



together making your good practices great

Institute of Dental Business

Terms of business

We work with clients who want

- ✓ More success
- ✓ More clinical freedom
- ✓ More time
- ✓ More money
- ✓ More engaged team
- ✓ Less stress
- ✓ Rapid and sustainable results

Who we work with

- ✓ Practice owners and partners
- ✓ Aspiring practice owners
- ✓ Dental specialists
- ✓ Practice managers
- ✓ Team members
- ✓ Group practices
- ✓ Dental supply companies
- ✓ Corporates

Coach Contact details

Dr Jane Lelean BDS (U.Lond) MNLP ACC
Business, Executive and Health Coach

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JaneLelean

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- **My chosen package is as I have indicated below.**
- **Estimate number**

10 full day workshops, 4 full days in house training, delivered as two, six– monthly two-day events Investment **£775* month**

Inspiration

1-2-1 coaching packages are designed primarily for the principal dentist, business owner or manager to inspire and help you focus on strategy development and implementation. We will concentrate on the 10 essential and key areas of your practice.

- **Package A**
48 Weekly coaching sessions, an initial half day reflection, celebration and target setting (RCT) Investment **£1350* month**
- **Package B**
24 Fortnightly coaching sessions. sessions, an initial half day reflection, celebration and target setting Investment **£855* month**
- **Package C**
12 Monthly coaching session an initial half day reflection, celebration and target setting. Investment **£600* month**
- **Bespoke** available on request.

- **Package B**
10 full day workshops, 2 full days in house training, delivered one two-day event. Investment **£525* month**

- **Package C**
10 full day workshops, Investment **£250* month**

- **Bespoke** available on request

Rejuvenation

Perfect for any practice that is beginning to feel tired and jaded and wants to move to the next level, fulfilling their true potential, or wanting to sell within the next five years. A unique combination of off-site workshops, coaching for the principal, business owner and practice manager in strategy and implementation and training and motivation for the whole team.

- **Package A**
10 full day workshops, 48 Fortnightly coaching sessions, an initial half day reflection, celebration and target setting (RCT), Investment **£1500* month**

- **Package B**
10 full day workshops,, 24 Fortnightly coaching sessions, an initial half day reflection, celebration and target setting. Investment **£1000* month**

Education

Training packages designed for the whole team to develop their knowledge and skills to create a profitable practice. A combination of off– site workshops and bespoke in–house training.

- **Package A**

- **Package C**
10 full day workshops, 12 monthly coaching sessions, an initial half day reflection,

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celebration and target setting. Investment
£850* month

- **Bespoke** available on request

Transformation

A unique transformational 12-month programme of workshops, coaching and training programme for the whole dental team focussing on ten key strategies essential for a successful and profitable practice. The ideal solution for a practice wanting to be incredibly successful and reach its full potential quickly and easily.

- **Package A Accelerated Fast Track** (Limited to 5 practices)

10 full day workshops, 24 Fortnightly coaching sessions, an initial half day reflection, celebration and target setting (RCT) eight days in house training, delivered as four quarterly two-day events Investment **£2000* month**

- **Package B—Fast Track** (limited to 20 practices)

10 full day workshops, 24 Fortnightly coaching sessions, an initial half day reflection, celebration and target setting 4 full days in house training. Delivered as two six-monthly 2two-day events. Investment **£1550* month**

- **Package C**

10 full day workshops, 24 Fortnightly coaching sessions, an initial half day reflection, celebration and target setting, 2 days in house training, delivered as one two- day event. Investment **£1400* month**

- **Bespoke** available on request

*all investments quoted exclude travel and subsistence and VAT

Additional team members can attend the Transform your practice in 10 days workshops from only £75 per head per workshop .

- **I have read and accept the terms and conditions**

My chosen payment method is

- In full up front saving 15% (12 month programmes only)
- In 2 instalments 50% up front saving
- 10% (12 month programmes only)
- In monthly instalments on the 1st of each month by bank transfer
- Bespoke packages payment in full on scheduling sessions.

Signed

Date

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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 coaching
- ✓ In house team training
- ✓ Off-site training
- ✓ Workshops
- ✓ Webinars

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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.

Group practices and corporates who through acquisition want to great an integrated approach across their portfolio, want to raise morale, clinical standards, reduce turnover of staff and complaints.

Dental suppliers

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About Coaching

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.

The Coaching sessions

Coaching sessions may take place over the telephone or in person at your coach's office. If the session is on the telephone, the client is responsible for making the call at the scheduled time. Sessions are three hours for the intake and one hour subsequently, unless agreed differently.

Confidentiality

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

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Coaching Agreement

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.

What we can expect from you:

- Commit to one of the packages indicated below.
- 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 and tele-seminars 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 provided that form the bench mark for your practice.
- Completion of the evaluations and reviews provided.
- Scheduling and attending all coaching sessions and practice visits you are entitled to.
- 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, writing a testimonial letter, informing us how and why we have helped you that we may share with other potential clients.
- Paying for all coaching fees 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.

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Institute of Dental Business company values

Honesty

We will speak the truth at all times, 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 take action 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, supplier sand 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, 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 victors from victims.”

For clients

- ✓ To coach, train, inspire and support our clients so that they are able to 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.

- ✓ 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 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.

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.

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- ✓ 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 are able to 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, 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 attend all workshops, and tele-seminars included in your package within the twelve-month period.
- You schedule and attend all coaching sessions and practice visits you are entitled to within the twelve-month period.
- Ahead of each session you complete a coaching session reflection and planning form and send it to your coach a minimum of 2 business days ahead of each session
- You complete a coaching session summary form and action plan and return it to your coach with 48 hours of each session
- You action all the strategies that, you chose, we suggest, or those we co-design, within the agreed time frame.
- You complete and return a monthly Brilliant Practice Evaluation (BPE) and send the collated results for you and your team to your coach by the 14th of each month.
- 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 of the specified payment date.
- 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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Payment Options Client Copy

Payment may be made by credit or debit card, cheque or direct bank payment as agreed, the following payment terms apply.

- **Payment in full on scheduling your coaching sessions.** (Available for all packages)

15% discount if the twelve months fees are paid in full on scheduling the first coaching session

- **Two staged payments** (Available for all packages)

A 10% discount is available for paying in two staged payments

50% in advance on scheduling your first coaching session

50% midway through the year on a specified date, usually month 5

- **Monthly Standing order** (Available for all packages)

Initial payment of one month's fees to be made on scheduling the first coaching session, followed by monthly instalments, payments to reach us by noon of 1st of each month

If your coaching starts midway through a month the months fees are payable on booking the first session.

Payment may be made by cash, cheque, credit and debit card or direct bank payment as agreed, the following payment terms apply.

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Payment Options IODB Copy

Payment may be made by credit or debit card, cheque or direct bank payment as agreed, the following payment terms apply.

- **Payment in full on scheduling your coaching sessions.** (Available for all packages)

15% discount if the twelve months fees are paid in full on scheduling the first coaching session

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Diagnosis day and in-house and off site practice training sessions booking conditions

For in-house or off site training and Diagnosis Days

Confirmation of booking

The booking will be confirmed on receipt of full receipt of payment. This may be made by cheque, credit card or bacs transfer. This should be made a minimum of 30 days in advance of the event

Cancellation policy

Should you cancel the event; the following percentages of the total fees will be refunded.

- If cancellation occurs 8 or more weeks prior to the event, 100% of the fees will be refunded.
- If cancellation occurs 6-8 weeks prior to the event, 75% of the fees will be refunded
- If cancellation occurs 4-6 weeks prior to the event, 50% of the fees will be refunded
- If cancellation occurs 2-4 weeks prior to the event, 25% of the fees will be refunded
- If cancellation occurs 0-2 weeks prior to the event, 0% of the fees will be refunded

A full refund will be made if the day can be rebooked for the same date(s) at a similar fee.

When calculating the above periods, the actual day(s) of the event will not be taken into account.

Travel and Subsistence

- For full day sessions, mileage will be charged at the rate of £0.55 /mile excluding VAT, as calculated by Google maps. Flights and trains etc will be charged at the operator's rates on booking.
- For sessions less than 6 hours in length travel time will be charged instead of mileage at a rate of £100/hour excluding VAT
- Venues greater than 50 miles away from HP18 0SZ as indicated by Google maps will be subject to one-night accommodation per training day, maximum fee £125.00 per night.
- Travel and subsistence will be invoiced after the event and should be paid within 7 days.

Off-site Training

Experience shows that practice training is far more effective when delivered off site away from the practice. Should you prefer the training be delivered 'off site' this will be the responsibility of the practice, to organise and fund. Travel and subsistence will be charged as if the coaching / training was provided on site.

Concerned about cancelling patients?

Ask about our weekend availability

Saturdays are available for an additional 15%

Sundays are available for an additional 25%

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In- house training or practice off-site training - Your Investments

1-day training programmes

For practices with**

1-5 dentists or other clinicians	(full or part time.)	£2,000*
6-10 dentists or other clinicians	(full or part time.)	£3800*
11-15 dentists or other clinicians	(full or part time.)	£5100*
16-29 dentists or other clinicians	(full or part time.)	£5800*

2 -day training programmes

For practices with**

1- 5 dentists or other clinicians	(full or part time.)	£3800*
6-10 dentists or other clinicians	(full or part time.)	£6800*
11-15 dentists or other clinicians	(full or part time.)	£8700*
16-29 dentists or other clinicians	(full or part time.)	£9300*

3-day training programmes

For practices with**

1- 5 dentists or other clinicians	(full or part time.)	£5400*
6-10 dentists or other clinicians	(full or part time.)	£9,690 *
11-15 dentists or other clinicians	(full or part time.)	£12,300*
16-29 dentists or other clinicians	(full or part time.)	£13,000*

Sessions less than 6 hours (1 day)

Only available for practices / venues less than 1.5 hours away from HPI18 0SZ

For practices with**

1- 5 dentists or other clinicians	(full or part time.)	£350/hour*
6-10 dentists or other clinicians	(full or part time.)	£650/hour*
11-15 dentists or other clinicians	(full or part time.)	£850/hour*
16-29 dentists or other clinicians	(full or part time.)	£975/hour*

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Lunch and learn

In house practice training to be held during lunch-time

Only available for practices less than 1.0 hours away from HP18 0SZ

For practices with**

1- 5 dentists or other clinicians	(full or part time.)	£525*
6-10 dentists or other clinicians	(full or part time.)	£975*
11-15 dentists or other clinicians	(full or part time.)	£1275*
16-29 dentists or other clinicians	(full or part time.)	£1,462.50*

1,2 or 3 day trainings, team members attend at no extra cost at a ratio of 1 support team member per clinician. Above this ratio, the DCP rate is £100* per person.

*Excluding VAT, travel and subsistence

**Where dentists and team members are from multiple practices from a group or shared ownership, each practice will be charged separately according to the above fees

Payment is due in full on confirmation of training.

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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



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Stunning Patient centred sales- BEST CHOICES In-house training

For practices with**

1- 2 dentists	(full or part time.)	£5,000*
3- 5 dentists	(full or part time.)	£10,000*
6-10 dentists	(full or part time.)	£19,000*
11-15 dentists	(full or part time.)	£26,300*
16-20 dentists	(full or part time.)	£31,600*

Our patient sales training programme has a 100%, 90 day double your investment or your money back guarantee. – Terms and conditions apply

Most clients get 100% Return on investment (ROI) within one week and usually within one day.

*Excluding VAT, travel and subsistence

**Where dentists and team members are from multiple practices from a group or shared ownership, each practice will be charged separately according to the above fees

Team members attend at no extra cost at a ratio of 1 support team member per clinician. Above this ratio, the DCP rate is £100* per person.

Payment is due in full on confirmation of training.

Special rates are available for members of Transform your practice in 10 days and practices who are members of 12- month training and coaching programme.

Concerned about cancelling patients or taking time out of surgery?

Ask about our weekend availability

Saturdays are available for an additional 15%

Sundays are available for an additional 25%

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Other terms and conditions

- To qualify for discounted fees for advance payment, the payment must have been paid and cleared fund in our account a minimum of 10 full working days ahead of your first session.
- Your coaching intake pack will be sent once initial payment has been received.
- If, once the pre-coaching intake pack has been sent, should you choose not to continue with coaching before the first session has been completed, a refund will be provided with a deduction that is equal to one month's payment for Inspiration Package C fee including VAT.
- All sessions booked are provisional until payment and cleared funds have been received, and this must be made with a minimum of 10 full working days ahead of the session.
- If you are unable to complete your monthly coaching sessions within the 12-month period, they will be rolled over to the future when you can use them within an additional 6-month period. After this the entitlement will be lost.
- If you are unable to complete your coaching sessions within 12 months, due to exceptional circumstances such as severe illness or death of a spouse or child etc, and you have continued to pay monthly fees creating a credit balance, your credit balance can be redeemed against future coaching or training to be provided within six months of your final payment. No cash refund will be provided.
- Coaching sessions (not in-house training) are provided via skype or face to face in our offices, if you request a face to face meeting at another venue the session will be subject to additional fees for travel time, travel expenses including mileage and journeys over 50 miles may be subject to subsistence and overnight accommodation.
- Travel times and mileage will be calculated by Google maps, and mean figures used.
- Sessions of 6 hours or more in length, travel will be charged at £0.55 /mile excluding VAT
- Sessions less than 6 hours in length, mileage will be charged at £100/hour excluding VAT
- Monthly fees are due to be paid by noon on 1st of each month if they are received after this date or not paid in full they will incur an additional fee of £30.
- In the unlikely circumstances that you choose to cancel your coaching or training programme earlier than 12 months, two month's written notice is

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required, during which time your fees are payable and you are entitled to your coaching and training as normal.

- In instances where fees are unpaid, all costs relating to the collection of the debt will be added to the account.
- In instances where payment dates have been missed and monies are outstanding, any further services provided formally or informally for you and/or members of your team will be withheld until full settlement of fees and any additional costs incurred. Services will include, and is not limited to coaching sessions, workshops, in house training, tele-seminars or any other services offered by Healthy and Wealthy or The Institute of Dental Business.
- Practices subscribed to Transform your Practice in 10 Days can 'roll-over' attendance to a workshop to the following year, if they are unable to attend the scheduled dates. If the 'roll over' is for a 'First Attendee' (full price ticket) there is no additional fee. If the 'roll-over' is for an 'additional attendee ticket' the ticket must be upgraded to a 'first attendee ticket' or an additional 'First attendee' ticket must be purchased; in such circumstances, additional fees will apply.
- In circumstances where multiple practice practices have a shared owner(s) a 'first attendee' subscription must be obtained for each practice that sends delegates.
- For partners and co-principals to take advantage of the opportunity of being an 'additional attendee', there must be a first attendee and the partners / co-principals must either own a practice(s) together or have a written partnership agreement with a view to joint ownership of a practice(s).
- Practices attending Transform your Practice in 10 Days, as a result of a competition win or gifted place, do not have the opportunity to 'roll over' workshop dates.
- Free, introductory or special offer coaching sessions are only available once per person or per practice in any 12-month period.
- Free, introductory or special offer coaching sessions will remain valid for three months from their date of issue,
- On line webinars are free to attend for all members of the team and each attendee should be registered, so links to CPD certificates can be sent.
- Special offers that are made at a webinar can be redeemed once per practice, in any 12- month period.
- In instances where practices have shared ownership are part of a group etc, special offers from webinars may only be claimed once, per partnership or group in any 12-month period.
- Tickets for open workshops and courses are non-refundable and non-transferable to another course.
- Paid for tickets to open workshops and trainings can be transferred to another or delegate. A supplement of

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£15.00 per ticket will be charged in such instances.

- Following receipt of these terms and conditions, further communication with us for coaching, training, workshops, mentoring, advice or other services is deemed as acceptance of our term and conditions.
- Working with us implies that you give permission for Dr Jane Lelean, or any

of our coaches to provide, your contact details and details of session dates to the International Coach Federation, or other professional regulator, as part of the mandatory accreditation and the-accreditation process. Content of the session will not be shared.

- Our terms and conditions are subject to change, please contact us for our most up to date terms and conditions.

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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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Your Coach and Trainer

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. My clients are predominantly dentists and their teams although I have worked with hundreds of clients from 59 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.

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 I looked into 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 really 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 just 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.

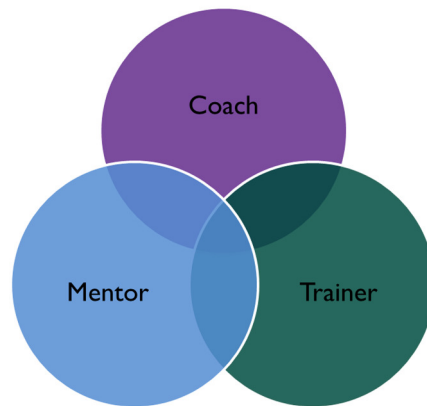
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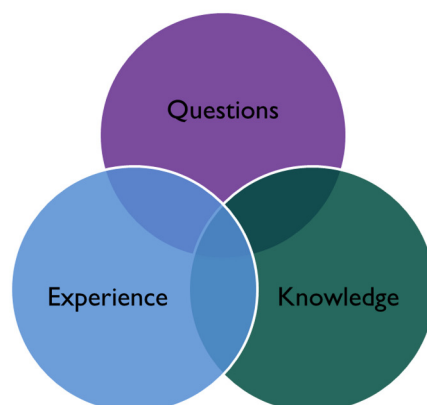
Now

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 and as a mentor I share my personal experiences.



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

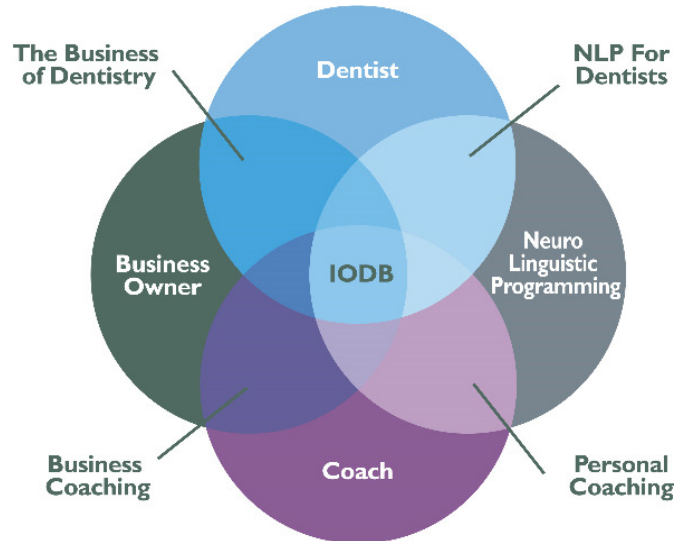
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specialising in working in business development and health issues. If you would like to read testimonials from my clients please visit my website, www.healthyandwealthy.co.uk



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 victors from victims.

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 probably 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.

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 other clients was that I took action 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.

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 and trainer?

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

Within a relatively short period of time 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.

I transformed the practice because I learnt how to run it as a business that put its patients at its heart and still attended to the other aspects of business. And I can show you how to do it too.

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 peoples experiences for the better, and an enabling individuals to become self-reliant and achieve their life goals.

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Permission to record and use feedback

Photographic, written, audio or video recordings may be used for the following purposes:

- Conference presentations
- Educational presentations or courses
- Informational presentations
- On-line educational courses
- Educational videos
- Marketing and promotions

By omitting to sign this release form I hereby grant permission to the rights of my image, likeness sound of my voice as recorded on audio or video tape and any written comments or testimonials without payment or any other consideration. I understand that my image may be edited, copied, exhibited, published or distributed and waive the right to inspect or approve the finished product wherein my likeness appears. Additionally, I waive any right to royalties or other compensation arising or related to the use of my image or recording. I also understand that this material may be used in diverse educational settings within an unrestricted geographic area.

By omitting to sign this release I understand this permission signifies that photographic or video recordings of me, may be electronically displayed via the Internet or in the public educational setting.

I will not be consulted about the use of the photographs or video recording for any purpose other than those listed above.

There is no time limit on the validity of this release nor is there any geographic limitation on where these materials may be distributed.

This release applies to photographic, written, audio or video recordings collected as part of the sessions listed on this document only.

I [patient.title] [patient.firstname] [patient.lastname] have chosen to sign and refuse permission for any photographic, written, audio or video recordings of myself or likeness to be used in any way mentioned above. I understand that by signing this release request I also agree to contact Jane Lelean directly, to confirm that I do not want to participate in any of the above, no later than 24 hours prior to the start of the course as dated above.

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Permissions for professional development Self-reflection, supervision and accreditation purposes.

We are committed to providing high quality coaching and because of this our coaches are accredited by the International coach federation (ICF) <http://www.coachfederation.org/>

Accreditation requires our coaches to be regularly evaluated against a set of core competencies, prescribed by the ICF
<http://www.coachfederation.org/credential/landing.cfm?ItemNumber=2206&navItemNumber=576>

The ICF competencies vary depending on your coach's level of certification. All our coaches are on a path to become Master certified coaches (MCC)
<http://www.coachfederation.org/files/IndCred/ICFCompetenciesLevelsTable.pdf>

Accreditation and re-accreditation requires your coach to complete, specific numbers of coaching hours, specific hours of continuing coach education (CCE), work with a mentor and be examined by an ICF examiner. On occasion your coach's mentor, supervisor and examiner will request details of the clients your coach has worked with and that they listen to a recorded coaching session.

I confirm that I give my coach permission to provide details relating to the coaching sessions that I have had for accreditation and reaccreditation purposes.

- This will include my name, contact details, date and length of sessions.

I confirm that I give my coach permission to record coaching sessions, for self-reflection, supervision, mentoring or examination purposes.

- Because my coach is committed to improving standards, I give my permission for calls to be recorded for their own self-reflection, because these calls will not be listened to by anyone else no further consent will be sought.
- In instances where recordings will be made that will be listened to by a mentor, supervisor or examiner further permission will be sought.

Signed

Name (printed)

Date

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Dr Jane Lelean BDS(U.Lond) MNLP PCC
International Dental Business Coach and Trainer

making good practices great

jane@iodb.co.uk

07989 757 884

<http://www.theinstituteofdentalbusiness.co.uk>
<http://businesscoachforsuccessfuldentalteams.blogspot.com/>

Accredited by the International Coach Federation
Approved by the Institute of Healthcare Management
Member of the Association of Coaching



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