EXTREME BUSINESS

Coaching and community for independent dental practice owners

The UK's highest rated dental business coaching programme, now part of The Campbell Academy.

The Campbell Academy · campbellacademy.co.uk/extreme-business





Same coach, same relationships, a bigger team behind them

- In summer 2026 The Campbell Academy acquired Extreme Business
- Chris Barrow's coaching joins Colin Campbell's operational experience and the Academy's education, infrastructure and team
- One connected pathway, from free advice through to intensive coaching

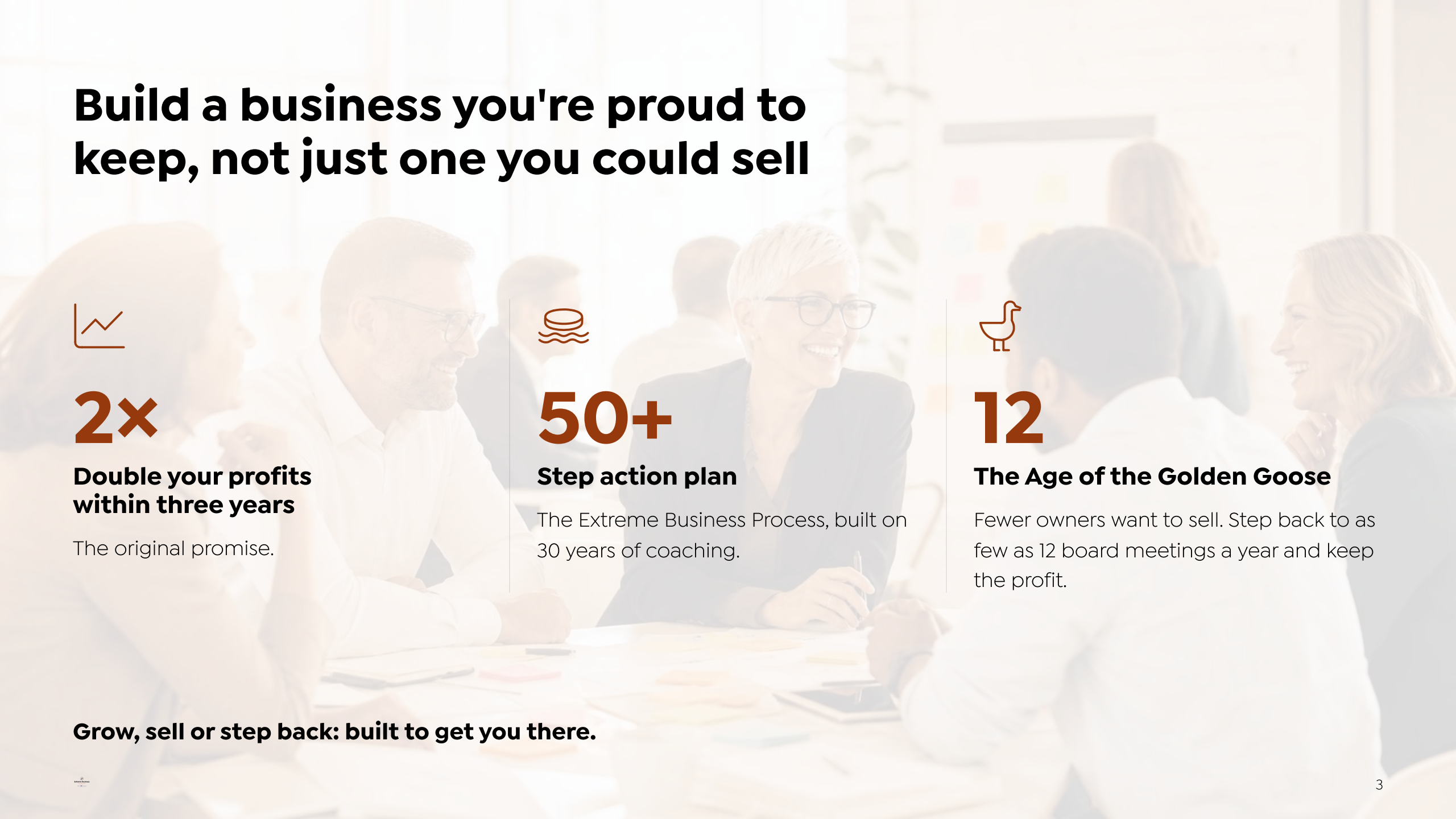
400+

Five-star reviews

30+

Years coaching UK dental practice owners

Build a business you're proud to keep, not just one you could sell



2×

Double your profits within three years

The original promise.

50+

Step action plan

The Extreme Business Process, built on 30 years of coaching.

12

The Age of the Golden Goose

Fewer owners want to sell. Step back to as few as 12 board meetings a year and keep the profit.

Grow, sell or step back: built to get you there.

Great coaching matters. So do the people around you.

In the room

Quarterly days bring owners and senior teams together to learn and build relationships.

Between the meetings

Weekly Huddles and the Extreme WhatsApp community keep the conversation going.

Part of something bigger

Clubhouse access connects owners to the wider Campbell Academy mentoring community.



90

How it works

90-day cycles, four quarters a year.

What's included every 12 weeks

Quarterly Clinical Business Series

A full day with clinical experts. 4 days a year, 2 tickets per day.

Quarterly Business Implementation Series

The Senior Leadership Team (SLT) Academy. 4 days a year, 4 tickets per day.

Weekly Huddles

Live group coaching every Tuesday at 19:00.

Quarterly 1:1 coaching

A video call with the MDCT.

Unlimited email access

Direct to the coaching team.

Online team training platform

The full archive for the whole team, including the re-recorded Extreme Business library.

The SLT Academy builds a leadership team that runs the business with you

SLT means Senior Leadership Team. Led by Chris Barrow: four full-day workshops, sixteen 90-minute modules.

Build the machine

Why, strategy, money and management

Build the demand engine

Marketing, conversion and patient experience

Build the delivery engine

Product, operations, people and leadership

Build the business that works without you

Performance, scale, freedom and exit

By the end of 2027, your SLT will have built

- **Financial and KPI dashboard**
- **SLT management calendar and accountability map**
- **Lead-generation plan and 90-day content engine**
- **Enquiry-to-start conversion funnel**
- **Patient-experience blueprint**
- **People-system scorecard and leadership charter**
- **Capacity and growth plan**
- **36-month roadmap and four 90-day sprints**

Who attends: owners, practice and business managers, TCOs, clinical leads, operations and marketing leads

2027 guest speakers lead a training day for your wider team each quarter



Q1

Dr Manish Chitnis

Trust to Treatment



Q2

Cat Edney

The Therapy-Led Transformation



Q3

Colin Campbell

Strategy for Everyone in the Dental Practice



Q4

Dr Elaine Halley

The Digital Patient Journey

24 event tickets across seven UK and Irish cities

24

Event tickets

Quarterly events run in: London, Bristol, Birmingham, Manchester, Leeds, Edinburgh and Belfast



Your membership also includes



Full Clubhouse access

Mentorship, peer channels and monthly live faculty sessions. Normally £300/month.



Three-year strategic plan

30% off the ITI Digital Dental Entrepreneurial Programme and the 5-Day Bootcamp.



The Campbell Academy Autopilot

An AI assistant built for the Extreme Business group.



WhatsApp groups and Buying Group

Owner, Manager and Marketing groups, plus a not-for-profit buying group.

Where we'll focus together

- The self-managing business
- The associate-driven business
- The hygiene/therapy-led business
- Advanced financial modelling
- Low-cost internal and inbound marketing
- The complete digital patient workflow
- The ideal team

THE OVERALL OBJECTIVE

Doubling your EBITDA

And with it your profits and goodwill value.



Headed up by Chris Barrow and Colin Campbell

Chris Barrow, Business Coach

Co-author of The E-Myth Dentist; 30+ years coaching UK dental practice owners.

Colin Campbell, Director, The Campbell Academy

Grew The Campbell Clinic from a single surgery into a multi-million-pound practice.

The Multi-Disciplinary Coaching Team (MDCT)

A growing bench, so support never depends on one diary.

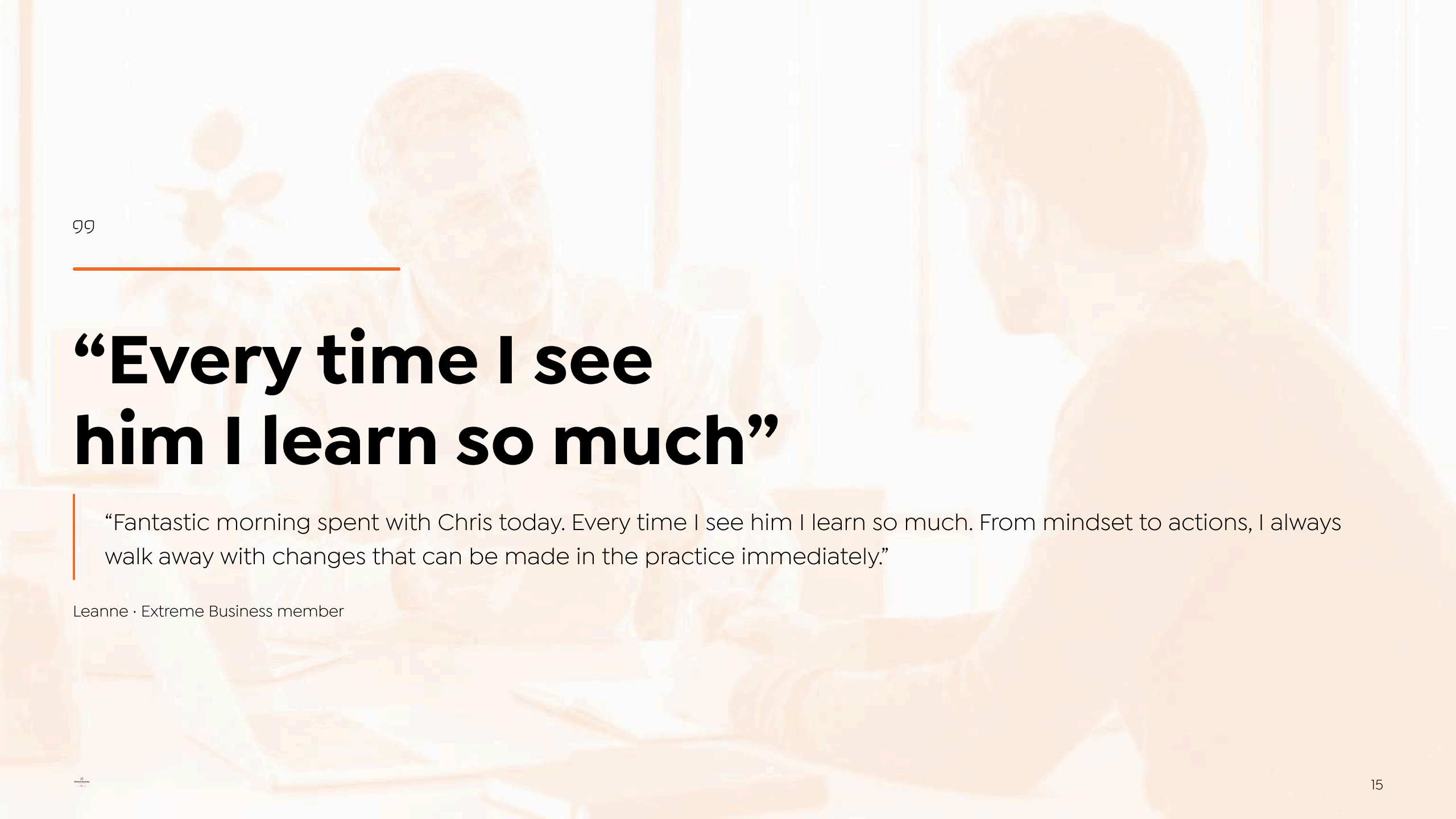
100+

like-minded dental business owners, on the same journey as you

Coaching and community create confidence

Your peers are just as important as Chris, Colin and the MDCT.

- Share your journey
- Ask questions
- Give answers
- Support each other



99

“Every time I see him I learn so much”

> “Fantastic morning spent with Chris today. Every time I see him I learn so much. From mindset to actions, I always walk away with changes that can be made in the practice immediately.”

Leanne · Extreme Business member

£840

A month inc. VAT, one dental business, everything included

One community, one price: £840 a month



No tiers, no add-ons to negotiate



An ongoing membership, not a course, built as a multi-year relationship in 90-day cycles



No prior course required

Ready to build your golden goose?

Book a complimentary discovery call with Chris: no pressure, no hard sell, an honest view of whether it fits.

0115 982 3919 · info@campbellacademy.co.uk
campbellacademy.co.uk/extreme-business

Scan to book a call