

Long Live Your Consulting Career

Panelists:

- ❖ Mary Govoni, CDA, RDH, MBA
- ❖ Tuesday Andrews-Ross, RDA
- ❖ Olivia Wann, RDA, BS

Moderator:

- ❖ Leann Keefer, RDH, MSM

Step Successfully Into Consulting

Tuesday Andrews-Ross, RDA



Objective

Participants will be able to create strategies and implement plans which may be utilized as a guide to better prepare themselves before they take the leap into the wonderful world of consulting.

Making the Decision

Questions to ask yourself:

- Areas of expertise
- Consulting Services
- Pros and Cons of starting your own business
- Family support

Do Your Homework & Market Research

Worth Its Weight In Gold!!!

- Identify your competition
- How many doctor's are in your area?
- Reach out to your previous employers & colleagues
- Ask OSAP

Career Planning and Setting Goals

Where Do I Begin & Where Am I Going?

- Business planning
- Immediate goals, short term and long terms goals
- The reality

What's In Your Wallet?

What Do I Need To Get Started?

- DBA, Insurance, Certifications
- Must have items
- Marketing Materials
- CEU's and you
- Should I consider a Partner??

Networking & Collaborating

You Are Not Alone!

- Local retail and manufacture reps.
- OSAP and its members
- Professional enhancement courses
- Associations & Organizations

Growing Your Consulting Business

Olivia Wann, RDA, BA



Growing Your Consulting Business

- ❖ Branding
- ❖ Professional Materials
- ❖ Website & Brochures
- ❖ Keeping Current – OSAP, CDC, OSHA Outreach, Continuing Education
- ❖ Establishing a “Recall” System

Growing Your Consulting Business

- ❖ Branding
- ❖ Website
- ❖ Keeping Current – OSAP, CDC, OSHA Outreach, Continuing Education
- ❖ Establishing a “Recall” System

Accounting

- ❖ Quick Books
- ❖ Color Coding “Charts”
- ❖ Letters & Correspondence

Networking

- ❖ Consultants
- ❖ CPAs
- ❖ Meeting Planners
- ❖ Article Writing
- ❖ Vendors
- ❖ Study Clubs

Professional Liability

- ❖ E & O Insurance
- ❖ Professional Liability
- ❖ Copyright Infringement
- ❖ Other Business Association Considerations
- ❖ Commingling Funds

Maintenance Succession Stage

Mary Govoni, CDA, RDH, MBA



The Maintenance Succession Stage of Your Consulting Career

❖Who do you need to be?

–Clarity and Focus

- Target market
- Specialized skills/areas of expertise – niche
- Branding

–Shift and Re-Invent

- Trends in the marketplace
- Ask questions of clients
- Establish yourself as an expert

The Maintenance Succession Stage of Your Consulting Career

❖Keep up with technology!

–Software

–Hardware

–Web site

–Social networking

- Facebook, Twitter, blogs

The Maintenance Succession Stage of Your Consulting Career

❖Stay informed!

–OSHA, CDC, FDA, EPA, state dental boards

–National Speakers Association

- www.nsaspeaker.com

–Association for Training & Development

- www.astd.org

–Speaking and Consulting Network

- www.speakingconsultingnetwork.com

–Academy of Dental Management Consultants

- www.admc.net

The Maintenance Succession Stage of Your Consulting Career

❖ Succession Planning:

- Do you want your business to continue?
 - Transition in partner
 - Sell business

❖ Planning for the worst-case scenario

- Who will cover if you are ill? (network)
- Liability insurance (general, E&O)
- Disability insurance

Panel Discussion


