Top 10 Reasons
Why a Dentist Would Want to Work With a Coach

First there were consultants. Then there were therapists. Now if you need help sorting out your personal and professional problems, you can hire a Coach---a new kind of advisor who will strategize with you in sessions held in person, on the phone, using Skype or via e-mail.

Coaching started in the business world to help stressed out executives cope with their professional and personal lives. Increasingly more and more dentists and other professionals are turning to Coaches to help them with time management, building business, bringing goals into focus and helping you get further ahead.

Coaching is proven to work when these two factors are present:

1. The Dentist is willing to grow.
2. There is a gap between where they are now and where they want to be.

That is all that is necessary for you and your Coach to solve problems, create a new life, turn a business around, double sales and profitability, and design and implement a plan of action. Coaches help Dentists stay on track as they build their businesses while balancing their work and their personal lives.

With A Coach, You Will:

1. **Take More, Better and Smarter Actions**
   
   *BECAUSE YOU SET THE GOALS YOU REALLY WANT.*

   Ultimately, people do what they really want to do anyway. To find out exactly what you really want for yourself and your business is our first task together.

   A Coach will help you to distinguish between what you coulda, shoulda, oughta and have-to want from what you, in your heart of hearts, really want for yourself.
Once you create the ideal goal, you’re much more likely to naturally and consistently take actions to reach it. The result is a healthier practice.

2. **Ask More Questions and Develop Better Answers**  
   **YOU WILL STOP IGNORING THE TRUTH.**

   You already know the answers. You simply need to ask yourself the questions that you know you need to ask. Why do I want to do this? Who will be responsible? When can I expect results? What needs to be done in order to move to the next step? How will I make this happen and on my terms? What are my terms? Once these and other questions are raised to your level of consciousness you will begin to develop intelligent answers because you will operate from the “present” and then plan for your future.

3. **Have a Balanced Life Which Works Well**  
   **BECAUSE YOU DESIGNED IT “SELF-FULLY”.**

   Having it all means starting with a balanced life. You know what that means---It’s time to be very, very “Self-full”. Not egotistical, but “Self-full.” With a capital S. Your Coach will show you how to be self-full, yet responsible. How to get your needs met and still have people like you! (This process is called establishing your Personal Foundation and there are only 25 steps). You’ll love building your foundation because you know you’re worth it. You need this base if you are to be yourself.

4. **Establish High Personal and Professional Standards**  
   **YOU BECOME IRRESISTIBLY ATTRACTIVE TO HIGH QUALITY PEOPLE.**

   Standards are the specific behaviors and actions to which you hold yourself and your practice. You will identify your personal expectations, your personal level of performance and ultimately feel better about yourself and others. When you choose how you behave you become a mentor to others who aspire to excellence. By raising the “bar” you upgrade your life and enhance your self-esteem.
5. **Make and Keep More Money**  
*YOU ARE WORTH MORE THAN YOU’RE MAKING.*

Money, money, money! You “gotta” have it and have a lot more than you think. You know you can make (and keep) more money, so why don’t you. Your Coach will help you increase your business, fill your practice, pay off old bills, set up a financial plan and future and help design a strategy for you to earn more from your professional efforts, if that is your goal. (Yes, you can!)

6. **Identify and Extend Your Boundaries**  
*DEFINE WHO YOU ARE AND WHO YOU ARE NOT.*

A personal boundary is an imaginary line of protection you draw around you. Boundaries are not designed to isolate you or to make you aloof. Instead, boundaries are what you establish to prevent people from doing certain things to or around you. You decide what is acceptable and unacceptable behavior in how other people interact with you and/or your business. Will your boundaries permit rude and obnoxious patients? Will you accept disrespectful employees? Healthy dentists and individuals have “set” boundaries as a way to love themselves and to identify the behaviors that they want to accept into their practice and personal lives. Healthy boundaries = a healthy and thriving practice.

7. **Reach for More, Much More**  
*YOU WILL NOT BE CONSUMED IN THE PROCESS.*

When anyone has a partner they trust, they will always reach for more because they can afford to.

8. **Simplify your life**  
*BUSINESS AND PERSONAL GROWTH WILL ACCELERATE WHEN YOU CREATE ROOM FOR IT TO HAPPEN.*

Do you ever feel like the gerbil on the wheel…going, going, going and never able to get off? We are naturally drawn to keep ourselves and our lives busy and complicated. When our lives are so “crammed” full, we miss out on opportunities *(you deserve to be full and complete not “crammed” full).* When you eliminate all the “shoulds,” “have to’s,” “obligations,” and “commitments” you create room for what you NEED. Needs have priority and you feel great knowing that you prioritize what is most important to you and your business.
9. Make better decisions for yourself and your business
   BECAUSE YOUR FOCUS IS CLEAR.

   “No one is as smart as all of us.” Dentists use a Coach because they know the value of sharing ideas with someone who understands them and is subjective enough to want a lot for them, yet objective enough not to be biased or self-serving. When you talk about your options with someone who will listen and ask the right questions, the difficult and confusing issues become very clear.

10. Have a lot more sustainable energy
    NO MORE STARTING AND STOPPING.

    When you're happy, productive and free from tolerations and problems, you're going to feel better! When you do your work with your whole heart you will succeed as there is little competition. Since it is the START that STOPS people, you will build a forward motion that is self-perpetuating.

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Dr. Ron Arndt is an International Coaches Federation, Master Certified Coach, known for taking a highly personal approach to Dental Practice Management.

He has blended thirty-five years of clinical practice and entrepreneurship with the opportunity to work with and help dentists who would rather be in control of their practice, rather than their practice controlling them.

Now that you have seen the Top Ten reasons why coaching can help build your dental practice, if you would like to take the next step and inquire if coaching is right for you, please get in touch with Dr. Ron.