



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

March 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. All your [business] [practice] matters

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

Please pass this newsletter on to people who aspire to this goal by clicking [HERE](#).

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.



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

Dental Business Academy



Spring is now springing and there is evidence of new growth around both the plants and the economy. It seems a great time to share with you some of the new plans that are blossoming for Healthy and Wealthy.

I am Launching the new 'Dental Business Academy' (UK and Eire) – together we make your good practices great.

The academy will address all your practice matters and will be available via a number of different formats, including:

- ✓ Workshops
- ✓ Practice visits
- ✓ 1-2-1 coaching
- ✓ Teleconferences
- ✓ On line coaching

One of the many things that you are going to love about the Dental Business Academy, is that packages are designed to suit you practice requirements.

Free teleconferences will be starting on Thursday April 8th at 19:00. Imagine how convenient it will be that you and your team can begin to learn how to grow your businesses from the comfort of your home. Future teleconferences will be on the first Thursday of each month, so make a date in your diary now.

The subject of the first teleconference is: **'Making more profit from your appointment book'**. We will be looking at how you can easily organise your appointment books to improve the efficiency and profitability of your practice. At the end of the session, you will have a selection of simple tips and ideas that you can implement immediately that will make a difference.

The call is designed for practice principals, practice managers and receptionists.

For more information, contact: jane@healthyandwealthy.co.uk.



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

Top Business Tips:-Changing your focus



Have you ever had the experience at work where you can't see the wood through the trees?

Had a situation where things look and sound bleak and somehow, you lose your motivation?

You may (or may not) have had a time when somehow the team are not working together as clearly or harmoniously as you would like them to and you feel the tension. Has that happened to you?

If you are at one of those dark periods and everything feels too much, now is the time to do something to bring back the clarity, harmony and well being.

This is a great exercise to do on your own, at a staff meeting or even at home with your kids if they ever feel glum. All you need is a new pack of 'post-it notes', a pen and a wall.

Remember a happy moment, write it down on your post-it and stick it on the wall.

Now remember a really successful time in your life, write that on your paper and stick it on the wall.

Now remember another happy moment in your life, write it on the paper and stick it on the wall.

Again remember another successful moment, write it down and stick it on the wall.

Continue this exercise until you have used up all your pieces of paper and stuck them on the wall listing happy memories and successful moments.

Once you have used all your pieces of paper, stand back and recall all those wonderful memories and successful experiences. During those times, you learnt so much and were probably being creative, true to yourself. As you reflect on all those happy times, it may be



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

useful to consider (as you now bring some of these qualities to the previous unhappy situation), what are some of the ways the situation now changes?

After you have done this exercise be curious about how you feel different.

Each time I have done this exercise with a team, it is noted that when they start to focus on the good things and the successes, they feel much better and somehow their problems seem smaller and easier to manage.

“Our life always expresses the result of our dominant thoughts”.

Soren Kierkegaard Danish Philosopher

If you would like to explore further what you are focusing on in your business, please contact us at: jane@healthyandwealthy.co.uk, or on: 01296 770462, or via our website: www.healthyandwealthy.co.uk.

Useful tips and advice for dental practices are available free at:

www.healthyandwealthy.co.uk.



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

Advice for Dental Practices: Changing your focus



Have you ever had the experience at work where you can't see the wood through the trees?

Had a situation where things look and sound bleak and somehow, you lose your motivation?

You may (or may not) have had a time when, somehow the team are not working together as clearly or harmoniously as you would like them to and you feel the tension. Has that happened for you?

If you are at one of those dark periods and everything feels too much, now is the time to do something to bring back the clarity, harmony and well being.

This is a great exercise to do on your own, at a staff meeting or even at home with your kids if they ever feel glum. All you need is a new pack of 'post-it notes', a pen and a wall.

Remember a happy moment, write it down on your post-it and stick it on the wall.

Now remember a really successful time in your life, write that on your paper and stick it on the wall.

Now remember another happy moment in your life, write it on the paper and stick it on the wall.

Again remember another successful moment, write it down and stick it on the wall.

Continue this exercise until you have used up all your pieces of paper and stuck them on the wall listing happy memories and successful moments.

Once you have used all your pieces of paper, stand back and recall all those wonderful memories and successful experiences. During those times, you learnt so much and were probably being creative, true to yourself. As you reflect on all those happy times, it may be



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

useful to consider (as you now bring some of these qualities to the previous unhappy situation), what are some of the ways the situation now changes?

After you have done this exercise be curious about how you feel different.

Each time I have done this exercise with a team, it is noted that when they start to focus on the good things and the successes, they feel much better and somehow their problems seem smaller and easier to manage.

“Our life always expresses the result of our dominant thoughts”.

Soren Kierkegaard Danish Philosopher

If you would like to explore further what you are focusing on in your practice, please contact us at: jane@healthyandwealthy.co.uk, or on 01296 770462, or via our website: www.healthyandwealthy.co.uk.

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>.



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

Healthy and Wealthy You: Time to charge your batteries



I have recently started to learn to dance and discovered to my surprise and delight how much I enjoy it and how it really lifts my energy levels at the end of a long day with clients.

I work with many clients who often tell me that they are tired or exhausted and that their zest is deadened, clouded or muffled by the pressures of their life. What I discover is that in every situation, my client has given up on the things that they really enjoy doing in order to fit in the things they feel they ought to do.

I think of clients as rechargeable batteries that have lost their charge. Have you ever felt like that?

I have found a simple way for my clients to recharge themselves so they can function once again and it is all about doing more of what you love.

Start by writing a list of everything that you do that when you do it, you feel much better. It could be getting outside in the garden, reading a book for pleasure or listening to music. When you have list of a minimum of fifteen things, start another list of things that you may not necessarily enjoy at the time, yet once you have done them you feel much better for it. This may include washing the car, doing the ironing or doing homework with the kids. Continue until you have another fifteen items.

Now you will have a list of thirty things in total, that make you feel better and recharge you batteries. In the same way we need to put batteries into the charger if they are to give us the power and function, we also need to charge ourselves up. I invite you to look at your list and build in at least one or two of the energy boosting activities into each day. Do this consistently for seven days and then notice what a difference it makes and when you notice it, do more of it.

more useful tips and advice for you are available free, at: www.healthyandwealthy.co.uk.



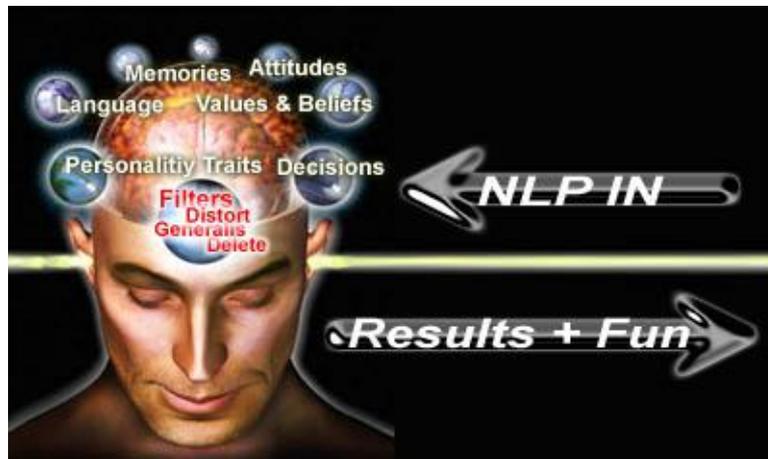
Helping you to achieve healthy and wealthy relationships, career and life

If you would like more information on how to find out more about some of the other ways working with a coach will help you achieve your personal and professional goals, contact:

jane@healthyandwealthy.co.uk, or call **01296 770462**, or visit our 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 what are known as the 'Four Pillars of NLP'.

1. **Rapport** – The quality of relationship that results in trust, acknowledgment and responsiveness. Rapport is considered essential for effective communication. Rapport can be gained instantly or over time, can be achieved on many levels and is not something you do and move on. You can build rapport with yourself. You make or break rapport depending on your outcome. In future newsletters, I will guide you through how rapport can be established quickly and deeply to improve the quality of your communication.
2. **Outcome orientation** – Knowing what you want. This is the basic tenet of NLP and consists of three aspects:



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

- Knowing your present state: where are you now in relation to your desired outcome or problem.
 - Knowing your desired state: where you want to be once you have reached your outcome and overcome your problem.
 - Identifying your strategy and the resources that are needed to ensure you reach your outcome and overcome your problem.
3. **Sensory acuity** – How will you know that you are solving your problem and on the journey to reaching your outcome and more importantly, how will you know you have been successful in completely overcoming your problem and reached your outcome? NLP shows us how to notice what is occurring and how you can notice when you are moving further away or closer towards your goals. More of this in another issue.
4. **Behavioural flexibility** – If what you are doing isn't working, do something different. Einstein's definition of insanity is to do the same thing over and over again and expect a different result. NLP shows us that there are always more choices available to us and as we begin to recognise those choices, we can make better quality decisions and have improved outcomes and a richness of experience. For example, many years ago I had a friend who would not make a right turn in her car. As a result, she was extremely limited on the journeys she could make and destinations she could reach. Fortunately, she has not increased her behavioural flexibility and is now happy to make right turns and has discovered trips and destinations that were previously not available to her.

NLP has tremendous application in [dental practice and patient management] [business].

To find out more about NLP and how it can help you, contact us at: jane@healthyandwealthy.co.uk, or call **01296 770462**, or visit our website: www.healthyandwealthy.co.uk.



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

Win a coaching and training package valued £750.



To win 3 hours free business coaching valued at £750, send an email titled 'MARCH PRIZE DRAW' to jane@healthyandwealthy.co.uk answering the following questions. The first person out of the hat will win a bronze coaching programme. Submissions to be received by Friday 15th April 2010 and the winner will be announced in the May newsletter.

1. What do you fear that your competition is doing that gives them a competitive advantage over you?
2. What could you do that gives you a significant competitive advantage over your competition?
3. If you were to implement this now what are some of the incredible things that could happen as a result?

January's winner is Jo Shacklock. Congratulations Jo.



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

Product of the month – March



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™

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:-

Friday 23rd April 9.30-17.00

Investment:-



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

Dentists £197.00
Team members £147.00

Additional Special Offers:-
Book 5 places and your sixth delegate is free.

Grants of up to £1,000 may be available for this and all other programmes offered by Healthy and Wealthy. For further details, contact: jane@healthyandwealthy.co.uk.

What other delegates have said about this course:-

“Everyday practical tips that can be used immediately” Dr Harry Singh Principal Aesthetics

“She is brilliant go on Jane’s course, I have been fortunate to have seen her twice now. Easy to understanding and made it fun to learn” Smita Mistry Hygienist Aesthetics

“Practical, hands-on workshop – does just what it says on the tin!” Carol Lloyd MIAB



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

Special Offers



Essential NLP for Dentists and the practice team™

The first 5 people booking a one day in-house seminar before 15th April 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 call: 01296 770462.



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

Courses and Workshops



Healthy and Wealthy training programmes:

A selection of our current range of courses available include the following. These may be provided as either a bespoke inhouse training or as a standard seminar:

‘Dental Business Academy™’ together making your good practices great.

A combination of workshops and coaching that will provide all the information, advice and support you need to run your practice as a successful, profitable business.

1 Day ‘Surviving and thriving in the recession™’

An interactive workshop designed for the whole dental team which gives you the knowledge skills and confidence to grow your practice despite the economic climate. You will leave the session with practical tips (most of which require no further investment), that are simple to implement and have a proven track record of having worked for other practices.

1 Day ‘Top 10 habits essential for a successful business™’

An easy to understand workshop designed for the whole dental team which gives you an overview of all the fundamentals you need to know to run your practice more efficiently, effectively and profitably. As a result of this seminar, you will have an understanding of what we can do now that will make a difference. All these strategies have a proven track record of having worked for other practices.

‘Selling – It is a team game™’

Do you want to improve the conversion rate of your treatment plans?

Are you noticing patients are deferring treatment?

Are you noticing that patients are opting for cheaper options?

Are you trained to do more complicated or varied treatments than you patients seem to want to buy?

If you have answered yes to any of these questions, it is time to improve the selling skills of you

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

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

T: 01296 770462 M: 07989 757884



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

and your team. Jane can show you ways that you and your team can significantly improve the uptake of treatment.

‘Speak the same language as your patients™’

A fun and interactive workshop that enable you to understand and communicate with others better.

“Creation of an awareness and relevance to communication” Dentist Lincoln

“Really interesting, widespread application in connection with patients” Dentist Lincoln

‘Customer Journey’

Some of the many things you are going to love about this workshop are; the bespoke tailoring to your individual practice needs, the involvement and motivation for all the team and the massive improvement in customer service and patient satisfaction that happens as a result.

‘Profit from your appointment book™’

Has it ever occurred to you that you are not using your time and appointment book as effectively as you could be? Imagine how great it will be when you know how to organise your appointment book and treatment plans so you inevitably provide consistently great treatment and you can’t help but make more money in the process – allowing you to have more time off.

‘Essential NLP for dentists and their teams™’

Experience shows that the practice teams that attend this interactive workshop learn more about how to use NLP than if they had read all the books available. As a result of the skills they develop, they are able to achieve more than they previously thought was possible in their personal and professional lives.

“Everyday practical tips that can be used immediately” Dr Harry Singh Principal Aesthetics

“She is brilliant go on Jane’s course, I have been fortunate to have seen her twice now. Easy to understand and made it fun to learn” Smita Mistry Hygienist Aesthetics

“Practical, hands-on workshop – does just what it says on the tin!” Carol Lloyd MIAB

‘Customer service skills for the dental team™’



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

It has been said that; “If you don't take care of your customers, someone else will”.

If like many of my newer clients you have noticed a fall off in your appointment book or a reduction in the uptake of treatment clients and fear your patients are being seen somewhere else, now is the time to look at your customer service with your team.

This in-house programme is designed personally for your team, using what makes you special to make your patients feel special.

“Being on par in terms of price and quality only gets you into the game. Service wins the game”.

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.



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



Some of the highlights of the last month include:

- Becoming the only dentist in the UK to have been awarded PCC accreditation from the International Coach federation.
- Presenting an excellent interactive programme with Peronel Barnes “Know your type”.
- Successful workshop: “Essential NLP workshop for dentists and their teams” in High Wycombe.
- Great new workshops with Peronel Barnes – “Know your type”.



Diary Dates

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

- Various dates throughout March: “Know your type” with Peronel Barnes
- 23rd March: ‘Top ten Habits essential for a successful business’, Chamber of Commerce, Olney
- 22nd April: ‘First Impressions-Time Management’, regional conference
- 23rd April: ‘Essential NLP for dentists and the dental team’, High Wycombe
- 13th May: ‘Introduction to NLP’, Milton Keynes dental postgraduate centre