

Breathe Business Clubs are specifically designed for practice owners and soon-to-be-practice owners. Participants will want to improve their business and entrepreneurial skills to maximise the many opportunities that exist in Dental Practice and to mix with like-minded colleagues to share ideas with. We anticipate that members will graduate from one club to the next as they improve their skills and success.

The Business Clubs will be run in Bristol and London in carefully chosen locations giving everyone a comfortable and inspiring environment.

## **Breathe Business Club | Foundation Level**

The purpose of the Foundation Level Business Club is to help participants set up their practice so that it functions well as a business. Breathe Coaches will offer participants a solid base of business principles and to gear your practice for growth.

The coaching will focus on:

- **Business Planning**, Strategic Business Objectives, 12 month Business Objectives. **Time Management**.
- **Financial** Monitoring, Modelling and Control.
- **Key Performance Indicators**: Collection and Analysis and responding to management information
- Optimising **Clinical Delivery** and your Clinical Model.
- Creating a strategic and a functional **Marketing Plan**: understanding your target market and how your proposition fits in it, and leveraging the **digital environment**
- Building an effective **Sales Process**.
- Unique **Client Journeys**.
- Recruitment, Motivation and Rewarding your **Team**.
- Building Practice Processes and **Business Systems**.
- **Communication** skills

## **Breathe Business Club | Intermediate Level**

The Intermediate Level Business Club is for Practice Owners who, having got their practices running smoothly, are looking to significantly grow their business. They are passionate about moving their practice to the next level. The participants create a mastermind group of like-minded principals who want more personal and professional success. Our coaches and participants co-develop new and innovative ideas as well as presenting proven strategies to help develop the practices.

The coaching will focus heavily on the implementation of:

- 12 month and five year **Business Plans**.
- Creating and implementing an effective **Clinical and Business Model**.
- Target setting and **Key Performance Indicator** Analysis.
- Increasing Sales using proven **Ethical Sales Techniques**
- Implementing and monitoring the success of your **Strategic & Functional Marketing Plans** including ROI and Leveraging the digital world
- Your unique **Sales Process** and monitoring results and reducing attrition
- A systemised **Client Journey**.
- Performance enhancing tactics for your **Team** so they engage more effectively with your clients.
- Implementing, monitoring, reviewing effective **Business Systems**.
- Building on your **communication** skills
- Personal coaching on **life goals**

## **Breathe Business Club | Advanced Level**

The Advanced Level Business Club is for Practice Owners who have implemented many successful strategies and are now looking to maximize their opportunities within the dental market. They are looking for more rewards from their business, not just financial but to create a practice that needs them less whilst still being profitable. The meeting format is similar to the intermediate group, participants creating a mastermind group of like-minded principals who are want more satisfaction from their professional lives. Our coaches and participants co-develop new and innovative ideas as well as presenting proven strategies to help develop the practices.

The coaching will focus on:

- Personal coaching on **life goals**.
- **Business Planning, Debt Repayment and Exit Strategies**.
- Effective **Clinical and Business Models** that will run without the Principal.
- **Key Performance Indicator:** Analysis and Financial Success criteria, Tax Planning.
- Best practice dental **Marketing**, and Leveraging your brand
- Increasing value of **Sales** by increasing transaction numbers and transaction values.
- Creating unique **Client Journeys**.
- Creating a **Team** that you can completely depend on.
- Building an ascendancy program.
- Using **Systems** to create a turn-key business.

**Breathe Business Club | Membership Includes**

- Four 2-Day Meetings a year. Each meeting will include:
  1. Three half day sessions, with 2 or more senior Breathe coaches,
  2. Lunch and refreshments,
- A half hour Skype meeting, every month with the coach of your choice.
- Essential Weekly Reporting.
- A dedicated Account Director and Account Manager to maintain your regular contact with the Breathe Team.
- Access to all of Breathe IP, Content and Toolkits, Web Site Members Area.
- Discounts on any additional Breathe Services.
- Guaranteed implementation of your agreed Strategic and Functional Business Plans.
- Crisis access to Breathe Coaches on demand.

**Joining Breathe Business Club | Your Investment**

- Your investment in annual Breathe membership is £734+vat per month, payable by monthly instalments. Alternatively, you can pay for your Breathe Business Club membership upfront at a discount
- Breathe Business Club meetings count as **verifiable CPD**
- All Breathe services are **tax-deductable**, so you can claim back at least 40% of your investment in Breathe from the taxman.
- We encourage all Business Club Principals to bring additional members of their team to these important meetings, such as their Co-owners or Business or Practice Managers. The only additional charge we make is a day delegate rate.