



Happy 2009!

I would like to take this opportunity to wish you a successful, prosperous and abundant New Year.

2009 is going to be very exciting for Healthy & Wealthy, I have lots of workshops planned and my updated website will be going live. To keep in touch with what I am up to in 2009, view my website www.healthyandwealthy.co.uk

This e-newsletter is written to provide useful coaching and NLP tips and ideas for individuals, business owners and dental practice owners. Please pass this on to any friends, family or colleagues who you think may find the information useful.

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Top Business Tips: Business Balance Wheel

As a successful business coach, I would like to give you some simple tips that I and many of my clients will be using to plan for a successful, prosperous and abundant 2009.

1. Draw a circle and divide it into eight equal(ish) segments.
2. Adjacent to each segment write the following headings: Work and Career, Wealth and Finance, Health and Fitness, Romance / Significant Other, Personal Growth, Fun and

Recreation, Physical Environment, Friends and Family.

3. For each segment, ask yourself, "How satisfied am I in this area of my life right now?" The centre of each segment represents 0 and the outer edge 10. Give each segment a number from zero to ten and indicating that by creating a new outer edge, drawn near the centre for a low number, moving further out the higher the number.
4. Notice two distinctions in the questions. "How satisfied am I..." This is a subjective assessment. It is not about how your family or colleagues or neighbours see you; it is not about success; it is about personal satisfaction. Also notice "right now". This wheel is a snapshot. Scores will change weekly, daily - even hourly as circumstances change. Do not look for ultimate truth; just check in with how you feel in this moment.
5. The new perimeter of the circle represents your life balance wheel.

If this new wheel was a bicycle wheel, how bumpy would the ride be?

If like many others this is an accurate reflection of how you experience life, the great news is you can do something now to change it.

Firstly, consider the questions below:

- What were your successes of last year and what were your biggest achievements?
- How can you build on these, take them forward to 2009 to have more successes and achievements?
- What is to be left behind in 2008?
- What are the top 3 things you want to achieve in 2009?

Then some of the actions you can take:

Get clear, I mean really clear, about what you want to change, and why. Make a clear plan to achieve your goal and write it down. Work with a coach to hold you accountable for reaching your destination.

Set daily, weekly, monthly and annual markers that ensure you achieve what you want to. Take immediate action, towards change right now!

For further coaching with Jane at Healthy and Wealthy contact me on:

jane@healthyandwealthy.co.uk or on **01296 770462**

Advice for Dental Practices:

What Feelings Do You Sell?

The other week I went shopping in House of Fraser in Reading with a friend and had been looking forward to the trip for several weeks. I was spending a considerable sum of money and wanted to take advantage of their credit card offer that gave me 20% discount. A simple transaction you may think,

however the sale required six members of staff, one being trained from scratch on the shop floor, and three till points, the final till being the teen section. No one smiled, apologised for the inconvenience and the clothes weren't wrapped. If it was not for the fact that I was with my friend, I would have left the purchases, as the experience was so unpleasant and in direct conflict with the uplifting day of shopping I had planned.

After about an hour I had calmed down and we ventured in to a Hobbs concession. Such a contrast here! The assistants smiled, engaged me in conversation, offered advice and could not do enough to help me. I bought some more things and this time calculating discount was effortless, clothes were wrapped in tissue and I walked away with a spring in my step and with the feel good factor that I had been seeking. Moreover, I now notice that as soon as I wear the clothes I bought in Hobbs I am reconnected to that bright, light confident feeling, which I don't get from the clothes I bought at the other till point. Maybe I should have just left them.

What has this got to do with dentistry? Everything.

There has been a lot of doom and gloom in the media over the last few months, but despite the credit crunch and the closure of several high street retailers my clients are still telling me that patients are buying dental treatments. In fact they are selling treatments with the 'feel good factor' like whitening. Moreover, many of my colleagues who are image consultants, HR specialists in recruitment and coaches specialising in redeployment are encouraging their clients, who are actively seeking work, to get ahead of their competition, improve their appearance and confidence by improving their smile. Great news for you all - two niche markets; a) those who are fed up with doom and gloom and want their spirits to be uplifted and b) those who want to get ahead in the job market.

Consider for a moment what service your entire team are offering your patients; from first telephone call, the initial visit, all the way through their treatment. Do you and your staff inspire confidence, enthusiasm and infect your patients with a genuine feeling of wellbeing? Do your clients receive the service I had in House of Fraser? Well intentioned, yet leaving a bad taste? Or a service like Hobbs? Effortless customer service that lifted and continues to lift my spirits.

I believe people don't buy 'things' they buy feelings. What feelings are you selling along with the dentistry?

If you would like more information on coaching and training programmes for dentists, including customer service training contact jane@healthyandwealthy.co.uk or go to www.healthyandwealthy.co.uk

Healthy and Wealthy You: Making A Change That Will Last

At this time of year many of us are thinking about making changes to our behaviour, such as stopping smoking, drinking less alcohol, losing weight, exercising more or improving some other aspect of our

health. Yet so many people seem to give up before they start because they believe they cannot achieve what they really want to, so they don't bother to try.

If you knew that you could not fail, what would you do differently in 2009?

Once you had achieved this, what differences would this change make to you and those around you?

All of my clients come to me because they want to make some change in their personal or professional life, and not one client is yet to be disappointed. The place I always start is getting them to develop a 'well formed outcome', that is a goal which they are really clear about. Over the next few newsletters I will be guiding you through the stages of constructing a well formed outcome so you too can succeed at achieving what you want to.

The first step is to **State what you want in the positive.**

When I first ask a client what they want they usually begin by telling me what they don't want and why. You may think that this is fine, but what I notice is that when a client focuses on what they don't want, they get more off it! This is because your brain can't process a 'not' or a 'don't'. Try this...

I absolutely don't want you to think about a pink elephant playing the cymbals. Don't do it. Do not think about a pink elephant playing the cymbals. What happens? That's right you have to see the elephant before you erase it.

It is the same with your goals; if you focus on what you don't want, you get more of it.

Consider a change that you want you make, personally or professionally, think about what that will do for you and state your goal in these terms.

For example, if you want to give up smoking, what is it that will motivate you? The chance to walk your daughter down the aisle? The ability to run and play with your kids? A healthy heart?

What is it that you want? Spend a few moments thinking about what you want and what it will do for you.

Step one to a well formed outcome - State your goal in the positive.

If you would like more information on coaching to success, contact jane@healthyandwealthy.co.uk or go to www.healthyandwealthy.co.uk



NLP Tip of the Month

Neuro-Lingusitic Programming (NLP) is an approach which recognises how your brain (neuro) and your language patterns (linguistic) control your behaviours (programming).

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

1. You create your own reality

Our five senses and past experiences allow us to create a map of the world. Maps cannot be completely accurate and consequently your experiences create a distorted representation of life, not what is true. Each person has their own unique model of reality and as they are operating from that model they are always right.

Have you ever been to a party with someone and when you talk about it afterwards it's like you have been to different events? This is the first presupposition in action. Each individual uses their five senses differently; we notice things that others may not and filter the information, attaching meanings depending on our unique experiences.

Consider for a moment a challenge you are having with another person, maybe you have argued about something. Reconsider this exchange presupposing that each of you creates your own reality and neither is true.

- What are you failing to notice?
- How can you expand your understanding of the situation?
- What is different if you think about this challenge from this perspective?
- What new choices do you have?

If you would like more information on NLP applications for success personally or professionally or would like to participate in a NLP training programme contact jane@healthyandwealthy.co.uk or go to www.healthyandwealthy.co.uk

Courses and Workshops

Surviving and Thriving in the Credit Crunch™ - Introduction

A short introductory taster seminar that will give you and your team an insight into things that you can implement immediately to ensure your practices remain busy and prosperous during an economic downturn.

Wednesday 11th February 2009, 6:30 pm - 8:30 pm.
Holiday Inn, High Wycombe, M40 Jct 4 Handycross, HP11 1TL.

Top 10 Habits, Essential for a Successful Business™ - Introduction

A short introductory taster seminar that will introduce you and your team to the top 10 habits that highly successful businesses have acquired. You too can develop them and become even more successful.

Wednesday 25th February 2009, 6:30 pm - 8:30 pm.
Holiday Inn, High Wycombe, M40 Jct 4 Handycross, HP11 1TL.

Surviving and Thriving the Recession™ - 1 day

A full day seminar that will give you and your team an understanding of the current market place, offering many tools that you can implement immediately into your business, so that it can grow and become even more prosperous despite the current economic climate.

Monday 2nd March 2009, 9.00 am - 5.00 pm.
Holiday Inn, High Wycombe, M40 Jct 4 Handycross, HP11 1TL.

Top 10 habits essential for a successful business™ 1 Day

A full day seminar that will provide you and your team to the top 10 habits that highly successful businesses have acquired and an action plan you can start to implement immediately to enhance your business.

Monday 9th March 2009, 9.00 am - 5.00 pm.
Holiday Inn, High Wycombe, M40 Jct 4 Handycross, HP11 1TL.

Healthy and Wealthy Foundations™

This programme is a combination of coaching and training for business owners and senior managers, who have realised that they are not as successful as they want to be, or have realised that they know about the service they offer and not how to run a business. This programme will show clients essential strategies they must follow to create the successful business of their dreams. Areas that will be covered include:

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- Creating a compelling vision
 - Effective and efficient planning
 - Complete financial control
 - Consistently reproducible world class customer service
 - Excellent and harmonious team
 - Effortless and efficient selling skills
 - Profitable systems
 - Effective and inexpensive marketing
 - Becoming an inspirational leader
 - Work / life balance

Dates:

- Monday 23rd March
- Monday 20th April
- Monday 18th May
- Monday 29th June
- Monday 20th July
- Monday 20th July
- Monday 24th August
- Monday 21st September
- Monday 19th October
- Monday 23rd November
- Monday 14th December

Healthy and Wealthy Foundations for Your Team™

This programme is designed for the teams whose business owners have or are participating in **Healthy and Wealthy Foundations**, so they understand why changes are being made and become part of creating a successful business.

This programme will assist clients in:

- The rapid implementation of successful strategies
- Involve the staff in the implementation, increasing their job satisfaction and reducing business owners work load.
- Creating a business which is efficient, successful and the whole team is working harmoniously.

Dates:

- Monday 11th May
- Monday 13th July
- Monday 14th September
- Monday 9th November
- Monday 21st December

Location:

Holiday Inn, High Wycombe

Art in Business in conjunction with Peronelle Barnes

- To release the creativity of your unconscious mind
- To develop and create your business strategy for 2009
- To identify strategic alliances and developing a plan of how you can work together to grow your businesses

Tuesday 13th January	Aylesbury
Thursday 15th January	Marlow
Wednesday 28th January	Aylesbury
Tuesday 3rd February	Tring
Thursday 12th February	High Wycombe
Wednesday 18th February	Maidenhead
Wednesday 24th February	Maidenhead
Wednesday 25th February	Aylesbury
Friday 13th March	High Wycombe

Principles of Successful Business in conjunction with Karen Moule and Rhona Thompson

Thursday 19th February	Buckingham
Thursday 5th March	High Wycombe
Thursday 12th March	Milton Keynes

If you would like more information on my courses and workshops, contact jane@healthyandwealthy.co.uk or go to www.healthyandwealthy.co.uk

STOP PRESS!

Following my recent appearance on **BBC radio** I have been asked to run a workshop for people who want to stop smoking. This will run in the Aylesbury area on **Saturday 17th January**.

Places are limited, so please book early.

For further details contact jane@healthyandwealthy.co.uk

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