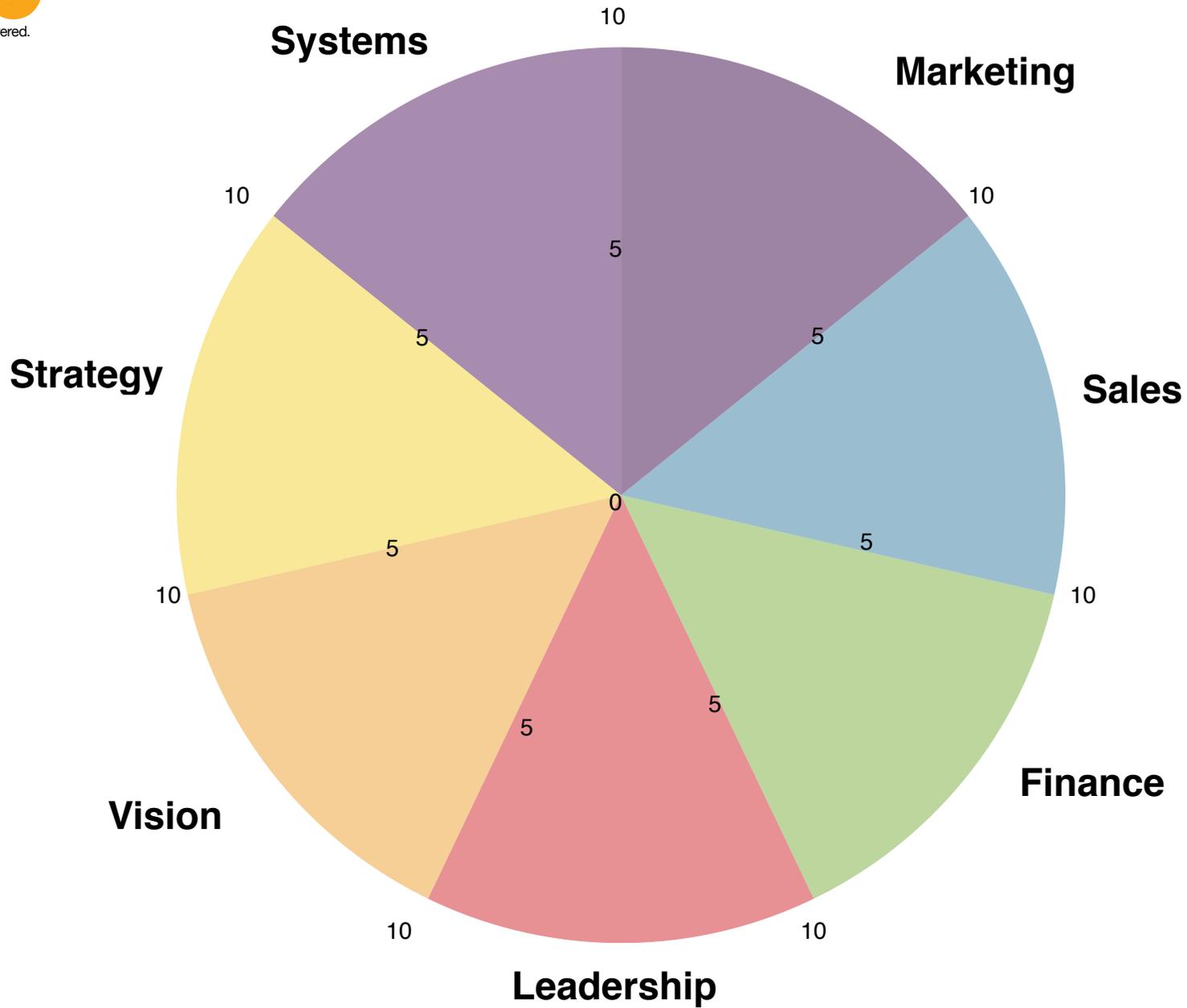




DWB Business Wheel



Please shade in each pie section; starting from the centre outwards to represent the status of that aspect in your business.
So essentially, you are giving each section a score out of 10 as to how it stands currently.

Once you have done this - look at the overall shape that you have created.

If this were to be the shape of the wheels on a bicycle, how far would you get?





7 Core Fundamentals of Successful Dental Business

1. **Vision.**
This is how you see your future for both entry and exit from your business. This is the “dream” that you want to achieve.
2. **Clinical Skills.**
This is the type of dentistry that you would like to do with confidence. It also helps to establish trust, value and confidence in you from your team. This reassurance and confidence in your clinical skills helps to promote your abilities to your patients.
3. **Leadership.**
There are two aspects to consider when understanding Leadership:
 - a. **How to work “on” your Team** – This is where you establish leadership skills to inspire and motivate your Team to follow you in achieving your Vision. It is the art of getting others to do the things you need them to do because they want to do it.
 - b. **How to work “in” your Team** – This is where you establish protocols for improvements within your Team. This can include management systems, practice team agreements, increasing skills and training and meetings for proper business function. It helps to create true Teamwork – a committed group of individuals working cohesively towards a common set of goals.
4. **Financial Model.**
This is where you establish clear metrics that you can track, record and evaluate to achieve your goals and ultimately, your Vision.
5. **Sales.**
This is where you and your Team establish effective communication skills to achieve continuous comprehensive case acceptances of complete treatment plans. It also requires establishing a positive patient experience in your business.
6. **Marketing.**
This is about getting the message of who you are and what you can do, across to the right caliber of customer using the appropriate promotional media.
7. **Systems.**
These help to establish correct and smooth running protocols for your business. Efficient systems allow the cogs of the business engine to function as effectively.