



Dental Business Coaching vs Consulting

Which Does Your Practice Actually Need?

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The Real Distinction

A consultant is typically brought in to diagnose a specific, bounded problem and hand you a set of recommendations. A coach works alongside you and your team over time, building the capability to keep improving long after the engagement ends.

Coaching Runs Across Seven Fundamentals

1. Vision

2. Leadership and Team Motivation

3. Sales and Case Acceptance

4. Marketing and Brand Growth

5. Systems and Operational Efficiency

6. Financial Strategy and Profitability

7. Clinical Strategy

Signs You Need Coaching, Not a One-Off Fix

- The problem touches your team, systems and numbers all at once
- A previous fix, new software, a training day, faded within a few months
- Your team looks to you for every decision, no matter how small

When Consulting Alone Is Enough

- The question is defined and bounded, a fee review or a compliance audit
- One clear decision is needed, not a pattern across the practice
- The team already owns delivery, and only the specific answer is missing



Which One Does Your Practice Actually Need Right Now?

Let's Talk About What Your Practice Needs

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