

Training *essentials*

6³/₄ hrs CPD
VERIFIABLE AT
THIS EVENT

Business planning and financial management for practice owners and managers

Wouldn't it be great if there was a surefire way of achieving the results you've dreamed of? There is – it is called effective business planning. Everything you do in your practice comes back to numbers so understanding them is essential - but knowing how to influence them is critical. This one-day course cuts through the jargon to teach you all the business things you should have learnt at dental school. It covers the theory of running a dental business but in a practical and pragmatic way.

What will you learn?

By the end of the course you will:

- be able to read and interpret a set of accounts
- know which processes in your business drive performance and how to manage them better
- have a practical understanding of stock control, pricing and other key processes and how they influence the numbers in your accounts
- understand the relationship between marketing, brand, people, and sales growth
- recognise gaps in your knowledge and therefore your current approach
- know how to apply what you learn and how to use key performance indicators (KPIs) to change your result
- want to know more!

Why should you attend?

This course will highlight what you don't know about running a dental business. It uses words you are familiar with, such as vision, profit, brand and measuring performance, but it brings them to life by illustrating how they are used in a practical way, to manage your result.

About the speaker



Andy McDougall

Spot on Business Planning

Andy has over 25 years' experience of business planning and brings techniques and expertise from a wide range of commercial and competitive business sectors. He specialises in delivering

business planning services to the dental community, enabling them to respond to an increasingly commercial and competitive environment.

From finance to marketing and people, Andy's hands-on approach across all business disciplines is refreshingly different and reassuring to practices who benefit from the transfer of business skills to their management team. www.spoton-businessplanning.co.uk



Course information

2011 Friday 13 May – London

2011 Friday 4 Nov – London

2012 Friday 24 Feb – Cardiff

2012 Friday 20 Apr – Glasgow

2012 Friday 8 June – London

BDA members: £170

Non-members: £230

Dental Care Professionals: £100

Fees include refreshments, lunch and all course documentation.

9.00am – 5.00pm
(registration from 8.30am)

Booking hotline

0207 563 4590

Who should attend?

This one day training course is a must for everyone who owns or runs a dental business.

Don't miss out, book your place today www.bda.org/training

