

# FREQUENTLY ASKED QUESTIONS



## **TELL ME ABOUT CONTINUOUS COACHING FOR DENTAL PROFESSIONALS.**

Continuous Coaching recently celebrated its ten year anniversary. We have positively changed the lives of both organizations and individuals across many industry groups including dentistry.

## **AS A HEALTH CARE PROFESSIONAL, WHY WOULD I NEED COACHING?**

The best professional athletes have coaches. The top leaders and executives have coaches. Why? They seek continuous improvement in their game. It takes effort to manage a practice, work on patients, talk to your landlord and complete paperwork especially without the benefit of ever having leadership or business training.

We act as a trusted advisor, much like your accountant or financial planner, to ensure that you learn how to create a practice and a life with greater rewards, less stress and fewer headaches. The pace of change is so rapid today that your coach acts as a sounding board for decision making but equally as important, holds you accountable for results.

## **I TRUST MY ADVISORY NETWORK TO GIVE ME ADVICE, WHY DO I NEED YOU?**

We respect your relationships with your suppliers. We encourage you to learn from the people you trust. Our difference is that we aren't trying to sell you any product or equipment or promote one treatment plan over another. We work with you to align your vision, mission and values that will determine your personalized version of success.

## **HOW ARE WE DIFFERENT THAN OTHER COACHING AND TRAINING COMPANIES?**

We focus on leadership and practical business skills. We know that for any practice to run smoothly and efficiently your entire team has to be working as a single unit. It is essential to develop leadership and business skills to make this happen.

We have a coaching process that has been developed from research and tested on real businesses with substantive results. We assess, coach and evaluate your progress. We also provide leading edge technology to help you reach your goals.

We coach you one on one but have the bench strength to bring in specialists as co-coaches when required.

## **I DON'T HAVE TIME TO BE COACHED AND I DON'T UNDERSTAND WHAT VISION, MISSION AND VALUES HAVE TO DO WITH MY PRACTICE?**

There is a fine line between a groove and a rut. Most executives, entrepreneurs and professionals believe that they can't waste billable hours to be coached. They work *in* their business everyday but not *on* their business. The result is a deeper and deeper rut created with results and culture occurring accidentally.

What if you took 3 hours a week at most to work on improving yourself and your business so you stay in the groove? What would it be like to have a sounding board that can listen and give you feedback on your ideas? What if you designed your life rather than let it happen to you? The benefits of investing in yourself and ultimately your future are staggering. Don't worry about the terminology yet we will guide you through the process.

## **WHAT IS MY FIRST STEP?**

The first step is to complete a short 10 minute survey, which we review with you in a free one on one consultation with us, to see if there is a fit between you and our firm. The consultation takes less than 45 minutes and can be done in person or over the web.

## **WHAT YOU SHOULD EXPECT?**

You should expect that it will take some time to see results. People are resistant to change so it will feel uncomfortable especially at the 3 month mark. The learning curve is steep, however you have the ability to use your intelligence, gut instincts and heart to make your practice and your life better.

## **HOW CAN I MAKE SURE THIS WORKS?**

Promise yourself you will succeed and put in the effort. Make an agreement with yourself to be responsible. We will invest our time and knowledge with you and often give more time when we get into solving a crucial problem or are in a creative flow.

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## **WON'T THIS MEAN MORE WORK FOR ME?**

There are 168 hours in a week, you get 56 hours of sleep if you are lucky; therefore, you are potentially awake for a total of 112 hours. We ask you to commit 2% of your waking hours to be dedicated to working on your professional development with us.

## **HOW MUCH WILL THIS COST?**

Each situation is different. Our fees are customized to your needs after we assess your situation.

## **WHAT RESULTS HAVE OTHER PRACTICES HAD WITH COACHING?**

In a word, breakthrough. You can literally improve the value of your practice as you start getting more and more determined on setting and focusing on achieving your goals. You are also welcome to speak to our clients on request.

## **CAN YOU TRAIN MY PEOPLE TOO?**

Yes, but the beauty of our program is in teaching you to lead, you will gradually need us less and less as systems are implemented.

## **WHEN IS THE BEST TIME TO GET STARTED?**

Yesterday.

## **WHAT IF IT DOESN'T WORK?**

What if it does? We will invest fully in your growth and if you do the same it will work. You can terminate our contract with thirty days notice.

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## **WHAT PEOPLE ARE SAYING ABOUT COACHING...**

"Continuous Coaching provides the tools and resources to ensure our company is focused, motivated, and productive. In the last 3 years working with our Coach, we have seen our revenue grow by an average of 100% year over year and earnings by 46%".

**President, Core Lab PROMORE Division**

"The corporate world is a highly competitive place. The keys to immeasurable success within that world are clarity of vision and a well-developed and actively managed action plan. Pat has provided me with the tools and framework I need to achieve my goals and have made a profound difference in my career. Thank you, Continuous Coaching!". **Director, KPMG**

"I love the face-to-face interaction and un-interrupted time with my coach. He has helped me breakthrough some significant barriers. I just wish I had more time with him".

**VP Sales & Owner, WestJet Airlines**

"My company invested in Continuous Coaching's Executive Development Program by getting a few of our key Executives involved (weekly) over the past few years, and I am happy to say that I have literally seen a return in the millions."

**President & Owner, Oil & Gas Service Company**

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