



EXTREME BUSINESS UK WORKSHOP PROGRAMME 2020

London | Manchester

Your survival
guide through
the uncharted
territory of
tomorrow's
business
landscape



Sign up at coachbarrow.com/workshops-2020

coachbarrow@me.com

In January 2020, I'm going out on the road again, delivering a workshop and coaching programme that I guarantee will accelerate the growth of those practices attending.

I've had (and continue to have) the pleasure of working with some of the leading practices in the UK, Ireland and around the world and I want to pass on the best ideas in the business of dentistry to more independent practice owners over the next 10 years.

Whether you are a start-up or established, single or multiple site, GDP or specialist referral practice — this programme will make a huge difference — I know it because 2019 has been a year of record growth for my existing clients.

#CBisMyCoach

“

Every time I'm in contact with Chris I feel inspired - and it's a gift he decides to share.

GAYNOR LANGLEY
38 DEVONSHIRE STREET



EXECUTIVE SUMMARY

I'm looking for 30 dental practice owners who want 2020 to be a momentous year for their personal and professional development and who want their management teams to be the best in the business.

The key words associated with this programme are KNOWLEDGE and ACCOUNTABILITY.



QUARTERLY

I'll be delivering full-day, quarterly workshops in 2 locations:

- Central London
- Manchester

Attendance by owners, managers (business/clinic/front desk/marketing) and TCOs.

A year-long curriculum focused on the philosophies of Profitable Dental Practice and The E-Myth Dentist and my 20+ years of dental business coaching **PLUS** all updated to reflect current market trends:

1. Constructing your business vision
2. Low cost internal marketing for new patients
3. How to deliver a remark-able patient experience
4. Understanding money and numbers in the business of dentistry
5. How to make your associates profitable
6. The treatment planning process and presentation
7. Leadership, management and team-building
8. Personal organisation and time management

Each workshop will include printed workbooks, self-assessment tools, spreadsheets, templates, protocols and infographics.

All workshops will be relevant for CPD purposes.

MONTHLY

Every month you and your managers will be invited to attend an hour's live webinar early evening.

At each call, Chris will facilitate a conversation on topics relevant to the business of dentistry and answer direct questions from clients. Recordings of the webinars will be available for those unable to attend.

Topics for discussion will focus on:

- Finance
- Marketing
- Social Media
- The Patient Experience
- Operations
- Team
- Overall Strategy

Be prepared for straight answers to tough questions and debate and discussion with your fellow workshop programme attendees.

It's not just about being inspired by me, it's also about being inspired by what they are hearing the other people in the room are up to.

CHRIS BARROW





WEEKLY

You and your managers will be invited to complete a weekly progress report online, in which you will identify key achievements during the week and objectives for the following week.

I will hold your managers accountable for completion of the tracker and will give feedback and direction each time.

DAILY

Throughout the programme year, you and your managers will have unlimited access to me as business coach — email and Zoom/Facetime as required.

I will act as a trainer, consultant, coach and mentor to you and your managers, holding myself responsible for making 2020 an outstanding year of progress for you and your business.

COMMUNITY

At each workshop, you will meet with colleagues at various stages of business development – I want the workshops to be relevant for those who may be just starting out on their ownership journey (opening or buying their first practice), those who have established businesses and are looking to break through a glass ceiling and those who have ambitious growth plans and want to create a dynamic environment in which their managers can survive and thrive.

Programme members (owners and managers) will have access to **The Extreme Business Forum** - a private Facebook group that has 700+ members of Coach Barrow clients — past and present. In that Forum we have already and continue to share ideas, resources and Q&A threads — a place where you can ask questions and get rapid answers from your peers.

INVESTMENT

The year-long programme (January to December) will require an investment of just **£600 per month** (inclusive of VAT) per dental business.

I want to become the lowest paid full-time member in your business for 2020 — making the biggest difference. Your investment will include all marketing collateral, membership of The Extreme Business Academy, monthly webinars, weekly tracker reports and daily coaching. Attendance at the quarterly workshops will require an additional investment of around £60 + VAT per head.

WORKSHOP LOCATIONS AND DATES

	LONDON	MANCHESTER
Q1	January 14	January 15
Q2	April 2	April 3
Q3	July 7	July 8
Q4	October 6	October 7

If you cannot make the quarter at your usual location, feel free to transfer to the alternative location and meet new clients.

“

Chris has ‘done it and got the t-shirt’ which makes buy-in to ideas from senior members of the team much easier.

That’s why #CBismycoach

HARRY GILL
ENVISAGE DENTAL, BASINGSTOKE



WEBINAR DATES

All webinars will take place on The Extreme Business Academy online platform at 7PM BST for 1-hour, and will generate verifiable CPD. Dates may be subject to change.

Q1	January 6	February 3	March 2
Q2	April 15	May 5	June 1
Q3	July 1	August 3	September 7
Q4	October 12	November 2	December 7



JANUARY 2020

The Marketing Day

A complete overview of what's working NOW in independent practice marketing:

- Understanding the difference between advertising and marketing – and why that's important;
- Creating a comprehensive marketing plan for 2020 embracing:
 - Your patient recall system;
 - Social media engagement;
 - Making your website attractive;
 - Creating your practice blog
 - Creating your email patient newsletter;
 - Engaging the whole team by using your morning huddle as a marketing focal point;
 - Creating an end of treatment protocol that never fails;
 - External marketing through advertising, publishing and networking.
- Building your marketing action plan and budget

The marketing day will appeal to all owners, managers and TCOs.

APRIL 2020

The Money Day

A complete overview of how to measure and monitor every aspect of your practice finances to achieve maximum profitability:

- Understanding your profit & loss statement;
- Identifying how to measure your Key Performance Indicators (KPIs);
- Benchmarks for performance;
- Creating budgets and cash flow forecasts;
- Measuring clinician productivity and profitability;
- Understanding the significance of OCPSPD (operating cost per surgery per day);
- Accurate pricing;
- Tips and tricks to ethically maximise profit.

The money day will appeal to owners and any managers with financial responsibility



Make 2020 a year to

JULY 2020

The Patient Experience Day

A complete overview of your patient experience to ensure that you are delivering customer service that will generate positive reviews and recommendations.

- First digital contact — making it engaging and easy to connect with you;
- First human contact — ensuring that your telephony and front desk team are delivering a 5-star experience;
- First consult — increasing your conversion of enquiries to consults;
- Treatment co-ordination and plan presentation — increasing your conversion of consults to plans and plans to treatment taken up;
- Managing your sales pipeline — making sure that fish, once caught, don't slip out of the net;
- The End of Treatment Conversation — enrolling your patients as practice ambassadors.

The patient experience day will appeal to owners, managers and TCOs.

OCTOBER 2020

The Personal Development Day

A complete overview of the habits of highly successful owners and managers and how they combine leadership, management, delegation and calendar control to focus on their own unique abilities.

- Time management for owners and managers;
- Personal organisation for owners and managers;
- Leadership, management and why it's important to know the difference if you want to build a great team;
- Team building — how to create a Champions League team around you.

The personal development day will appeal to owners and managers.



remember for growth.

RESOURCES INCLUDED

During the workshop year I'll be sharing with you many resources from the Extreme Business Library, accumulated over 22 years of working with some of the best practices in the world.

- Sales aids
- Infographics
- Excel templates
- Powerpoint treatment plan templates
- Patient letters and consents
- Telephony guides
- Scorecards
- Podcasts
- e-Books

A business development toolkit exclusively available to my clients.

In addition, you will have complimentary 1-year membership to The Extreme Business Academy (RRP £260), offering another 36+ hours of vCPD over the course of the year from monthly live webinars, tutorials and interviews with industry leaders. You will also receive 20% off our comprehensive Academy courses for your team.



EXTREME BUSINESS
ACADEMY

I took the plunge and can
honestly say I have no
regrets at all. That's why
#CBismycoach

ROSS CUTTS
CIRENCESTER DENTAL
PRACTICE



MONEY-BACK GUARANTEE

If at any point during the 12-month programme you feel that the journey is not right for you or that you are not getting the value you require, you can exit the programme and I will refund your previous month's fees — no questions asked.

COMPETITION

We will take a common-sense approach where two practices apply to join the programme who are in close geographical proximity — this will vary according to population density. In the case of genuine overlap, a first come, first served rule will apply.



Working with Chris will give you the tools to drive your practice forward as his 23 years of experience and coaching are tried and tested — they work! That's why #CBismycoach

JENNY YULL

**THE GALLERY DENTAL &
IMPLANT CENTRE**

What to do next?

To reserve your place on the Extreme Business 2020 Workshop Programme, I will require a deposit of £600 inclusive of VAT that will be offset against your January fee — all future fees will then be collected on the first of the month by Direct Debit.

Additional workshop delegate fees will be collected online before the event.

To register your interest or pay your deposit and secure your place, please visit www.coachbarrow.com/workshops-2020

If you have any questions regarding the programme, or would like to book a complimentary call with Chris Barrow, simply email phillippa@coachbarrow.com.

Why not take action NOW to **make 2020 a year to remember for growth**, confidence, innovation and management development — why not just do it?



Extreme Business

2020 Service Menu

Chris Barrow
Business Coach

Mobile
Email
Web
Skype
Zoom ID

07713 644437
coachbarrow@me.com
www.coachbarrow.com
chrisbarrow999
876-320-8623

	FORUM FREE	ACADEMY £25 pcm (or £260 pa)	WORKSHOPS £600 pcm per business	COACHING £1,200 pcm per business
Website Resources	✓	✓	✓	✓
Facebook Business Page	✓	✓	✓	✓
Chris Barrow's blog – thinking business	✓	✓	✓	✓
The Extreme Business newsletter	✓	✓	✓	✓
The Extreme Business Podcast and the Two Reds Podcast with Ashley Latter	✓	✓	✓	✓
The Extreme Business Forum – Private Facebook group	✓	✓	✓	✓
The Academy – Monthly live webinar		✓	✓	✓
The Academy – Monthly online tutorial		✓	✓	✓
The Academy – Monthly video interview		✓	✓	✓
The Extreme Business Library – Member's archive of infographics, spreadsheets, templates etc. (80+ resources)		✓	✓	✓
Quarterly Mastermind Workshops on Marketing, Finances, The Patient Experience and Leadership & Management			✓	✓
The Extreme Weekly Tracker – automated weekly report and accountability			✓	✓
Unlimited email/Zoom support by CB			✓	✓
Monthly 1:1 Zoom call with CB: (in months 2 & 3 of each quarter) 1 hour, Principals and Managers				✓
Quarterly full-day practice visit by CB: Monthly Management Meeting and Team Training				✓
Complimentary Study Club evening: presented by CB				✓