Don't be fooled by a title – *you need more than a crystal ball*

Andy McDougall will be delivering the popular BDA Training Essentials course *Getting better results with business planning* at the British Dental Association on Friday 18 September. To book your place, call the BDA Events team on 020 7563 4590.

Finance and business planning – it doesn't sound very exciting does it? But you would be wrong to dismiss this course out of hand! Lend us your attention for a few moments and let us convince you that this will be one of the most compelling courses you will ever attend – and definitely better than using a crystal ball.

Compelling: it means to evoke interest, attention, or admiration in a powerfully irresistible way and we have no doubt this is

how you will feel within minutes of the course beginning. Andy will hold your attention for the day and by the end you will be in awe of how much he has imparted and how much more you know about your practice and about managing it better in the future.

Business planning is really about determining how to achieve a significantly more profitable future than you would otherwise achieve. It's about teaching you to lead and run your business in order to deliver the results you previously only dreamt imaginable.

It's not airy-fairy either. Like dentistry, it is derived from tried and tested principles and techniques that enable you to make better decisions, the right decisions, in a specific order and sequence that underpins success. And most importantly, because it prompts you to make decisions and to take action by delivering change – your circumstances change.

Andy will cover the whole spectrum: the strategic plan, how to underpin your vision with a means of achieving it, your break even point, the difference between profit and

Head to Glasgow in September for this year's ***BDA Scottish Scientific Conference and Exhibition*** – lots of learn

The programme has now been finalised with some of Scotland's leading dental experts confirmed to address delegates in Glasgow.

The event, sponsored by MDDUS, takes place on 4 September 2015 at Glasgow's Crowne Plaza Hotel. It will include a special address by the Chief Dental Officer for Scotland, Margie Taylor, who will present on the current challenges facing dentistry in Scotland.

The programme includes a number of sessions of interest to dental therapists including:

- Food, drink and dental erosion
- Tips on achieving patient adherence
- Dementia and its impact on oral health
- Managing and resolving conflict in the team
- Stress vs. wellbeing in the dental profession

Plus a number of Core CPD sessions on child protection, medical emergencies, infection control and oral cancer.

Further benefits of attending include the event exhibition, with a range of dental suppliers, and access to a CV Clinic, a new

feature for 2015, offering one to one advice and guidance on how to present yourself on paper within your chosen career path.

The DCP early bird price is just £80 which includes lunch and all course materials. Up to six hours verifiable CPD is available to delegates.

For full programme and booking information visit www.bda.org/scottishscientific

You can also book your place by calling the BDA Events team on 020 7563 4590.

cash, the correct associate remuneration, moving away from the antiquated hourly rate pricing, setting up the business plan, monthly monitoring of what's going to make the difference, assessing your brand position, delivering the necessary growth and closing the sales gap by taking your team on the journey with you.

This course underpins the premise of Andy's company, Spot On Business Planning, essentially giving you a recipe to double your net profit every three years.

Whether you're starting up, kick starting a stagnated practice, preparing to buy or sell, taking your existing practice to the next level or digging your business out of trouble: this course is a must for everyone who plans to own, or who owns a dental business.

But don't take our word for it. Here's what previous delegates had to say about what they liked about the course!

- *It explained what a business plan is and how to put it into play; to make and to see where the practice is going the whole course was very useful and informative for me.*
- *Enjoyed all of the course and feel very motivated to implement some of the things I have learnt.*
- *The speaker was extremely interactive and engaging. Thoroughly enjoyed it.*

Also coming up in London...

The essentials of staff management: a two day intensive course

Thursday 24 - Friday 25 September

This comprehensive two day course will provide new managers with the fundamental skills needed to succeed and will also refresh the skills of existing managers, providing updated tools and techniques to use in this ever changing industry.

Please note this course is not included as part of the offer.

Special offer from the BDA: buy one *Training Essentials* course get another free!

The British Dental Association offers a range of training courses, entitled *Training Essentials*, for the whole dental team to help you to meet all your verifiable and core CPD requirements. These one day, cost-effective courses cover a range of topics including all regulatory updates, business management and personal development.

For one day BDA Training Essentials courses this September only we have a special offer which enables you to book one course and attend another free of charge.

Courses coming up to which this offer applies:

Safeguarding children and vulnerable adults - core CPD

Friday 4 September

This one day course will cover the important key standards of safeguarding children and vulnerable adults focusing on Regulation 11 and outcome 7 of the CQC Essential Standards.

An IRMER course in dental radiography and radiation protection - core CPD

Friday 11 September

Ionising Radiation (Medical Exposure) Regulations 2000 (IRMER) impose significant requirements for patient protection. This course will bring you up to date with changes to legislation concerning dental radiography and ensure you are aware of statutory responsibilities.

Management of medical emergencies for the whole team - core CPD

Friday 11 September

This interactive one day course addresses the practical aspects of managing medical emergencies in the dental practice, and brings you up-to-date with the latest standards and procedures. Increase your confidence with hands-on basic life support training, and ensure you understand the importance of how, and when to administer emergency drugs.

Getting better results with business planning

Friday 18 September

Areas to be covered in this one day course include pricing, profitability by clinician and income stream, effective stock control, break event point analysis and performance management of your business and your team.

The DCP rate is £135 for a one day course but book before the 14 August and you get two courses for just £135! Call 020 7563 4590 to book. Visit www.bda.org/events for further information

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THESE COURSES TAKE PLACE AT BDA, 64 WIMPOLE STREET, LONDON, W1G 8YS.

This offer for September courses cannot be booked online, excludes two day courses and cannot be applied to events already booked.

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