brings into her coaching style provides a non-threatening way to move things forward. If you want lasting positive change, choose Jane as your coach.”

LD, Health Service Manager

"Jane can ask the right questions at the right moment in order to get a shift in thinking to a more positive frame of mind".

Kush London

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How is coaching delivered and what does the process look like?



Coaching usually begins with an 'intake session' the purpose of which is to discover if you and your coach are a good match to help you achieve your goals. Your coach will usually use this session to find out more about you and help you define where you are now, where your goals, agreement on how the coaching partnership will work and together identify the best way forward to ensure you get the results you want

Coaching sessions can be offered face to face at our office, via the telephone or skype.

The length of session and frequency will be determined together based on the results you want and your time scale. Your coach may offer recommendations based on experiences and success of other clients. The most popular and predictably successful frequency is an initial 3-hour session and one hour calls once a fortnight over twelve-months, or one full day every three months.

At the end of each session it is usual for a client to set an action plan or make commitments to be held accountable for, that will support the achievement of their goals. Your coach may or may not provide specific tasks, or considerations depending on your coaching relationship. It is usual for your coach to ask you to provide a pre-coaching and post-coaching reflection to help you keep you focused, on track and ensure you acknowledge and celebrate your successes

“I started working with Jane as I wanted to achieve a long-held intention of building my own business and I wanted to overcome the obstacles that were preventing my success. Following a few weekly coaching calls with Jane, the website and business cards were completed my business was up and running, and continues to be so. In addition I also achieved a long-held desire to purchase a property in Tuscany! If you want to make a difference, enjoy an enhanced quality of life and be empowered to succeed, Healthy and Wealthy is for you”

David Jones London

“Just dropped Jane at airport. She was brilliant. We all had a great day. Coaching top notch, great delivery, a day full of moments of disproportionate pleasure.”

James and Sonya Hamill Blue Apple Belco

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How long does a dental practice work with a coach?



The duration of a coaching partnership depends of your specific requirements and your chosen areas of focus. Typically, a coaching relationship with a dental practice is between one and three years and for those practices that are committed to excellence and continued development working with a coach can span a career. Many principals and practice managers really appreciate and value the longer-term relationships because there are often situations that arise and threaten to throw them of track and their coach keeps the focused and supported.

“I found Jane to be friendly and professional. She put Julia and I at ease right away & helped us to get into a relaxed, safe and comfortable space. She helped us to see the wood for the trees and step out of the box.

Since my meeting with her and my telephone personal coaching sessions, I have become a stronger more confident person in my personal and professional - life using all the tools Jane gave me to become a good leader & manager.

I now see that I am a very integral member of the practice and that what I do is important to the day to day running of the business. Everyone has their own strengths and positive attributes and mine compliment my role as manager here. Some people can do my job but no-one can do it the way I do it and I'm proud of that - Jane has helped me to see this in myself.

I know Jane has many strings to her bow but in a Business Coach capacity would recommend her to anyone wanting to change their life!”

Julie Webster Dental Practice Manager S10 Sheffield

“When Jane became my business coach I was looking for help in improving my leadership skills in my dental practice. Over the past nine months we have gone on to look at other areas such as time management, selling skills, marketing, compelling vision, communication and business skills. Jane’s combination of dental background and coaching skills have been invaluable to me and given me renewed energy and enthusiasm to take my practice to a higher level. Her own enthusiasm and positivity are infectious and her passion for dentistry is very evident.“

Cormac Dental Practice owner Ireland

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How do I ensure I chose the right coach?



Coaching is a two-way partnership, be prepared to engage in designing the coaching relationship. Hints that can help you pick the right one.

Interview more than one coach to determine "what feels right" in terms of the chemistry. Respect yourself and your coach and be prepared to pay for this initial exploratory session

Choose a coach who holds an accredited qualification and is affiliated to a professional body such as the Association for coaching or the International Coach Federation. These bodies are the coaches equivalent of the GDC.

Chose a coach who has worked in and experience dentistry rather than just having an academic understanding of dentistry.

Consider the coaches similarities and differences to you and consider how these may support you and your team

Give consideration to your preferred and most effect ways of learning and manifesting success, and discuss these with you coach to ensure they can support you. (You may initially need to engage a coach to discover these first.)

“When the going gets tough, the successful knuckle down” your coaching relationship will not be plain sailing, things will go well and there will be times when they won’t. Talk to your coach when you feel things are not going well, they will be able to take a different approach. Their primary focus is to support you in achieving your goals. “Jane is compassionately ruthless”

MH Amsterdam.

“Thank you so much for this morning again – as always you know exactly the right things to say and ask, to keep me focused and motivated.....and to stop me from going pop! Don’t know what I’d do without you.”

PJ Hertfordshire

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How can I measure the success and return on my investment (ROI) of coaching?



Success in any area is measured by both tangible and internal results. The intangible cannot be measure, they are about how you feel and they may be the most profound and valuable reason for coaching. “You gave me my love of dentistry back”, “You saved my marriage”, “I am no longer paralyzed by grief”, “My claustrophobia has gone, I can now go in a lift and on a long distance car journey.”, “ I am now really proud of my team, 12 months ago I wanted to sack them all.” These are some of the examples from clients. Tangible can be measured. “I generated an extra £20,000 as a result of that one-hour coaching session”, “I have doubled my income within 12-months”, I have turn a £40K overdraft in to a £40K positive balance in just six-months Exactly how you measure the success will be determined by your goals.

“As the owner of a small business it can be very hard to work out the best strategy to overcome the issues you face. Having wrestled with various knotty issues for many months it was a great relief to talk to Jane. Her clear thinking and no-nonsense approach helped me see simple things I can do to increase my sales and build my business.”

Rob Woods, Woods Training

“Jane knows her subject and is very inspiring”

Dental Practice Manager Milton Keynes

“WOW!!!!!!!!!!!! Blown away is all I can say, you will never know how truly grateful I am for today’s session. THANK YOU so much for your ability to help me see things through different eyes with skills I already have, I am truly blessed You REALLY helped me to see something in such a useful way, you connected with how I learn and I am truly humbled and blessed.”

S C Worthing

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About Jane



Jane is a dentist, former practice owner qualified and accredited coach. Jane has passed her exams to hold a Professional Certified Coach (PCC) status with The International Coach Federation (ICF), she is also a member of the Association for Coaching. The ICF is the coaches equivalent of the GDC.

Jane has been coaching clients all over UK, Europe, USA, Australia, and New Zealand for over 10 years. Janes passions working with Dentists and dental teams and has also coached business owners in over 80 different market sectors including, international crowd funding, property, design agencies, Insurance, teaching, medicine, app designers and Team GB athletes. Jane loves working across sectors and cross-pollinating ideas and working practices. With all her experience, she has seen every mistake and problem that you have had or will ever had in practice and as such is the perfect partner for the growth and development of your practice.

Jane holds qualifications as a Master NLP practitioner and European NLP coach, NLP Health coach, Thought Pattern Management and has also received training in Psych-K. Because the biggest problems in any practice exist in the head of the principal, these psychological approaches, will allow you to bust your limiting beliefs and sabotaging behaviour patterns allowing you to make changes at an accelerated and sustainable pace.

Because of Jane's background she is skilfully able to blend, coaching, training and mentoring, to suit your specific requirements.

Jane's values that form the bedrock of her coaching practice include;

- | | | |
|---------------|-------------------|-----------------|
| ✓ Honesty | ✓ Integrity | ✓ Congruence |
| ✓ Fairness | ✓ Reliability | ✓ Health |
| ✓ Compassion | ✓ Client focussed | ✓ Communication |
| ✓ Flexibility | ✓ Professionalism | ✓ Fun |

Jane keeps her fingers damp to ensure that she retains a working experience of dentistry in a variety of situations. Jane has recently worked in

- | | | |
|----------------------|--------------------------|-------------------------|
| • Micro corporate | • Fully private practice | • Out- of-hours service |
| • Prototype practice | • Prison service | |

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Positions Jane currently holds within dental organisations are

- ✓ Dentaid Trustee
- ✓ UK clinical Director Dentaid
- ✓ Chair BDA- Oxford Section

Jane's hobbies and interests include

- ✓ Health and nutrition
- ✓ Running
- ✓ Horse riding
- ✓ Vegetable gardening
- ✓ Cooking
- ✓ Reading
- ✓ Travel
- ✓ Veganism

"Brilliant, engaging course - well worth the money." Jane has a brilliant and unique coaching style which has made the two days and the content very memorable.

Karla Stewart - Dentist, Mentor and Clinical Support Manager - Beckworth NE27.

"The best use of two days to help you develop yourself and to become a more successful and happier dentist. Make sure that you book a place with your practice team to get the most out of the course."

Richard Ablett - Clinical Director - Whickenham NE16

"Amazing Training. Jane's enthusiasm and energy are contagious. I feel more positive about my future career in dentistry. I can't wait to go back to practice and use all the tools she has provided us with."

Ayesha Ahmad - Dentist - Halifax HX1



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About you



What are the 3 biggest challenges that you are currently experiencing?

What have they cost you so far? (As well as the true financial cost, also think about other costs, such as lost opportunities, stress, your health, your family your team, etc.)

If you don't overcome these challenges what will they continue to cost you in the future?

How important is it that you overcome these challenges?

If you have any questions that you want to ask Jane before you sign up Call 07989 757 884 or e mail jane@IODB.co.uk

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