



together making your good practices great

The Institute of dental Business  
**Transform your practice in 10 days**  
**2017**



**Making good practices great**

2 Hall Cottages, Grendon Underwood, Aylesbury Bucks, HP18 0SZ  
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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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**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.**

Transform your practice in 10 steps is a twelve-month programme that is 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.

Principal Dentists  
Associates  
Therapists  
Hygienists

Treatment co-ordinators  
Dental Health educators  
Dental nurses  
Receptionists

Practice managers  
Technicians

• “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

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## Contents

<b>An overview</b>	
A summary of The Institute of Dental Business Programme Transform your practice in 10 steps	Page 4
<b>Which package is best for me?</b>	Page 5
<b>Who</b>	
The ideal participants of The Institute of Dental Business	Page 7
<b>What</b>	
The top 10 areas we will focus on in your business with The Institute of Dental Business	Page 9
<b>Why</b>	
Some of reasons why now is the right time to Join the Institute of Dental Business.	Page 12
<b>How</b>	
How we will be delivering The Institute of Dental Business	Page 14
<b>Working together effectively</b>	Page 15
<b>Our values, vision and guarantee</b>	page 17
<b>About Us</b>	
Some of the many reasons why we are ideally suited to work with you and your practice.	Page 19
<b>Testimonials</b>	Page 29
<b>Next steps</b>	
How to book your place now.	Page 30

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## An overview

### How is Transform your practice in 10 days is delivered?

- ✓ 10 monthly workshops; January, February, March, April, May, June, July, September, October, November
- ✓ Monthly teleconferences
- ✓ Additional bespoke in-house training day – **Education** package
- ✓ Additional bespoke 1-2-1 -coaching - **Rejuvenation** package
- ✓ Additional bespoke 1-2-1 coaching and in-house training – **Transformation** package

### 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 starts at an affordable £250pcm excluding VAT, for the first team member and thereafter only £75.00 excluding VAT 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 on 1<sup>st</sup> of each month. All fees exclude VAT travel and hotel expenses. Special offers are available for paying 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](mailto:jane@iodb.co.uk) or completing the application form and standing order mandate at the back of this pack and return it to us. Book now to reserve your place as spaces are restricted.

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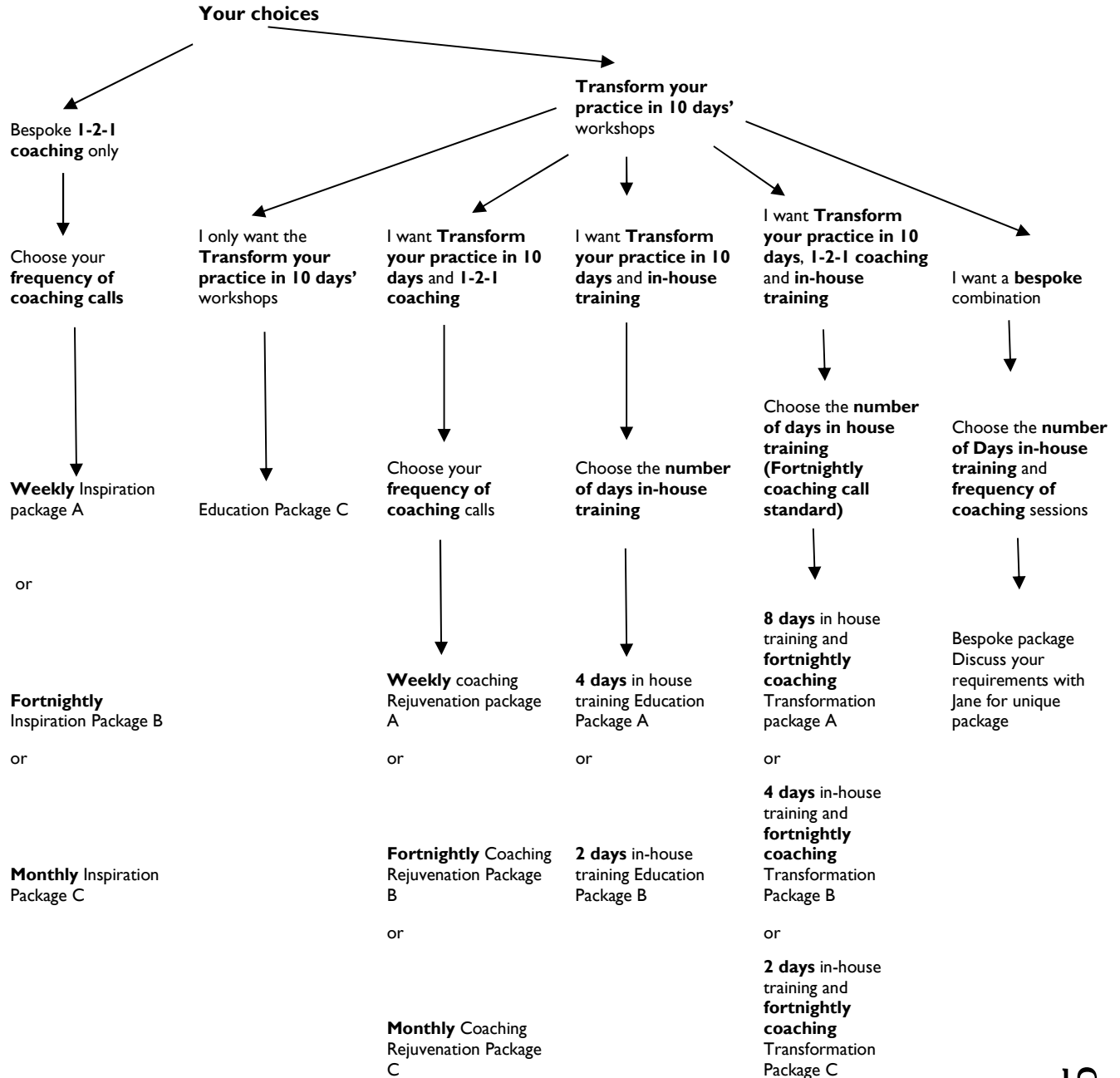
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## Which package is best for me?



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	Inspiration	Education	Rejuvenation	Transformation
<b>Twelve Monthly e mails</b>	✓	✓	✓	✓
<b>Access to member resources</b>	✓	✓	✓	✓
<b>Twelve Monthly Tele-seminars</b>	✓	✓	✓	✓
<b>Ten full-day workshops</b>	✗	✓	✓	✓
<b>In-house training days</b> (Excludes 2-day sales training)	✗	✓ (Packages A & B only)	✗	✓
<b>1-2-1 coaching</b>	✗	✗	✓	✓
<b>Discount on further workshops and training not included in the original package</b>	✓ Package A 7% Package B 5% Package C 2%	✓ Package A 7% Package B 5% Package C 2%	✓ Package A 9% Package B 6% Package C 3%	✓ Package A 10% Package B 7% Package C 5%
<b>Optional extras</b>				
<b>Additional team members at work shops</b>	✗	✓	✓	✓
Additional fees will apply for materials and delegate fees.				
<b>Monthly investment</b>	<b>From only £390 pcm</b>	<b>From only £250 pcm</b>	<b>From only £850 Pcm</b>	<b>From only £1200 pcm</b>
Excluding VAT				

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## **The ideal participants of The Institute of Dental Business Education programme- Transform your practice in 10 days**

The institute of dental business enable you to have more patients, more money, more time a significantly better quality of live 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.

### **Newly Qualified dentists**

We are not taught business management skills at dental school and little is taught to FD's. You will probably 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.

### **Associates preparing to become a principal or partner.**

By now you are a skilled clinician looking for your next challenge in practice. Many principals want a partner because they want financial or emotional help as the practice is failing in some areas. If you join us at The Institute of Dental Business we will cover all business matters so that you can run a successful business avoiding the pitfalls many practice owners, make.

### **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 PCT 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 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 the patients are not buying the treatment they would benefit from, are they putting

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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 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.

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

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## The 10 areas of focus

### Frame your 5-year future

*“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.

### Your 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.

### Dream-team works

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

### ACE service wins

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

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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.

### **Money making marketing**

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.

### **Patient centred sales**

“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.

### **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?

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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.

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## **Some reasons why now are the right time to join Transform your practice in 10 days**

*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, the Quality Care Commission, 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.

### **PCT'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™. Full participation could provide up to 119 hours of verifiable CPD and 30 hours non-verifiable.

### **Opportunities exist that didn't previously**

Dentistry is no longer just 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**

#### **On-line seminars**

We offer 10 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**

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 two books a quarter 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.

#### **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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**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 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 if 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 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.

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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 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 find 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 do and be their best.

### 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 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, 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.
- ✓ At the end of each coaching session 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 chose, 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
- ✓ 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 1<sup>st</sup> 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. 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 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 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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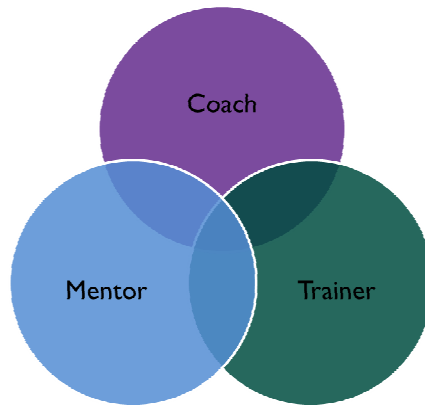
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**Now**

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 me personal experiences.



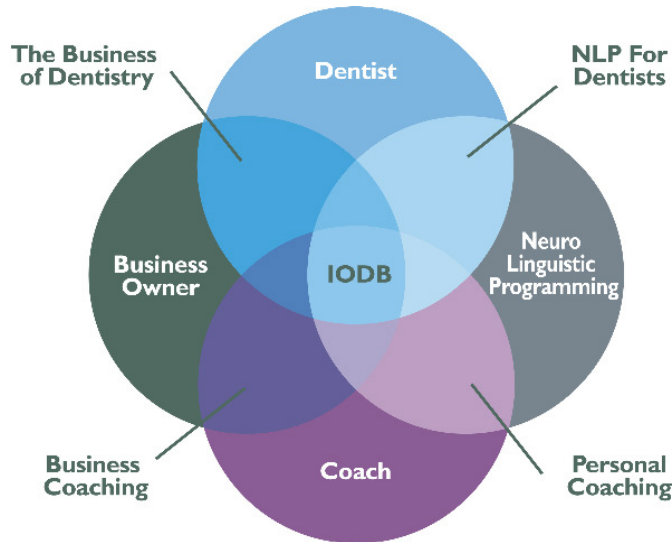
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I have developed a way of incorporating my previous business and health background with my coaching skills to transform the businesses and personal lives of my clients. I now work as a coach specialising in working in business development and health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

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 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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### **What we bring**

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

### **How we deliver**

1-2-1 coaching

In house team training

Workshops

Tele-seminars

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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 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

### 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”. Because 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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## Testimonials

Some examples of what other people have said about working with us.  
More testimonials can be found at [www.Theinstituteofdentalbusiness.co.uk](http://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

2 Hall Cottages, Grendon Underwood, Aylesbury Bucks, HP18 0SZ  
E: [info@healthyandwealthy.co.uk](mailto:info@healthyandwealthy.co.uk) Web: [www.healthyandwealthy.co.uk](http://www.healthyandwealthy.co.uk)  
T: 01296 770462 M: 07989757884

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



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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 24hours 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.
- ✓ 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 time 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.
- ✓ In-house training included as part of the education, rejuvenation and transformation packages, excludes Patient Centred Sales- BEST CHOICES, however depending on your package, you will be entitled to a prudential price.
- ✓ Travel times and mileage will be longest option as calculated by Google maps.
- ✓ Monthly fees are due to be paid by noon on 1<sup>st</sup> 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-months written notice is required, during which time your fees are payable and you are entitled to your coaching and training as normal.
- ✓ In instances were fees are unpaid, all costs relating to the collection of the debt may be added to the account.
- ✓ Free, introductory or special offer coaching sessions are only available once per person or per practice.
- ✓ Free, introductory or special offer coaching sessions will remain valid for one month from their date of issue.
- ✓ Our terms and conditions are subject to change, please contact us for our most up to date terms and conditions.

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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](mailto:jane@iodb.co.uk)

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

**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.

**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](mailto:jane@iodb.co.uk)

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

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

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

## 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.

- o **Package A**

10 full day workshops, 4 full days in house training, delivered as two, six-monthly two-day events. 7% discount on additional selected services. Investment **£775\* month**

- o **Package B**

10 full day workshops, 2 full days in house training, delivered one two-day event. 5% discount on additional selected services. Investment **£525\* month**

- o **Package C**

10 full day workshops, Investment **£250\* month** 2% discount on additional selected services.

- o **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.

- o **Package A**

10 full day workshops, 48 Fortnightly coaching sessions, initial three-hour Diagnosis day 9% discount on additional selected services. Investment **£1,150\* month**

- o **Package B**

10 full day workshops, 24 Fortnightly coaching sessions, initial 3-hour Diagnosis day. 6% discount on additional selected services. Investment **£1000\* month**

- o **Package C**

10 full day workshops, 12 monthly coaching sessions, initial 3-hour Diagnosis day. 3% discount on additional selected services. Investment **£850\* month**

- o **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.

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

10 full day workshops, 24 Fortnightly coaching sessions, Initial 3-hour Diagnosis day, eight days in house training, delivered as four quarterly two-day events 10% discount on additional selected services. Investment **£2000\* month**

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

10 full day workshops, 24 Fortnightly coaching sessions, Initial 3-hour Diagnosis day. 4 full days in house training. Delivered as two six-monthly 2, two-day events. 7% discount on additional selected services. Investment **£1500\* month**

- o **Package C**

10 full day workshops, 24 Fortnightly coaching sessions, 3-hour Diagnosis day. 2 days in house training, delivered as one two-day

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event. 5% discount on additional selected services. Investment **£1200\* month**

o **Bespoke** available on request

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

#### **My chosen payment method is**

- o In full up front saving 10%
- o In 2 instalments 50% up front saving 5%
- o In monthly instalments by noon on the 1<sup>st</sup> of each month by bank transfer

\*All investments quoted exclude travel and subsistence VAT and online booking fees  
Additional team members can attend the workshops from only £75\* per head per workshop

Please be aware In-house training included as part of the education, rejuvenation and transformation packages, excludes Patient Centred Sales- BEST CHOICES, however depending on your package, you will be entitled to a prudential price

All prices quoted are correct for the 2017 events, at the time of publishing. For any revision of fees after 31<sup>st</sup> December 2017 please call us on 07989 757 884 please contact us on 07989 757884

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### **Practice training sessions booking conditions**

For in-house or off site training, 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.

#### **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 considered.

#### **Travel and Subsistence**

Mileage will be charged at the rate of £0.55 /mile, as calculated by Google maps. Flights and trains will be charged at the operator's rates on booking.  
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**

Should training be organised 'off site' this will be the responsibility of the practice.

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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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**Transform your practice in 10 days 2017 dates**

**3<sup>rd</sup> Friday of the Month**

- |                                      |   |
|--------------------------------------|---|
| 1. Friday January 20th               | Frame your 5-year future                        |
| 2. Friday February 17th              | Planning time to succeed                        |
| 3. Friday March 17th                 | Your safety in numbers                          |
| 4. Friday April 21st                 | Dream team works                                |
| 5. Friday May 19 <sup>th</sup>       | Winning ACE service                             |
| 6. Friday June 16 <sup>th</sup>      | Money making marketing                          |
| 7. Friday July 21st                  | Patient centred sales with IMPACT               |
| 8. Friday September 15 <sup>th</sup> | Systematic success                              |
| 9. Friday October 20th               | Inspirational leadership in practice            |
| 10. Friday November 17               | Are you fit to practice – an holistic approach? |

**Other services that can be provided**

Patient Centred Sales – BEST CHOICES	In house from	£5000*
	Open courses from	£2500
Diagnosis day		£1995*
Review, Celebration and Target setting (RCT) monthly or quarterly		£900*
Consideration, planning and decision making (CPD) for Principals		£1995*
Springboard Success Coaching Sessions		£350*
Development Dynamo		£900*
Transformational Team Training		£4000*
Leading Practice Matters 2-day retreat		£3500*
Bespoke		AOR

\*Excluding VAT, travel and subsistence

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