



Coaching possesses a particular kind of relationship and intention. The relationship between a coach and the individual is specific - both are committed to the best possible performance of the individual where performance is defined by outcomes and accomplishments.

#### **PURPOSE**

*Educate, train and develop already successful dentists to generate a world class enterprise.*

*Create and implement advanced business context and concepts.*

*Implement a human resources model that effectively shifts staff management from a standard hierarchical model to a corporate model, resulting in significantly greater staff accountability, greater staff self-management and appreciably increased self-generation.*

*Develop a corporate business model that provides strategies far beyond a single-location small practice model.*

#### **COMPONENTS**

*Initial interview to determine issues and concerns*

*Formal proposal defining outcomes, results and conditions*

*Engagement can vary between 6-12 months*

*Minimum two coaching calls per month*

*E-mail*

*Online surveys and assessments*

*A good coach will make his players see  
what they can be rather than what they are.*

ARA PARASHEGHIAN