

# THE CONSULTING U announces a FRESH APPROACH for Consultants in 2012!

## SAME OBJECTIVE:

To help consultants be their best so that they can deliver the best.

## DIFFERENT APPROACH:

One-on-one, personalized coaching to address your personal areas of need.

We've learned a lot since the launch of The Consulting U in January 2007. One lesson is that students have needs and desires which can't always be fully addressed in a shared classroom environment. Our graduates tell us they learned a lot, yet also saw the benefits of a more individualized approach.

## We've been asked many times to:

- Provide mentorship and training on a deeper level.
- Offer issue-specific coaching.
- Help co-develop a student's comprehensive business plan.

## Starting now, we say "yes" to those requests!

If your dream is to start a consulting business, or take your current business to exciting new heights, let's "discover" how we can work together in a simple yet effective 4-step process.

## HERE'S HOW IT WORKS:

1. **DISCOVERY:** Tell us your dream. We will ask questions--lots of questions. Our objective is to "drill down" to your core needs and develop a...
2. **TRAINING PLAN:** Personalized just for you. Your needs may include a goal to better understand the business side of dentistry, to develop your own leadership skills so you can help dentists lead better, to analyze a practice -- or you may have questions about narrowing your service mix. Once the Training Plan has been designed, we move on to...
3. **IMPLEMENTATION:** There are a variety of options available in the Implementation phase. Your Training Plan may be easily completed with a series of phone calls. On the other hand, face-to-face meetings, telephone coaching, email and/or the opportunity to use our training materials may be the best option for you. Our working relationship is based on your needs and desires, coupled with our recommendations and advice on how to achieve results. Our primary objective for you is...
4. **Confidence, relevant new skills and the realistic and exciting prospect of making your dreams a reality!**



# TESTIMONIALS

*"Don't just consider The Consulting U. Do it! It is the best thing I did for myself and my business. Debbie and Virginia helped me put more structure to my business—very practical advice, helped to open doors to some for writing and speaking. They have been so generous in giving their time and talents and sharing their knowledge.*

Jan Keller, *Jan Keller and Associates*

*"I don't regret one penny I have spent on The Consulting U. I have gained so much confidence and feel I can charge real fees for my consulting and know I am worth it. I love having contact with Debbie and Virginia to work through the challenges I face. Before, I felt like I was doing it "on my own" and didn't feel qualified to handle some of it."*

Marsha Pilgrim, *MSP Consulting*

## Packages start as low as \$750.

*Isn't that a small price to pay to make your dream of owning a successful and profitable consulting business come true?*



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## BIOGRAPHY

Known for their business acumen and results-oriented focus, Virginia Moore and Debbie Castagna know how to get to the root of a problem (fast!). Virginia and Debbie have proven time and time again, to consulting clients across the country, that running a successful dental practice does not have to be so tough! Utilizing proven methods and an enjoyable and entertaining learning style, their aim is to educate and provoke actions that achieve positive results.



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Moore and Castagna have appeared in Dentistry Today's list of Leaders in Consulting every year since 2005, and regularly speak to audiences worldwide. They have co-authored 9 books on practice management topics, produce a popular e-newsletter, "Exactly!", and are Past Presidents of the prestigious Academy of Dental Management Consultants.

**THE CONSULTING U**  
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