



HEALTHY AND WEALTHY

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

## July 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 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.

## Top Business Tips: -prioritising effectively

This month I have been working with several business owners who have had difficulty prioritising and have become so paralysed by fear that they make the wrong decision, that they make no decisions at all. I would like to share with you a coaching tool I developed to help them.

- Write down on a separate piece of paper each task that you must do.
- Organise the pieces of paper in several ways for example in terms of return on investment of time, the ease of which they can be completed, the biggest through to the smallest, order of deadlines, ease of which they can be delegated.
- As you look at each arrangement, consider what are the advantages, disadvantages, opportunities and threat of approaching the tasks in this way.
- Then arrange the paper in the arrangement that you just feel most comfortable with.
- Finally break down each task into component pieces and set the deadlines for each one using *SMART* guidelines.

Feedback from a client who used this process:

“The exercise illustrated the different ways to manage my time and priorities and allowed me to choose the one that worked for my business. Such a simple exercise but the results add so much value to my business. My time to work on my business is so precious and without a prioritised task list I was wasting this time by worrying about all the things I had to do rather than doing them! By the end of the same day I'd ticked 2 items off my 'to do' list and by the end of the week a further 3.”

If you would like further information on how business coaching improves your performance at work, contact [jane@healthyandwealthy.co.uk](mailto:jane@healthyandwealthy.co.uk) or **01296 770462** or visit our website [www.healthyandwealthy.co.uk](http://www.healthyandwealthy.co.uk)



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## Advice for Dental Practices – make your e mail work for you

Over the last month I have been working with several dental practices helping them stand out from the competition for the right reasons. One of the things I recognise within the profession is how few of you have a website or e mail address that enhances or is consistent with your brand.

I came across an e mail address the other day 'whiterteethforlife@hotmail.com'\*, my instant thought was that I did not know that hotmail did teeth whitening. My second thought was what a wasted opportunity. How great would it be if the e mail address was [whiterteethforlife@haslemeredentalcentre.co.uk](mailto:whiterteethforlife@haslemeredentalcentre.co.uk). This tells your patient what you do and where they can find it.

You could even have a number of email addresses for each of the products that you offer for example:

[invisiblebraces@haslemeredentalcentre.co.uk](mailto:invisiblebraces@haslemeredentalcentre.co.uk)

[smilelift@haslemeredentalcentre.co.uk](mailto:smilelift@haslemeredentalcentre.co.uk)

[invisiblefillings@haslemeredentalcentre.co.uk](mailto:invisiblefillings@haslemeredentalcentre.co.uk)

Which, if these were provided as click through links from articles in your newsletter, would tell you instantly the service your patients were interested in?

\*the email address has been changed to protect the identity of the dentist concerned and the new addresses have been creatively ascribed to Haslemere Dental Centre as I think it is a great practice.

If you would like to find out how to reach the untapped reservoir of treatment in your existing patients, or if you would like more information on coaching and training programmes for dentists, contact [jane@healthyandwealthy.co.uk](mailto:jane@healthyandwealthy.co.uk) or **01296 770462** or visit our website [www.healthyandwealthy.co.uk](http://www.healthyandwealthy.co.uk)



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## **Healthy and Wealthy You – Win more appreciation from others**

*“There is more hunger for love and appreciation in the world than for Bread.”*

Mother Teresa

*“I have yet to find a man, however exalted in his station, who did not do better work and put forth greater effort under a spirit of approval than under a spirit of criticism.”*

Charles Schwab

Winning appreciation from others is a little like receiving a smile or a punch on the nose, if you give them out to others you are likely to receive them in return.

If you are not feeling appreciated, where can you distribute it first?

If you would like more information on personal coaching contact

[jane@healthyandwealthy.co.uk](mailto:jane@healthyandwealthy.co.uk) or **01296 770462** or visit our website

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## **NLP Tip of the Month**

**Neuro-Linguistic 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 this series of newsletters I will be introducing the NLP presuppositions in turn.

### **7. You can only change yourself and if you change yourself other people can't help responding differently.**

So often we can go through life wishing "if only he didn't do...", "I wish she would ...." and we spend so much time being critical of others we forget that we have a role to play in the dynamics of the relationship. What this presupposition suggests is that when we accept responsibility and behave differently, the people around us can't help behaving differently too.

It is another skill to know what behaviour you want to elicit from someone else and to have the flexibility in your behaviour to change as many times as it takes to get the result you want.

For example, if rather than flying off in a rage you would like your spouse to listen to what you have to say; what do you have to change in your timing, body language, tone of delivery content and ability to listen to them first etc to be able to elicit your desired response?

I think this presupposition is beautifully summarised in this epitaph on a tomb of an Anglican Bishop in Westminster Abbey.



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*When I was young and free and my imagination had no limits, I dreamed of changing the world. As I grew older and wiser, I realized the world would not change, and I decided to shorten my sights somewhat and change only my country. But, it too seemed immovable. As I entered my twilight years, in one last desperate attempt, I sought to change only my family, those closest to me, but alas, they would have none of it.*

*Now I lie here on my death bed and realize, perhaps for the first time, that if only I had changed myself first, then by example, I may have influenced my family, and with their encouragement and support, I may have bettered my country, and who knows, I may have changed the world.*

If you would like more information on NLP coaching and training programmes, contact [jane@healthyandwealthy.co.uk](mailto:jane@healthyandwealthy.co.uk) or **01296 770462** or visit our website [www.healthyandwealthy.co.uk](http://www.healthyandwealthy.co.uk)



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## Courses and Workshops

### 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 7th August**

**Friday 4th September**

**Friday 2nd October**

**Friday 6th November**

**Friday 4th December**

**Friday 8th January 2010**

**Friday 5th February 2010**

**Friday 5<sup>th</sup> March 2010**

**Friday 2<sup>nd</sup> April 2010**

Location:

**Cedar House Training Centre, Marlow 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
- Book 4 places get 5th free
- Book before End April 09, 10 months for the Price of 9 ??
- 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

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

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T: 01296 770462 M: 07989 757884



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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 business owners work load
- Creating a business which is efficient, successful and the whole team is working harmoniously

Dates:

**Friday 25<sup>th</sup> September 2009**

**Friday 27<sup>th</sup> November 2009**

**Friday 29<sup>th</sup> January 2010**

**Friday 26<sup>th</sup> March 2010**

Location: **Cedar Lodge Training Centre Marlow Buckinghamshire 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
- Book 4 places get 5th free
- Book before end April 2009, and get 5 months for the price of 4 ??
- For businesses signed up to the full Healthy and Wealthy Foundations™, will receive a 20% discount on Healthy and Wealthy Foundations for Your Team™
- Money back guarantee



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## Surviving and Thriving in the Credit Crunch™ 3 hour session

Have you:

- Noticed your appointment books becoming gappy or are worried they are going to?
- Noticed that your average patient spend has gone down, or you are worried that it will?
- Noticed that patients are putting off their treatments until a later date?

This is an introductory seminar that will give you and your team an insight into things that you can implement immediately to ensure your business remains busy and prosperous during an economic downturn.

This session is designed for all members of your dental team.

All Healthy and Wealthy training sessions are accredited for verifiable CPD.

What other clients have said:

"Extremely informative and motivating course introduction"

BD Dentist Slough

"Excellent speaker, really good content, great ideas and really relevant to practice"

JK Dentist Slough

"Great introduction to making changes to the every day running of the practice which allows future planning to be better and more focused"

MS Dental Practice Manager Slough

A limited number of complementary places available - Book now to avoid disappointment.

A prize valued at £750.00 will be awarded to one successful delegate.

Bring your business cards to enter the draw.

**Date:** Thursday 16<sup>th</sup> July 2009 6:30 pm – 9.30 pm

**Venue:** Marlow

**Date:** Tuesday 28<sup>th</sup> July 2009 6:30 pm – 9.30 pm

**Venue:** Milton Keynes

**Date:** Thursday 30<sup>th</sup> July 2009 6:30 pm – 9.30 pm

**Venue:** Guilford

**Investment:** A limited number of complementary seats available for early bird bookings £37.00 (£47.00 if tickets bought on the night)

**Offers available:** Book 4 places get 5<sup>th</sup> Free  
Fees fully redeemable from Train to Gain \*

**Your trainer** Dr Jane Lelean International Business Coach, Trainer and Dentist.

Please look at our website [www.healthyandwealthy.co.uk](http://www.healthyandwealthy.co.uk) for details of published articles, useful downloads subscription to our newsletter and much much more.



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**Other Healthy and Wealthy training programmes include:**

- Selling - it is a team game™
- Speak the same language as your patients™
- Influential practice™
- Coaching skills for managers
- Effective time management
- Take control of your finances
- How to deliver outstanding customer service in business
- Introduction to NLP
- NLP Practitioner training
- NLP Practitioner training for healthcare professionals
- NLP Master Practitioner training
- NLP Master Practitioner training for healthcare professionals
- Advanced communication skills
- Advanced communication skills for healthcare professionals
- Introduction to coaching skills for business owners

For further details on all courses and workshops, contact us on 01296 770462, or at [jane@healthyandwealthy.co.uk](mailto:jane@healthyandwealthy.co.uk) or go to [www.healthyandwealthy.co.uk](http://www.healthyandwealthy.co.uk)



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**Win a coaching and training package valued at £750.**

I am interested in what you are experiencing as your biggest challenges in business at the moment. In return for you completing a short questionnaire, I will put your name into a prize draw and the winner will receive a **Healthy and Wealthy Bronze** coaching or training package, valued at £750, for free.

Please answer the questions below and return them to me before Friday 31<sup>st</sup> July. The winner will be announced in the September edition of **News from Healthy and Wealthy**.

- What are your three biggest challenges in business?
- What impact are these challenges having on you, your business, your staff and family?
- If you do not manage to overcome these challenges, what are the long term consequences?
- On a scale of 0-10, 0 = not at all important 10 = imperative, how important is it that you overcome your current challenges?

Thank you for your co-operation and your name will be entered into the prize draw.



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## Product of the Month

Following an unprecedented amount of interest from clients, this month's product of the month is **Top 10 Habits, Essential for a Successful Business™**

### This seminar is ideal for you if you;

- Have bought a business or practice or are thinking about buying one and realise that you do not have the skills or training in business management you need?
- Own a business or practice and find yourself working long into the evenings and weekends trying to keep on top of everything?
- Are you a business or practice owner whose team seem to be pulling in different directions rather than working together harmoniously?

This introductory seminar will introduce you and your team to the top 10 habits that highly successful businesses have acquired that enable them to run a successful, profitable business in which the team work together. When you learn and develop these habits, you, your business and your team will become Healthier and Wealthier. **Top 10 Habits, Essential for a Successful Business™** can be delivered as a half day seminar or full day workshop.

If you would like more information on our product of the month and coaching and training programmes, contact [jane@healthyandwealthy.co.uk](mailto:jane@healthyandwealthy.co.uk) or **01296 770462** or visit our website [www.healthyandwealthy.co.uk](http://www.healthyandwealthy.co.uk)



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## Special Offers

### 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.

**Book before 30<sup>th</sup> July and get second place half price.**

To book your place and get your discount contact [jane@healthyandwealthy.co.uk](mailto:jane@healthyandwealthy.co.uk) or 01296 770462.

### Grants available

A grant is available of up to £20,000, yes £20,000 for businesses, including dental practices, in Yorkshire and Humber. The grant is to fund business development.

If you would like information about how to access this please contact [jane@healthyandwealthy.co.uk](mailto:jane@healthyandwealthy.co.uk)

For those of you outside Yorkshire and Humber the readily obtainable Leadership and Management grant of up to £1000 is still available for all Healthy and Wealthy training programmes.

For further information contact [jane@healthyandwealthy.co.uk](mailto:jane@healthyandwealthy.co.uk)