

Ascend Professional Pathways

Executive Coaching & Leadership Development



ascendpropathways.com

Coaching Case Study

Featuring...



Meet Caitlin Zulfic...

Caitlin is a passionate and dynamic dental professional with an impressive background in dental operations, management, and consulting. Being a previous private practice manager, Caitlin also held both Director and Vice President positions for two large DSOs.

Most recently, Caitlin started her own dental operations & management consulting company, **Fox & Lotus Consulting**, and experienced a whole new level of performance.

"I've always had mentors and people I could go to for advice, but at this stage with a lot of personal and professional changes, I needed and wanted consistency and accountability."



The Sticking Point:

As Caitlin was expanding within her consulting, she had an opportunity to lead her first public workshop, where Caitlin had some doubts on how successful she would be and the direction she wanted to take it.

"I signed up for my first talk at a conference and while I wanted to have this experience, I had a great deal of anxiety sorting through my thoughts and how I wanted the talk to be perceived by others. I lacked confidence, and when I saw Thomas was offering his services, I thought we could both benefit. I didn't have any expectations going into it, just that I wanted clarity and to let my true self shine in my business."

Finding Solutions:

After Caitlin started working with Thomas, she started to discover strategies that improved her focus on taking actions, staying positive, and refining the goals she wanted to accomplish.

"Thomas allowed me to utilize our sessions in ways that I needed. Some sessions I didn't know what I was going to say and contemplated skipping them, but every session proved to have great "aha" moments.

I wanted to start posting on social media, but I was afraid around what others would think, say, or people being overly critical of me. Thomas helped me continuously identify my "why" and what I wanted to achieve, reminding me helped me stay on track and keep my authenticity at the core."

Meaningful Results:

"One revelation I had after many sessions was that I was still trying to fit into something I didn't want anymore - leadership the way others I've been around and how they perceive it. I wanted to get back to when I felt my most authentic self and we were able to identify that time period and feed off the passion I had in that time. I told him how I am super creative and do my best work when I am making things. He asked me what it would be like if I viewed my business as a new recipe or a blank canvas - that set my wheels in motion, and I started making videos, writing articles, and completing my website."

Caitlin's experience highlights the benefits of how working with a coach who's intention is to amplify the client's strengths and passions can enable their success and align their purpose.

"I wanted to be myself, to start my company on a foundation that really resonated with me and built passion in me. I was like a writer with a writer's block, and I believe everyone needs a coach. We have so many thoughts, feelings, and emotions running through our minds and they can be very distracting and debilitating. Thomas takes a kind but clear approach to helping you see what's already inside of you and draws that out and plays on your strengths."

Caitlin's advice for other professionals:

"You have to be willing to be fully open. It doesn't happen at the first or second session, I noticed after a couple of months I really started to get out what was at the core of me and what was holding me back. Once I was able to say those things out loud, Thomas helped me put those thoughts in perspective and see them for what they really were - feelings, not facts."

Today, **Fox & Lotus Consulting** is focused on providing passionate and effective operational solutions for dental practices and professionals. Caitlin takes a holistic approach to consulting and works closely with her clients to understand their goals and challenges, and develop solutions that address their specific needs. Her approach is collaborative, transparent, and results-driven. Learn more about Caitlin and her passions at foxandlotusconsulting.com.

Thomas' mission is to empower professionals to overcome challenges, better achieve their goals, and reach their full potential. To learn more about his programs, please visit ascendpropathways.com or reach him on [LinkedIn](#).

