



What is Coaching?

We understand the business of dentistry can be confusing, overwhelming, stressful, and hard work for both associates and principals. We have worked with hundreds of clients worldwide, sharing a reliable framework that makes it simple, predictable, profitable, and professionally rewarding.

What makes coaching special?

- A place to download and be listened to.
- Instant feedback, you know you are doing it right.
- Positively optimistic conversation
- Focuses on creating a different future.
- A place where you have company as you think, and your thinking is focused
- Leave with an approach you can implement immediately.

“ At times supportive, at times challenging, but always caring and compassionate. Jane has the knack of hearing what you say, and what you don't, and forming just the right question to provide you with clarity and choice. Her holistic approach moves from business to personal issues with amazing elegance and I have no reservations in commending her to you whatever your coaching needs. ”

Peter Oliver



3 Simple Steps

BOOK A TASTER SESSION

Use the book now button www.theinsituteofdentalbusiness.co.uk



ENGAGE FROM THE COMFORT OF YOUR HOME

All you need is a telephone and a curious mind.



REAP THE REWARDS IMMEDIATELY

Notice how much more you enjoy work, how much more rewarding life is, and how much more you earn.

What is Coaching?

Client: What is coaching?

Jane: I find that difficult to define, why don't you tell me what coaching is for you at the end of the session.

Client: OK

Jane: Having experienced your first coaching sessions, I am curious, how would you answer your question what is coaching?

Client: Two things come to mind streetlights and gardens.

Jane: Tell me more.

Client: Before this session I was looking at my problem using headlights you have been a streetlight. What I mean by that is that I was using headlights that only shone a short distance in one direction, when looking for my answers. You have been a street-light shining light in all directions and over a greater area. I have found my answers, found my answers in a place I was not looking and could not see.

Jane: And the gardens?

Client: As I think about my situation before this coaching session, I realise it was like an overgrown garden, the elements were there and completely hidden, so overgrown, I didn't even know they were there. What you have done, with your questions, has enabled me to see the garden, clear it up, I can see the paths and now I am able to walk them. Jane kept me company as I was thinking and kept my thinking focused. Thank you.

The International Coaching Federation describes coaching as:

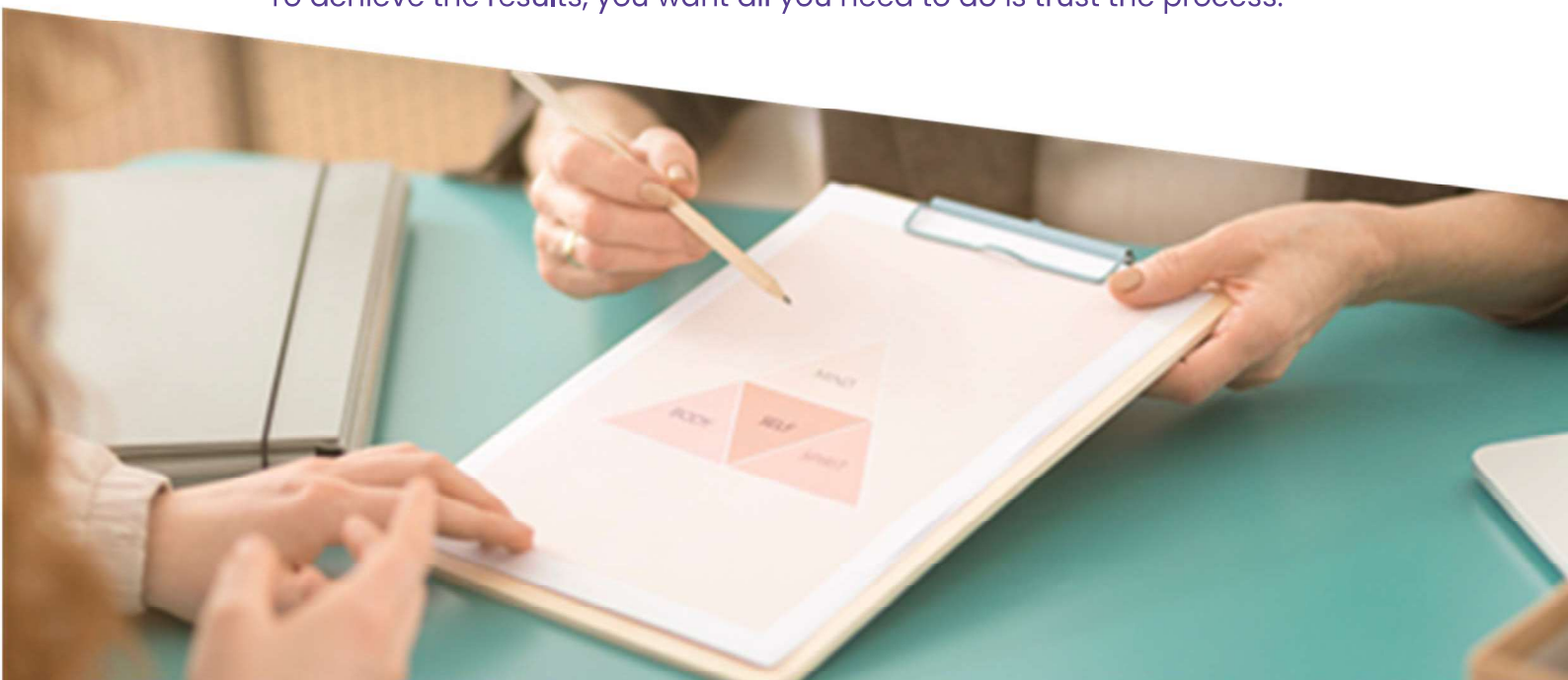
A creative and thought-provoking partnership in which the coach supports the client's awareness to achieve their greatest personal and professional potential.

Coaching conversations:

- 🎓 Face forward
- 🎓 Are optimistic
- 🎓 Are rigorous
- 🎓 Give you space and company as you think
- 🎓 Give you new insights and understanding
- 🎓 Provide clarity and decisiveness
- 🎓 Presuppose improvement

Coaching is a process and because of this your Master Certified Coach does not need to know anything about your personal situation, occupation, or industry.

To achieve the results, you want all you need to do is trust the process.



Why people like you come to me as a coach.

I have been coaching clients from all over the world, in many areas of business including dentistry for over 15 years.

Clients come to me for many reasons including:

- 🎓 To improve a specific area in their personal or professional life they want to change.
- 🎓 To eliminate a habit or addiction they want to be free of.
- 🎓 To overcome stress, anxiety, fear, overwhelm, depression, suicidal thoughts etc.
- 🎓 Improve toxic or difficult relationships and build successful teams
- 🎓 Overcome grief.
- 🎓 To get clarity: questions, answers process.
- 🎓 To explore options and choices.
- 🎓 To answer questions that are buzzing in their head.
- 🎓 Eliminate critical thinking, "Tut Tuts", imposter syndrome.
- 🎓 Career options, transitions, career development.
- 🎓 To explore and get comfortable with, endings, beginnings, change.
- 🎓 To have a safe, supportive, neural sounding board and listening place.
- 🎓 Encouragement and validation.
- 🎓 To listen to their own thoughts and discover their answers.
- 🎓 Become the practice owner people love to work for.
- 🎓 To become the dentist everyone loves to recommend.
- 🎓 To learn more about themselves & how they can influence others more effectively.
- 🎓 To improve their practice or business.
- 🎓 To improve financial stability, predictability and become debt free.
- 🎓 For a reason they can't articulate.

What is your motivation for coming to coaching?

What is Coaching?

“As my coach, Jane keeps me company as I think, and keeps my thinking focused.”

“Jane is like Nanny McPhee, when I think I don’t need or want coaching, that is when I need it will get the most benefit.”

“My coaching sessions give the clarity I could never find on my own.”

Coaching is defined by the International Coach Federation as “an on-going partnership that helps clients produce results in their personal and professional lives” coaching is partnering with you in a thought-provoking and creative process that inspires you to maximize your personal and professional potential. Coaching honours you as the expert in your life and work and believes that you are creative, resourceful, and whole. As a result of coaching, you will set better goals, take more action, make better decisions, and are more fully aware and use your natural strengths.



Other ways to think about what coaching is

- A “structured conversation” for developing higher quality performance.
- A solution-oriented relationship within which your coach facilitates and enable you to fulfil a potential of achieving that you were otherwise unable to achieve.
- A mirror that enables you to identify, explore and overcome the aspects of your behaviours, thinking, and believing that prevent you from getting where you want to be.
- A journey of exploration and discovery of the answers you are seeking
- An opportunity to expand the choices available to you
- A conversational dance in which you learn about yourself and grow
- Working with a confidante, sounding board, sponsor, cheerleader, and accountability partner
- A confidential space to explore ideas, problem-solve, and establish a realistic, clear plan of action to reach your desired outcome.
- Empowerment rather than help





The benefits of professional coaching are numerous, fresh perspectives on challenges and opportunities, enhanced thinking, and decision-making skills, enhanced interpersonal effectiveness, and increased confidence in carrying out your chosen work and life roles.

Dentistry Differently – Become the dentist everyone loves to recommend.

We work with aspirational, Dentists who are stressed, having difficulties, want to take their practice to the next level.

We create a personalised step by step programme so that you can have the career, the practice, the life you have always wanted.

You have worked hard now reap the rewards.

Become the practice everyone loves to recommend.

From conventional to exceptional, your success is our business

Coaching Is Not

Coaching is not therapy; it is not counselling although a therapeutic coaching will help you overcome issues for which therapy and medication has been unsuccessful. Coaching is forward focused, achieving results whether that is today, tomorrow, next week, 3 months' time, 12 months' time, or even 10 years from now. Your coach will only ask you to look backwards to identify patterns that enable you or inhibit you from reaching your outcome.

Coaching is not training or telling. Your coach will not tell you the answers, simply because you know more about you than they do and what works for someone else may not work for you. Your coach is there to help you explore your situation fully so you can elicit the answers that are right for you, your situation, your beliefs, values, and purpose. You are unique and your solution will be too.

As you now choose to work with a coach you are saying yes to an on-going professional relationship that helps you produce extraordinary results in your, career, businesses, family, health, sport or any other aspect of your life or organizations.



How Coaching Works

Coaches are professionals who are trained to listen and observe, to customise their approach to your needs, to elicit solutions and strategies from you for you. As a coach, I believe you are naturally creative and resourceful; it is my job is to provide you with support you need to enhance the skills, resources, and creativity that you already have.

A coaching process will involve some, or all, of the following to help you elicit the right solutions and strategies for you.

- 🎓 Powerful, sometimes soul-searching questions.
- 🎓 Values and belief identification.
- 🎓 Questionnaires, models, and tools.
- 🎓 Brainstorming new ideas, approaches, possibilities.
- 🎓 Examination of habitual patterns of behaviour, thought and beliefs.
- 🎓 Drawing, moving, experimentation.
- 🎓 Co designing and creating strategies that support you.
- 🎓 Action plans and accountability.
- 🎓 Learning about your motivation.
- 🎓 Noticing your values and what is important to you.

Why People Like You Have a Coach

People choose to use coaches and a coaching approach for many reasons including.

- 🎓 They don't know what they want, would like to clarify what they do want.
- 🎓 As a sounding-board They work alone or are in a senior position that means that they don't have colleagues to discuss matters or issues with or off-load.
- 🎓 An oasis in their week, time to reflect, think, and make decisions.
- 🎓 Outside perspective to enable them to see what is in their blind-side.
- 🎓 Learning about their own motivations
- 🎓 Personal/professional self-development.
- 🎓 To understand themselves and how they interact with others.
- 🎓 Business development
- 🎓 Career development or transition
- 🎓 Leadership and management skills development.
- 🎓 Accountability and motivation

What will you use your coaching for?



Therapeutic Coaching

Therapeutic coaching is an approach that people choose to use for issues that they may otherwise see a therapist, counsellor, or CBT practitioner for. Most clients find therapeutic coaching faster and longer lasting than alternative approaches.

Therapeutic coaching uses an effective yet gentle approach to overcoming your challenges.

Issues that clients bring to therapeutic coaching and have resolved include:

- 🎓 Grief
- 🎓 Fear, anxiety, panic
- 🎓 Phobias
- 🎓 Bullying
- 🎓 Physical, mental, and emotional trauma
- 🎓 Addictions and compulsive behaviours
- 🎓 Difficult relationships and conflict
- 🎓 Internal conflict, inability to make decisions.
- 🎓 Anger, resentment, inability to forgive and forget.
- 🎓 Medical conditions unresolved by conventional medical approaches
- 🎓 Dealing with personal baggage that prevents them moving on in their personal life and career.

Using a therapeutic coaching, clients usually report they have permanently overcome their issue with one 2-hour session. Occasionally more sessions are required.

The Coaching Sessions

In each of your coaching sessions, you choose the focus of conversation. I will listen and contribute observations and questions. This interaction is designed to give you the clarity you need to take action and maintain momentum to achieve what you have set out to do.

Coaching will accelerate your progress by providing you with greater focus and awareness of choice. Coaching gives you the opportunity to concentrate on where you are now, where you want to be and what you need to be, do or have to reach your destination.

Your coaching sessions may take place over the telephone, Skype, Zoom or in person, usually at your coach's office. It is your responsibility to make the call at the scheduled time. Where coaching occurs over the internet, Skype, Zoom, it is usual not to use the video function and rely entirely on sound.

Sessions are usually two hours for the initial intake, three-hours for quarterly reviews and one hour for coaching sessions. unless we have agreed differently.

Coaching is like working with a personal trainer and the more frequent your sessions the better the results. You can choose, fortnightly or weekly sessions, if you want to get further with your outcomes faster, choose more frequent sessions.

Confidentiality

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

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

Strategies to reduce stress

Tips to save time

Innovations to improve income

Protocols to enhance profitability

Cultures to amplify patient care

Methods to master mindset

Keys to build confidence

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 Coach?

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.

Businesses who have nothing to do with dentistry who want to work with and experienced, accredited coach with 15+ years in the field and who has works with industries in 57 market sectors.

Individuals outside dentistry who want to develop personally and professionally.

What is your reason for joining?

Coaching conversations are different to other conversations

Coaching conversations are:

- Forward focused and optimistic
- Presuppose change and improvement.
- Useful.
- Outcome orientated.
- Generative.
- Time bounded.
- Designed to make a difference.
- A partnership
- Usually content/data free.
- The direction/agenda is determined by the client.



These questions will help you prepare for your coaching sessions

Content	What is the content you want to bring to today's coaching session? Is there a question you want to find the answer to or get closer to answering? What is the question you would like to answer or get closer to answering? What do you want to think about? How do you want to use our coaching session?
Outcome	What would you like to be different by the end of today's conversation? What specifically do you want to achieve from today's conversation?
Attention	In the time available, where would you like us to focus our attention today?
Certainty	How will you know, today, that this conversation has been useful? How will you know, today, that you have either reached your outcome or got closer to it? How will you know that coaching is valuable on an ongoing basis?
How	How do you want us to approach our coaching conversation and content? How shall we do this work together today? How do you want us to partner in our coaching exploration and thinking? How specifically do you want me to support, accompany, encourage you
Important	What is important about this subject/question? What is important that we acknowledge or explore today? What else is important about today's conversation?
Need	What else do you need to do, be or have for today's conversation to be useful? What do you need to let go of for today's conversation to be useful?
Go	Where do you want to start your coaching exploration and thinking?

Our code of practice - C.O.A.C.H

Institute of Dental Business is committed to providing and continually improving our standard of coaching, training, and mentoring to all of our existing and prospective clients.

We believe the route to having a Healthy and Wealthy business is not just about delivering excellent products and services it is about relationships, trust, respect, and how we behave with each other.

We have developed a code of practice, C.O.A.C.H, that we all use as a foundational framework for our working partnership.

C	Courtsey	Do as you would be done by. Showing consideration, respect, politeness, and appreciation. We will not tolerate rudeness, physical or verbal violence, intimidation, threats, or discrimination.
O	Openess	Openess in our communication and documentation. Seeking clarification and providing answers when needed.
A	Active	Being respectfully responsive to each others wants, needs, and preferences. Anticipating and preventing potential mistakes. Taking responsibility, apologising, putting things right as soon as possible.
C	Commitment	Being committed to the coaching and training process, in easy and tough times. Being committed to our working partnership. Respecting the agreement of how we will work together.
H	Honesty	Being truthful in our words and actions. Being true to our words. Having integrity

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.

Mission, Vision and Purpose for the Institute of Dental Business

Vision: “My vision is a world where dentists change people’s lives by changing peoples’ smiles while fulfilling the potential of themselves and their staff, who work in harmony and respecting each other’s differences”

Mission: “My mission is to transform the delivery of dentistry by coaching and training dentist and their teams to make their good practices great, so they can overcome their limitations and run successful profitable practices, delivering high quality dentistry with minimal hassle. As a result, you will have the time, energy and funds to spend time with the people you care about doing the things you love, discovering your gifts and living a life well lived.

Purpose: “My purpose is to create victors from victims.”

What this means for you.

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.

For our team:

- 🎓 To employ a faithful team of staff who always do their best and unconditionally want to provide the best service possible to our clients, one another and the business.
- 🎓 To provide the team with leadership, vision, support, and training to help them fulfil their potentials personally, professionally, and as team members, whose goal is to serve our customers, each other, and the business, by delivering the best service they can.
- 🎓 To empower team members to become an integral part of planning, running and creation of a coaching practice of excellence.

- 🎓 To provide team members areas of responsibility for which they have the freedom, responsibility and accountability for setting their own goals and implementing the necessary actions to support the goals of our clients, each other and our business.
- 🎓 To support and encourage team members in the development of the skills they need, so they can live secure lives that are fulfilling and balanced physically, intellectually emotionally and financially.
- 🎓 To create, implement and refine systems that enable our team to always to do and be their best.

For the business:

- 🎓 To be considered by fellow professionals, clients and the wider community as a centre of excellence.
- 🎓 To be an excellent and congruent coaching practice, that leads by example creating an environment that clients and staff want to be part of.
- 🎓 To be to be committed to and focused on outcomes, learning, improvement and clear communication.
- 🎓 To continually re-evaluate, revise and re-implement the goals, structure and operations of the practice so that we 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

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 non-medical businesses including, Swiss bankers, international supermarkets, artists, graphic designers, multinational franchises, small screen actors and many more.

I now hold the prestigious status of Master Certified (MCC) issued by the international Coaching Federation. This makes Jane the only dentist in the world to hold the highest global award for coaching.



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.

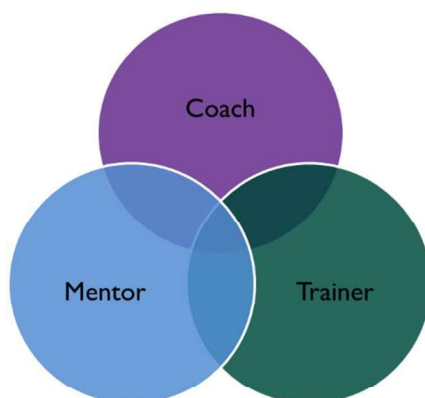
The practice by this time was in a huge amount of debt and I did not know. I had abdicated my responsibility as a business owner and ignored everything that did not relate to clinical or patient issues. The buck stopped with me and if I was to get a different result I had do something differently, I 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.



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.

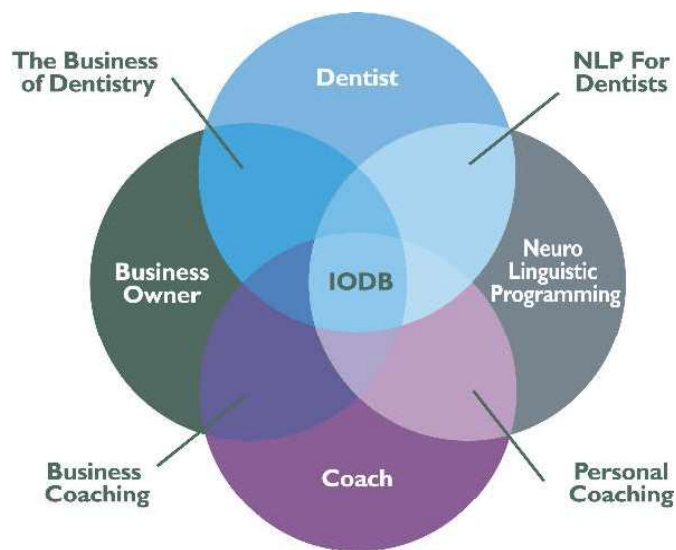


My Unique Approach.

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.



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.iodb.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 coaches in the world to be a MCC coach and a dentist, 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:



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 that 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?

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 it 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 businesses 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.

Coaching Agreement

The Institute of Dental Business is committed to providing and continually improving our standard of coaching to all 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 ICF code of ethics
- 🎓 Use the ICF core competencies when coaching.
- 🎓 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

What we can expect from you:

- 🎓 Commit to one of our coaching packages..
- 🎓 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.
- 🎓 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 investments on time, and to pay a late payment fee when they are not paid when due. If any fees remain unpaid accounts may incur additional charges that are associated with the cost of a third-party Collection agency.



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



What clients have said about our 1-2-1 coaching sessions

I had a call with Jane today and this is the story that goes with it....

Some people don't know if they need coaching, what coaching is or if they will like it, so they 'test' it with a session. But that is not why I connected with Jane today. I am someone who has already been to coaching sessions, who knows what coaching is and its benefits and has all the answers already? So, after the session today: I want to say thank you to Jane for helping me bring into light something that was stuck in my occipital lobe. It is now a focus point in the frontal lobe.

I would recommend the a call to everyone who reads this and to those who these readers know. If for nothing else, just to have a chat with a very pleasant character who is brutally honest, today when I told her something I did to be 'nice' she said 'Oh well! That's just stupid' I couldn't help agree with her. That's exactly what I needed!

Thank you Jane, I look forward to more enlightening sessions with you.

SJ, Dentist

(Graduated over fifteen years ago and still learning.....)

"So, I was online with Jane for 45 mins. And bang! My anxiety was gone. Then life, as it does through obstacles in the way, but instead of reacting with anxiety, other emotions manifested. Over a week later and the anxiety is still significantly reduced. Working with Jane has really helped. Thank you"

Dentist

"Thanks again for the phone call Jane, most appreciated.

Every dentist should take time out of their diary to learn and grow from Janes advice and coaching. Highly recommended and a fantastic service"

"Jane, thank you for your 45 mins session last week. It made a big difference in me. It made me realise what should I concentrate on and how to improve my communication and care for patients. You are amazing. Thank you."

Revathi Prabhakaran

"Hi Jane, thank you so much for your session today. It made a big difference. I came back from job satisfied and happy."

"I used the techniques we discussed today, and I came into work today feeling completely different. I felt not anxious/panicky for the first time in a long time and felt confident in myself. I've finished the day feeling really good about myself and the work I've done and for the first time in as long as I can remember in my practising life I'm going to go home and not worry!!!"

"You are amazing! Thank you so much again! I can't believe what you did for me in 45 mins worked quicker than 3 hours of counselling sessions I've had elsewhere!"

"Jane is amazing!! Give her a call – your life will change for the better! She is the real deal... she works from the heart and her purpose is to help you...I am testament."

"Just to say thank you so much for yesterday... amazing result again. My anxiety has been virtually non-existent, and I have had a chilled day... so thank you so much."

"I'm not quite sure where to start.

Firstly...a very important lesson was reinforced– trust the universe. Bizarrely, I was woken up at 5am today with a racing heart, tight chest, shortness of breath and a terrifying impending sense of doom. This is the 2nd panic attack I have had the displeasure of experiencing; both have been attributed to anxiety surrounding work and dentistry. But today, I had the fortune of a pre-planned one-to-one call with yourself. I write this email with a smile knowing how much better you made me feel in a single hour session after such a distressing experience this morning...the world works in weird and wonderful ways.

I have always been disheartened that dentistry has never sat right with me. The fearmongering and existential threat of heavy handed regulators has weighed so heavily on my newly qualified shoulders; but thanks to your guidance, I am beginning to wrestle with these negative beliefs and learn how to overcome thoughts which are clouding my love for dentistry. I am so very grateful to have come across you and excited to start a journey with you to remind me why I embarked on a career in dentistry, allowing me to live a less anxiety ridden and a more happy and fulfilled life.

It was just such a wonderful experience. It's bonkers that I honestly feel so different after a single session with you having suffered so many years of self-doubt, confusion and anxiety

Thank you, Jane."

JR.

"The universe conspired for me to call as I needed clarity. A coaching call was just the push I needed. Jane forces you to answer the questions for yourself. And lo and behold, you realise the answers are somewhere deep within your psyche waiting to be teased out! And tease out she does, in a skilful manner. It's difficult to face truths but also a revelation. Jane forces you to be brutally honest with yourself and about your own thoughts. This can be confronting but gives you clarity and empowerment. It also opens you up to the possibility of a future.

Thanks Jane."

AR

"I have been in dentistry for a long time but did not actually start working as a dentist until recently, and it made me so nervous and scared. I felt like every day going into work was like I was giving an examination. I was very low and I had battled within myself to quit many times, and I had such horrible negative thoughts that were dragging me into a downward spiral. It was having negative effects on my personal life and as I was raising a young family, I kept thinking something has to change, or it will harm them as well. When the lockdown happened, I saw many dentists struggling the same way and talking about it openly on the Facebook groups, so I got to know about Jane Lelean through Mental dental group, and I decided to call her as she was having a one session and I thought it would only benefit and I wouldn't lose anything by talking to someone.

I was so glad to have made that call. Jane was so supportive and extremely helpful in her

calm natured and pleasant way, and I never realised so many things about myself. I didn't voice my thoughts out aloud before, and it was good to put them into words exactly to be able to confront them head on. It made me view my life very differently and my circumstances very differently. I didn't think one session would make such a difference but I am really glad I did call her, as it has made me take action into doing things that I was so nervous about, and I can't thank her enough for taking so much time and effort to do this for struggling dentists. I am still on the road to recovery, but I have appreciated the fact that seeing my struggles through another person's perspective makes a world of change. Thank you very much Jane."

"Thank you for listening, I think I needed to verbalise my thoughts and feelings, I feel in a much better place now my ticking time bomb has been diffused."

"Quite simply Jane thank you making me realise my potential in planning a new career. Your coaching skills made me reflect on what I wanted to achieve, why I wanted to achieve it and the time frame I want to achieve it in.

Once this process started with Jane's excellent coaching, I have happily developed a pathway which I can follow to succeed in my chosen career

Thank you Jane"

Kathy Cottrell

"It was so refreshing and a great experience meeting you today and look forward to our next conversation.

Thank you once again for your kind words and your time.

I'll see you a couple of weeks"

A.

"Dear Jane

I wanted to write to you and genuinely thank you all the valuable support you have given me during my last call. It gave me a lot of insight, relief, and hope. Three things I wouldn't have come close to if I wasn't given a kick in the backside.

Since our conversation I have taken active Steps "

"Thank you so much for this morning.

I found it very insightful, interesting, and inspirational... now I need to do the hard work to make it happen

Thanks"

Kathy

"Just had a coaching session with Jane Lelean and time be honest I was a bit apprehensive about it to begin with as it's not something I would usually do- but it was actually really helpful and I would encourage anyone to have a chat with her- it has definitely helped me clarify my thoughts and plans."

Siobhan Hewson

"I had a fantastic coaching session with Jane last week, which I found very enlightening and deep. She has amazing experience and really gets you thinking out of the box.

Anyone that wants to think about things in a different way should give her a try they won't be disappointed."

Lota Nzewi

"I had an online session with Jane today and was really impressed how insightful it was! We talked about all different aspects of work and my headspace was tonnes clearer at the end! Some excellent tips on how to move forward and she gave great perspective on things that had got a bit muddled in my mind! I just wanted to say Thank you!"

Sona Bavisha

"Thanks for the session I had with you on Friday. It has helped me to be more open and speak out about my feelings, instead of bottling them up.

Have a good week and thanks once again."

Sandra

Build the Dental Practice Everyone Loves to Recommend

Don't let another year pass by wondering how to get your career on track. It's time to start making the changes other dentists wished they'd made years ago.

CALL

Let's talk. Tell me what your challenges are, and we'll work out a plan to get your career back on track.



TRANSFORM

Gain the confidence and knowledge to take the smart next steps – whether that means adjusting your approach to work, moving dental practices, or even setting up your own – we will give you the insight and support you need to take purposeful action.



SMILE

Enjoy dentistry again, feeling back in control, with a clear vision and confidence for the future.

Speak With Jane

Life is too short to sit there feeling overwhelmed and wondering what your next step should be with your dental career. Speak with Jane and discover how The Institute Of Dental Business (IODB) courses and coaching can accelerate your career path so you can reach your goals faster and become the dentist you always wanted to be.

Book a taster session or a call to discuss how we can support you. You can do this via our website:

www.iodb.co.uk





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