



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

November 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 anyone you think may be interested.

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



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Top Business Tips: - The Hero's Journey part 3

In the previous two newsletters, I have been introducing you to the Hero's Journey and the first two stages, departure and initiation. Today we will be looking at the final phase, the return.

The hero's journey is useful as it helps us to see where we are on the path of evolution of our businesses and ourselves. You may start to recognise how far you have already come and identify the challenges that you have faced in a new context and anticipate the journey ahead.

The phases of the third stage, **Return**, are:

Refusal to return

The magic flight

Rescue from without

The crossing of the return threshold

Master of the two worlds

Freedom to live

Refusal to return

By the end of the second, initiation phase everything is going so well and you have identified what your destiny is. Is it any wonder that you will now experience a refusal to return to the place you originally were called to leave behind?

The magic flight

Sometimes the hero must escape with something that seems like a prize that the gods have been guarding. At this point the return can be as adventurous and dangerous as continuing the journey itself. As you reflect on your practice or business what gifts have you found or developed that has been either adventure or danger in its acquisition?

Rescue from without

Just as you needed guides and advisors to assist you as you set out on your quest, so you also may need assistance to bring you back. In his work, Joseph Campbell recognises the hero may have been wounded or weakened by their experiences and need the assistance of a guide to bear them home. Again if you consider your practice what areas has resulted in



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you becoming wounded or weakened, and who or what do you need as a coach to bring you back home safely?

The crossing of the return threshold

The art to returning is to retain the wisdom that you have gained on your journey, to be able to integrate intelligence learned into your life on a day to day basis and to be able to share it with others. In practice we are continuing to learn and develop our skills in many areas, including clinical and non-clinical, and what have you learned on your journey of life so far and how are you sharing it with family, friends and colleagues. In Campbell's assessment of the myths and legends, he recognises that this is often the most difficult part of the journey, retaining your wisdom and sharing it with others.

Master of the two worlds

In the myths, Campbell reports that this step is represented by a transcendental hero-like person such as Jesus or Buddha. For the human hero, you, this may mean achieving a balance between material and spiritual realms. At this point to become comfortable in your own skin, living competently in both your inner and outer worlds. What does this mean for you and your practice?

Freedom to live

This is the final stage of your final journey, and represents mastery, freedom from death that in turn delivers freedom to live. When you are at this stage it is often described as you learning to live in the moment, neither anticipating the future or regretting the past, just being and revelling in it. Do you have the ability to live in the present?

I trust that this has been an interesting exploration for you through Joseph Campbell's analysis of the myths and legends of the Hero's Journey. I trust that it has given you some insight as to where you are on your personal journey as a hero and what is remaining.

More useful tips and advice for businesses are available free at <http://www.healthyandwealthy.co.uk/index.php?pag=cms&id=19&p=how-healthy-and-wealthy-is-your-business?.html>

If you would like further information on how business coaching improves your performance at work, contact jane@healthyandwealthy.co.uk or **01296 770462** or visit our website www.healthyandwealthy.co.uk



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Advice for Dental Practices – Maximise your opportunities

As I travel the length and breadth of the country working with dental practices and their teams, I am working with some very successful practices that want to move their business to the next level, and yet others are hanging in there by the skin of their teeth. So if the economic climate is the same for each practice, what is the difference that makes the difference between being successful and surviving?

There are many factors that determine whether we will be successful or not and yet there do seem to be many attributes that are common to highly successful people. Today I would like to discuss five of the many, many attributes of successful people. Remember that success can and should be measured in many ways, and not just by how much money is in the bank, the car you drive or how many bedrooms your house has.

- 1. A clear vision of what they want to achieve.** When you set out on a journey in the car, very few of us just drive and see where the car takes us. Whether we are using the 'sat nav', a map or a route we already know, we decide on our destination and have a set of criteria, maybe unconsciously, that informs us how we know we have got to where we are going and when we are off course, so that we can make the necessary adjustments to reach our desired destination.

Creating a vision for your practice or your life for that matter is very much like programming your sat nav. You need to set your destination; be clear about what you want so you know when you have arrived there. What will it look like, feel like and sound like when you are there and is it exciting enough to keep you motivated through the days, months and years that it may take to get there? Imagine that you woke up in three year's time, arrived at the practice only to realise as you opened the door, were greeted by the staff, introduced to the patients and looked at the appointment book and the types of treatments you were to offer; that it was not the practice you wanted to work in. For many practice owners, this is a daily occurrence. If you want to work in your ideal practice, now is the time to define what that means and create it for yourself.

- 2. Communication of the vision to the team who will deliver it.** I love working with dental practices and their teams and, for the most part, the teams I come across are enthusiastic, motivated and wanting to do far more than they are currently doing. So why is it that the principals so often describe the same teams as dysfunctional, under-motivated and gloomy or even worse? One of the common denominators that I have noticed is that it is often the principal who generally has an unclear vision for the practice and has not communicated it with the team. When I



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work with practices, defining the vision, sharing it with the team and establishing regular check points, the principals are usually amazed and delighted by what a difference it makes to the motivation of the staff, the atmosphere of the practice and last but not least, the bottom line. However scary it may be, I encourage you to meet regularly with the team to talk about where you are going, where you are now, whether you are on or off course and what needs to be done about it.

- 3. Positive self-image and self-talk.** I would like you to take a moment and listen to those voices in your head. I know they are there and for most of you that little voice will be sat in or around your left shoulder, and for the rest of you it will be somewhere else. As you take a moment to listen to it what does that voice tell you? Is it things like 'You will never be good enough', 'What makes you think that you can be successful?', 'You will never be as good as...'. Most of us have a voice in our head that is continually telling us less than positive things that erode our self-confidence. What I notice as I work with many people is that the voice(s) in their head determine what they are able to achieve and how successful they perceive themselves to be and become. When working with my clients I often work with them to change the negative inner voice(s) to ones that are supportive and constructive, which pays enormous dividends as to how they see themselves and changes what they become capable of.
- 4. Tight control of your finances.** Are you good with finances or bad with them? Financials are the most common indicator to how successful you are as a dentist or in other areas of your life. Whether you like it or not people, including colleagues and patients, will be judging you by your practice, your car, where you live and where you send your kids to school. Many years ago I heard a saying that stopped me in my tracks, 'A poor dentist is generally a poor dentist'. Now I know that you are a great dentist, but is this being reflected in your financial situation? If the answer to this question is no, I would suggest that there are new simple habits that you could develop to take tighter control on your finances. One of the most common areas in which I work with my clients is generating monthly financial reports, holding monthly financial review meetings and taking considered strategic financial decisions rather than reacting to the bank balance. Again this is a habit common to successful business owners. They control their finances rather than their finances controlling them.
- 5. Adequate time to have fun and re-energise.** One of the activities that I generally start with when working with a client is to use a balance wheel that is a visual metaphor of how satisfied you are with your life. These wheels can be found on my website www.healthyandwealthy.co.uk. One of the most common situations



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with the business owners I work with, whether they be dental principals or from other industry sectors, is that they are suffering from 'burn out'. They are chronically tired, find implementation of new ideas exhausting, often have failing relationships and health. What is common to these people is they have a low score on the work-life balance and very few activities that generate fun and allow them to re-energise in their life. I am sure that you have service schedules and agreements for your equipment to prevent untimely failures, but what service schedule do you have for your own physical, social, emotional, relationship, spiritual and mental well-being? If your answer, like so many GDPs I work with, is 'inadequate', I would suggest that you start taking full weekends away from work and practice administration. Ideally, take a third day during the working week and spend them doing activities that energise you, physically, mentally and emotionally.

If you would like to discuss any of the issues mentioned in this article, so you too can become more successful, please contact jane@healthyandwealthy.co.uk or **01296 770462** or visit our website www.healthyandwealthy.co.uk

More 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 – The Habit of Managing Money

Whether I am working with individuals or business owners, much of the time my clients want to work with me because they want to be wealthier financially. I assist my clients to achieve this by looking at their beliefs about money and their sense of entitlement, help them create empowering attitudes towards money and develop wealth creating behaviours.

As many of you know, I am constantly learning by attending courses and reading books. Today I want to share with you an incredibly simple wealth-creating habit I picked up from T. Harv Eker's book, *Secrets of the millionaire mind (Mastering the inner game of wealth)*. As with so much I have read and teach, I encourage my clients not to believe what I say but try the ideas for themselves and notice what happens as a result. This habit is a great one to try out and see what happens, I know it will be good.

Eker suggests that how wealthy you are destined to be is determined not by how much money you have, but what your money management habits are. Eker suggests that we open six new bank accounts and allocate all our after-tax income into them in the following proportions.

Financial freedom account	10%
Play account	10%
Long-term savings for spending account	10%
Education account	10%
Necessities account	50%
Charity account	10%

The funds used in the financial freedom account are then used to invest in areas that generate a passive income.

The play account is spent in its entirety every month on having a great time doing things or going places you would not normally do.

The long-term savings account for spending is for holidays, cars and other items you are saving to purchase.

Education account is used to fund you own personal development.

Charity account will cover all your charitable donations and gifts.



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Necessities account is what you live on to pay all the day-to-day essential bills and charges.

I know that some of you are already saying I cannot possibly live off only 50% of my current income and save the rest. And I realise that your current financial habits do not allow you to do this immediately. What I would however challenge you to do is start saving as much as you can each month, even if it is as little as £100 / month in to these six categories, increasing the investments that you can make as soon as you can, and notice what happens in six months' time. What can you do now that you couldn't have done before? As soon as you notice that this strategy is working for you, pass it on to your friends, colleagues and children and get them in the habit too.

When you have implemented the system and started reaping the rewards, I would love to hear what has happened with you, so please e-mail me at: jane@healthyandwealthy.co.uk.

More useful tips and advice for you are available free at
<http://www.healthyandwealthy.co.uk/index.php?pag=cms&id=16&p=how-healthy-and-wealthy-are-you?.html>

If you would like more information on how to find out more about discovering your abilities, skills and talents and the impact that can have contact jane@healthyandwealthy.co.uk or **01296 770462** or visit our website www.healthyandwealthy.co.uk



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NLP Tip of the Month

Neuro-Linguistic Programming (NLP) is an approach that 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 this series of newsletters I will be introducing the NLP presuppositions in turn.

11. Mind and body are one system.

This is an incredibly powerful presupposition that NLP practitioners like me, use to resolve all manner of health, behavioural and habit challenges that our clients have. As we recognise and presuppose that the mind and body influence each other, it is not possible to change one without changing the other. To illustrate this in action I would like you to take on a feeling of depression, really get into it, bow your head, stoop, look down, round your shoulders and make sure you are feeling miserable. Now what I want you to do is stand up straight, shoulders back, look up, smile broadly. Notice what has happened to your feeling of being miserable. I suspect it has vanished. If it has, try and recapture a really miserable feeling whilst standing up straight, shoulders back, looking up and smiling. You can't do it can you!

And that is because our body controls our mind and our mind controls our body.

If you are someone who tends to be unhappy and miserable why not try living with a different happy body posture and see what happens as a result.

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.

It is not long now before Christmas and the New Year are upon us, so let's start planning to make 2010 our Healthiest and Wealthiest year yet.

To win three hour's free business coaching valued at £750, send an e-mail titled 'November' to 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, 18 December 2009, and the winner will be announced in the January newsletter.

1. What **COULD** you do in 2010?
2. What **SHOULD** you do in 2010?
3. What **MUST** you do in 2010?
4. What **WILL** you do in 2010?

No entries for September, so if you reply you stand a good chance of winning.



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Product of the month

This month's product of the month is **Introduction to NLP for Dentists**. This is a one-day introductory seminar for all team members that will introduce you to some of the powerful concepts and processes that are used by many highly success businesses. As a result of attending this seminar, you will:

- **Find out** exactly what NLP is, where it came from and how people all over the world are using it to change their own lives and their businesses
- **Learn** techniques that will help you to read people and give you an insight into how they are thinking
- **Discover** simple but very powerful ways to gain instant trust and really 'click' with others, transforming your relationships with your colleagues and patients
- **Understand** how you can incorporate NLP into your practice and your personal life

Dentists who have attended this course have said:

"Thank you for a wonderful lecture"

"Very interesting, looking forward to using it on Monday!"

For more details on the product of the month and other courses run by Healthy and Wealthy, contact jane@healthyandwealthy.co.uk or **01296 770462** or visit our website www.healthyandwealthy.co.uk



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Courses and Workshops

Healthy and Wealthy training programmes include:

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

- 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™
- Complimentary Introduction to Coaching Taster Session
- Other - Other courses can be arranged on a bespoke basis for your practice please call to discuss your specific requirements

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



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Healthy and Wealthy Foundations™

This programme is a combination of coaching and training for business owners 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:

- Creating a compelling vision
- Effective and efficient time management
- Complete financial control
- Consistently reproducible world-class customer service.
- Excellent and harmonious teamwork
- Ethical, effortless and efficient selling skills
- Impressive, effective and inexpensive marketing
- Fully functional formulas
- Inspirational leadership
- Work-life balance

Dates:

Friday 4th December
Friday 8th January 2010
Friday 5th February 2010

Friday 5th March 2010
Friday 2nd April 2010

Location:

Cedar House Training Centre, Marlow, Bucks SL7 1DQ

Investment:

Training days only **£347** per month

Training and coaching **£497** per month

Offers available:

- Up to £1000 may be eligible to be offset against Train to Gain leadership and management grant
- For businesses signed up to the full Healthy and Wealthy Foundations™, you will receive a 20% discount on all other Healthy and Wealthy services, including Healthy and Wealthy Foundations for Your Team™
- Money back guarantee



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Healthy and Wealthy Foundations for Your Team™

This programme is designed for the teams whose business owners 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 the business owner's work load;
- Creating a business that is efficient, successful and the whole team is working harmoniously.

Dates:

Friday 29th January 2010

Friday 26th March 2010

Location: **Cedar Lodge Training Centre, Marlow, Bucks SL7 1DQ**

Investment: Training days only **£197** per month

Offers available:

- Up to £1000 may be eligible to be offset against Train to Gain leadership and management grant
- For businesses signed up to the Healthy and Wealthy Foundations™, will receive a 20% discount on Healthy and Wealthy Foundations for Your Team™ and all other Healthy and Wealthy training and coaching programmes
- Money back guarantee

Please look at our website www.healthyandwealthy.co.uk for details of published articles, useful downloads subscription to our newsletter and much much more.



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Special Offers

Book four places and get a 5th place FREE,

Introduction to NLP for Dentists

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