

# **Dr PAMELA JANE COATES ARMSTRONG**

BDS VU (Manc), LDSRCS (Eng), MFGDP (UK)

GDC 50299 pam.armstrong@btinternet.com 07801 749101 01457 875260

- **Partner in Armstrong Consultancy Services** offering business coaching and mentoring to small businesses and those in customer services
- **Dental Surgeon and former multiple practice owner**
- **Voluntary Business Mentor with GC Business Growth Hub Manchester**
- **Post Graduate Certificate Level 7 Leadership Coaching and Mentoring**
- **Graduate of Golden Sachs 10K Small Business Programme**
- **Formerly a Vocational Trainer for 4 newly qualified dentists**
- **Founder of Piccadilly Practice Promotions Ltd.**
- **Current President of Saddleworth Women's Institute**
- **Volunteer with "Silverline" and "Confidential"**



## **Personal Statement**

A "change maker", my professional dental focus was building the environments to enable my patients to smile with confidence and my staff to blossom as they developed into new roles and responsibilities. This involved being at the forefront of new developments and continually learning from industry leaders. Strategic planning enabled me to build an award-winning, customer-focused, caring business. Understanding how lonely it can be to run and develop a small business I now work with others who have taken on this challenge, focussing their thinking, cheering their successes, and supporting them through any crises.

## **Current Employment**

Since the sale of my private dental practice I have been keen to help others using my knowledge of dentistry, practice development and business growth gained from numerous coaches and mentors throughout my career.

I am the senior partner in Armstrong Consultancy Services offering coaching and mentoring to small businesses in different sectors. I am also working as a voluntary mentor for the GC Business Growth Hub in Manchester, supporting mentees in different business sectors and helping them continue to develop their businesses throughout lockdown to meet the changed world.

## **Previously**

I have owned three multi-surgery mixed NHS/private practices with associates and vocational GDPs. I have converted practices from NHS to private and introduced capitation schemes. I founded Piccadilly Practice Promotions Ltd selling promotional and marketing material to dental and optical practices. I have written articles and lectured about marketing and dental lasers and featured in numerous publications and TV programmes.

## **Clinical Post-graduate experience**

My clinical skills were enhanced by intensive training from which I introduced new techniques and disciplines into my practice. These include the Mike Wise restorative courses in London for 3 years, the Paul Tipton year-long dental implant course, the Aesthetic Advantage cosmetic dental courses in London, New York and Palm

# **Dr PAMELA JANE COATES ARMSTRONG**

BDS VU (Manc), LDSRCS (Eng), MFGDP (UK)

GDC 50299 pam.armstrong@btinternet.com 07801 749101 01457 875260

Springs, Bob Khanna courses on facial rejuvenation treatments and courses on the use of dental lasers. I am also experienced in providing sedation, Invisalign™, Six Month Smiles™, Inman Aligner™, Oralift™ and Somnowell™.

## **Business and Practice Development experience**

I am a graduate of the Goldman Sachs 10K Small Business programme which covered brand development, finance, operations, leadership, preparing for sale, marketing, and customer segmentation. This enabled me to evaluate and drive business performance at my practice whilst preparing it for sale. The success of developing a prestigious private practice in a small town was driven by participation and implementation of techniques learnt by our team from Jameson Management, Chris Barrow, Ashley Latter and Growth Accelerator in-practice training. I have developed websites and social media campaigns and held practice Open Days.

## **Positions of Responsibility**

Becoming Chairman of “The General Dental Practitioners Association”, a founder member and a Chairman of “Women in Dentistry” and a member of the Denplan Advisory Board and Manchester Local Dental Committee all enabled me to become involved in the political aspect of the development and provision of dentistry and to organise, chair and manage meetings and speakers.

Becoming National President of Business and Professional Women UK involved me in team working, project management, political activity, conference and event management. Currently President of Saddleworth Women’s Institute after a period of major transition so have been involved with implementing systems and team responsibilities. During lockdown I have introduced and developed methods of keeping in regular communication with our members, many who were isolating.

## **Awards**

I achieved the Forward Ladies “Professional Woman in Business NW Award” in 2015. I was also a finalist for “Dentist of the Year North” at the Dental Awards, “Employer of the Year” and “Outstanding Businesswoman of the Year” at the E3 Awards and Rochdale “Businesswoman of the Year”. Our practice team won “Best Dental Care UK” at the Dentistry Awards 2014, were finalists in the “Team of the Year” and were shortlisted for “Best Customer Service” at the National Entrepreneurs Circle Awards 2014.

## **Additional Information**

A bit of an adrenaline junkie, I love a new challenge. I enjoy driving powerful cars, riding Segways and adventure holidays. Exercise is training in the gym and countryside walks with our rescue dog. Married to a retired dental technician who has taken up golf, I can be flexible with time and by using Zoom I can be available nationwide.