



Helping you to achieve healthy and wealthy relationships, career and life

February Newsletter

Welcome to this month's issue of "News from Healthy and Wealthy", our free newsletter keeping you in touch with ways to make a difference in your business.

Our coaches work with dental practices, entrepreneurs and business owners, keeping them focused, in tune and motivated, ensuring that they are able to create the businesses they were born to.

We are creating more health in your business, so you have more wealth in your life.

Please pass this newsletter on to people you know who aspire to this goal.

I am always pleased to receive feedback. Please e-mail me if you wish to make a comment about the content in this newsletter: jane@healthyandwealthy.co.uk

Top Business Tips: What is at the heart of your business?



- What is at the heart of your business?
- What is essential to your business?
- What does your business mean?
- What is the purpose of your business?
- What are the values of your business?

I hear many businesses talking about their values and I occasionally see businesses listing their company values on their websites. What does it all mean and why are they important for you, your staff and your clients?

Wikipedia suggest that values can be surmised as such: *“A personal and cultural value is a relative ethic value, an assumption upon which implementation can be extrapolated. A value system is a set of consistent values and measures. A principle value is a foundation upon which other values and measures of integrity are based. Values are considered subjective, vary across people and cultures and are in many ways aligned with belief and belief systems. Types of values include ethical/moral values, doctrinal/ideological (religious, political) values, social values, and aesthetic values. It is debated whether some values are intrinsic”.*

What we do know is that like an individual, a business has its own set of values and these are generally very closely aligned to the business owner’s personal values, which defines the culture of the business. I would like to share with you two recent examples of how running a business by a clear set of values builds reputation.

Toyota’s published guiding principals include *“Dedicate ourselves to providing clean and safe products and to enhancing the quality of life everywhere through all our activities”.* Given this



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very clear statement to honour the company values, they have no choice but to recall any cars that have a suspicion of a fault, which may in turn lead to injury or loss of life. Many people buy a Toyota because of what the brand represents and what it's guiding principal stands for. I would suggest that if in the current situation Toyota were to act in contravention of its values, it would be likely to cause more long term damage to the brand than recalling millions of cars for safety checks.

I recently received a letter from Filofax stating "We have processed this [order] on your behalf, but note that you have overpaid by £1.00. Please find attached a cheque for this amount". I could not find a list of values on the Filofax website; however I would like to suggest that they might include honesty, transparency or fairness.

I have found with my clients that it is invaluable to spend some time eliciting the values of the business owner and those of the company. Once this has been done, it is then useful to clarify the behaviours, attitudes and aspects of the business environment that support and contravene these values. This exercise provides an invaluable framework, which can then be used when recruiting and training staff, dealing with customer complaints, writing promotional literature, defining customer service standards and various other aspects of your business.

If you would like to examine the values of your company and how they relate to staff recruitment, training and customer experience, please contact us at jane@healthyandwealthy.co.uk, or on 01296 770462, or via our website www.healthyandwealthy.co.uk.

Advice for Dental Practices: What is at the heart of your practice?



- What is at the heart of your practice?
- What is essential to your practice?
- What does your practice mean?
- What is the purpose of your practice?
- What are the values of your practice?

I hear many practices talking about their values and I occasionally see businesses listings their company values on their websites. What does it all mean and why are they important for you, your staff and your clients?

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What we do know is that like an individual, a dental practice has its own set of values and these are generally very closely aligned to the practice owner’s personal values, which defines the culture of the whole practice. I would like to share with you two recent examples of how running a business by a clear set of values builds reputation.

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I have found with my clients that it is invaluable to spend some time eliciting the values of the practice principals and those of the practice. Once this has been done, it is then useful to clarify the behaviours, attitudes and aspects of the practice environment that support and contravene these values. This exercise provides an invaluable framework, which can then be used when recruiting and training staff, dealing with customer complaints, writing promotional literature, defining customer service standards and various other aspects of your practice.

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Useful tips and advice for dental practices are available free, at:
<http://www.healthyandwealthy.co.uk/index.php?pag=cms&id=20&p=dental-practices.html>.



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Healthy and Wealthy You: Love yourself through affirmations



In February talk of love is in the air. An often stated phrase on the subject of love goes something like; “If you don’t love yourself, how can you expect anyone else to love you”?

So how do we love ourselves?

One of the most common ways that you may be undermining yourself is by listening to the often incessant and vitriolic voices in your head, that may be telling you many things such as; ‘you are not good enough’, ‘you are not worthy’, ‘everyone around you is better / more deserving’, or a mirriad of other such nonsenses. In a previous newsletter, I have spoken about how you can quieten that well meaning, yet unhelpful voice. Today, I would like to introduce you to the power of an affirmation.

If you have voices in your head (which I’m sure some of you do!), why not you train them to be supportive and constructive?

I invite you to experiment away of constructing an affirmation that was introduced to me by Jack Canfield. Jack worked his way from being a teacher, to holding a Guinness world record for having seven books simultaneously on The New York Times® Best Sellers list. As a co-author of the Chicken Soup for the Soul® series, he's sold more than 80 million books. Given this pedigree, I think affirmations are worth exploring, wouldn't you agree?



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1. Start your affirmation with “I am”

“I am” makes the affirmation specific to you and brings it into the present, by commanding you to think about yourself in this new way now.

2. Use the present tense

Describe what you want as if you already have it, avoiding the trap of always wanting and not attaining.

- ✓ I am thoroughly enjoying my riding holiday
- ✗ I am going to enjoy my riding holiday

3. State your affirmation in the positive

Say very clearly what you want - not what you don't want. Your mind cannot process a negative and has to imagine the thing you don't want before getting rid of it. To illustrate, I don't want you to imagine a blue elephant playing the cymbals. What happens? You have imagined what I have told you not to.

- ✓ I am slim, fit and attractive
- ✗ I don't want to be fat

4. Be specific

Vague affirmations produce vague (and often disappointing) responses. Incorporate as many of the five senses as is possible to make it compelling.

- ✓ I own a brand new shiny green convertible, whose engine gently purrs as I sit comfortably in the fragrant leather seat
- ✗ I am in my new car

5. Make it brief

Your affirmation is like an advert to your unconscious mind, reminding you what you want. Keep it succinct.



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6. Include an action word

Verbs ending in ‘-ing’ imply that you have achieved your goal already, making it seem more achievable.

- ✓ I am enjoying seeing my clients businesses grow and succeed
- ✗ I serve my clients well

7. Include an emotional word

Create the sense that you have already achieved what you want to do by including in your affirmation a feeling that you will have, when you have achieved your goal.

- ✓ I am proudly celebrating seeing my articles in print
- ✗ I am now being published

8. Make your affirmation about you

This is your affirmation. Make it about your behaviours and not those of others.

- ✓ I am enjoying clearly communicating my wants and needs to others, so that they can help me in the most appropriate way
- ✗ I have emotional needs that are being met by others

9. Or something better

Often when people think they are dreaming big, in reality they are setting the aspirational bar lower so that they can easily achieve. By adding “or something better”, you include scope for unimaginable richness in your life.

- ✓ I am going to be celebrating living in my beautiful secluded house by the sea in Hampshire, or somewhere better
- ✗ I am living in my house by the sea

For more information and to find out how working with a coach will help you to achieve your personal and professional goals, contact jane@healthyandwealthy.co.uk, or on 01296 770462, or via or website www.healthyandwealthy.co.uk

NLP Tip of the Month



Neuro-Linguistic Programming (NLP)

is an approach that recognises how your brain (neuro) receives and interprets information received from your five senses and how your language patterns (linguistic) spoken and internal, influence and control your behaviours (programming). Some people have described NLP as the practical application and implementation of psychology; other people consider it as the user's handbook for your mind.

My clients and I have found that understanding how we code information and language is extremely liberating, as we have choices of behaviour and thought, which in turn bring many more opportunities.

NLP is underpinned by many presuppositions, which are the guiding principles. They may or may not be true and you don't have to believe them. However, in NLP we like to presuppose that they are true and are curious as to what happens in any situation if they hold to be true.

In this series of newsletters I will be introducing the NLP presuppositions in turn.

14 If you want to understand, act.

This very simple presupposition states that if you really want to understand how to do something, you must do it, otherwise you have only an intellectually based perception of what it is like.

And as said in an ancient Chinese proverb:

“Tell me and I'll forget, show me and I may remember, involve me and I'll understand”.



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Neuro linguistic programming (NLP) is a powerful process that has enabled people to overcome many things, including:-

- ✓ Phobias/anxiety
- ✓ Addictions including cigarettes
- ✓ Relationship issues
- ✓ Weight control
- ✓ Abuse/bullying
- ✓ Grief and loss
- ✓ Trauma
- ✓ Internal conflict
- ✓ Confidence building
- ✓ Improved personal performance.
- ✓ Goal setting
- ✓ Health issues

If you would like more information on NLP coaching and training programmes, contact jane@healthyandwealthy.co.uk or **01296 770462**, or visit our website www.healthyandwealthy.co.uk.



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Win a coaching and training package valued £750.



To win 3 hours free business coaching valued at £750 send an e mail titled “FEBRUARY PRIZE DRAW - win a coaching programme” to jane@healthyandwealthy.co.uk answering these questions. The first person out of the hat will win a bronze coaching programme.

Submissions to be received by Friday 12th March 2010 and the winner will be announced in the April newsletter.



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Product of the month – February



Do you want to learn more about NLP?

Do you want to know how it can benefit you in your personal and practice life?

Would you like a taster before committing yourself to one of our NLP Practitioner Trainings?

If you have answered 'Yes' to any of the above questions, then come and join one of our **Essential NLP for Dentists and the practice team™** courses.

This one-day workshop has been designed by dentists, for dentists to give you and your team a detailed introduction to the basic principles of NLP and how they can add real value to you, your practice and your patients.

This one day introductory training is your ideal opportunity to discover for yourself, how and why NLP is so popular with tens of thousands of people across the world, who are using NLP in their personal and working lives.

Venue:

Holiday Inn High Wycombe, Crest Road, High Wycombe, HP11 1TL.

www.holidayinn.co.uk

Date:

Saturday 27th February and Friday 23rd April

9.30-17.00

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

E: info@healthyandwealthy.co.uk Web: www.healthyandwealthy.co.uk

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Investment:

Dentists: £147 if booked before 13th February, saving £50.00 (normal price £197.00)

Team members: £97 if booked before 13th February, saving £50.00 (normal price £147.00)

Additional Special Offers:

Book 5 places and your sixth delegate is free.

Grants of up to £1000 may be available for this and all other programmes offered by Healthy and Wealthy. For further details contact jane@healthyandwealthy.co.uk.

FOR MORE INFORMATION AND TO BOOK YOUR PLACE, VISIT:

<http://www.healthyandwealthy.co.uk/nlp-for-dentists>.



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Special Offers



Essential NLP for Dentists and the practice team™

The first 5 people booking a one day in-house seminar before 28th February will receive a 20% discount, valued at £300.

Normal level of investment for an in-house training day is £1,500.

For more information, to book your places and make your savings contact jane@healthyandwealthy.co.uk, or 01296 770462.



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Courses and Workshops



The current range of courses that are available include the following. These may be provided as bespoke inhouse trainings or as a standard seminar.

Healthy and Wealthy training programmes include:

- Healthy and Wealthy Foundations™
- Healthy and Wealthy Foundations for your team™
- 1 day Surviving and thriving in the credit crunch™
- 1 Day top 10 habits essential for a successful business™
- Selling – It is a team game™
- Speak the same language as your patients™
- Influential Practice™
- Customer Journey
- Conflict resolution and overcoming objections.
- Use your appointment book advantageously™
- Create a compelling future™
- Clearly Healthy and Wealthy™
- Healthy and Wealthy Motivation™
- Healthy and Wealthy Systems™
- Healthy and Wealthy Teams™
- Healthy and Wealthy customer experience™
- Healthy and Wealthy you™
- Healthy and Wealthy Mind and Body™
- Healthy and Wealthy Bespoke™
- Introduction to NLP for healthcare providers™
- NLP Practitioner Training for healthcare providers™
- NLP Master Practitioner Training for healthcare providers™
- Advanced communication skills for healthcare providers™
- Increased sales for healthcare providers using NLP™
- Customer service skills for the team™
- Know your type™
- Complimentary introduction to coaching taster session
- Other courses can be arranged on a bespoke basis for your practice. Please call to discuss your specific requirements

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

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For further details on all courses and workshops, contact us on 01296 770462, or at jane@healthyandwealthy.co.uk or go to www.healthyandwealthy.co.uk

Some of the highlights of the last month include:



- Interview on BBC radio
- Attended the Irish Dental association meeting in Dublin
- One of my clients has been the first to launch a maintenance plan in Southern Ireland
- Assisting on an 'NLP Train the Trainer' programme with Christina Hall
- Presenting an excellent interactive programme with Peronel Barnes "Know your type"
- Started Ceroc Dancing lessons

Diary Dates:

A selection of the events where you can see me presenting in the next few months:

- 18th February: "Surviving and Thriving the recession" BDA Welwyn Garden City section meeting
- Various dates throughout February and March: "Know your type" programme with Peronel Barnes
- 27th February: Essential NLP for dentists and the dental team
- 22nd April: First Impressions regional conference – time management
- 13th May: "Introduction to NLP" Milton Keynes dental postgraduate centre

