GOOD BOSSES AND GREAT TEAMS

SYLLABUS

This course is designed to help dentists and dental team members become more effective leaders of their practices and for practices to attract and keep a better support team. Attendees should leave with a better understanding of the role of a leader in business, what features are necessary to guide a dental practice to success in a competitive environment. In addition the attendees will get a better understanding of the market for team members and what it takes to attract the best. In addition they’ll learn ways to insure that the best stay with the practice.

GOOD BOSSES

Leadership is a learned skill. There are numerous examples of teaching methods that help bosses in all walks of life improve their skills to help their businesses succeed.

What makes a good boss

Leadership

BossyPants by Tina Fey
Leadership rules of Loren Michaels

The Seven Habits of Highly Effective People by Steven Covey

Be Proactive
Begin with the End in Mind
Put First Things First
Think Win-win
Seek First to Understand, then to be Understood
Synergize
Sharpen the Saw

A Vision: create a personal one, a family one, and one for the office
Involve the whole team
Use it to develop a Philosophy of the Practice (the Mission Statement)

Set goals based on the Vision and Philosophy

Managing

Executing the goals of the practice

A Strategic Plan

Use of the Philosophy
A new generation of Bosses:  Male vs Female
The Secret to Good Management

Listening

Active listening

Poor listening Habits

Appearing to listen

An environment conducive to listening

Uncomfortable information
Keep an open mind

Give undivided attention

Don't Interrupt

Clear out distractions

GREAT TEAMS

Finding Quality and Keeping them

The Value of a great team

Dentistry too complex to perform well alone

Patients look to team members to express the quality of the care

Referrals often staff driven

They speak the patient’s language

They manage

Finding a great team

The pool is shrinking

Everyone is seeking the same qualities

Qualities we should look for:

1. Outgoing personality?
2. Licensed auxiliary
3. Multi-tasker?
4. Lots of experience?
5. Neat and efficient?
6. Hard worker?
7. Team player?
8. Great with money?
9. Over achiever?
10. Flexible

Where to find them:

Ask the existing team members

Craig’s list

Newspaper ad
Ethnic groups
Returning moms
Over 55
Other dental practices

Make the practice a magnet for great team members

A vision worth following
A feeling of excitement
State of the art
Patient focused
Accent on individuals

To pick the right team member:

Focus on the job
   Needs of the practice
   Great job descriptions
Sell the position
Use staff to prescreen
Check references
Plan to train

To Interview

Remember who interviews whom
Set up the practice to show what quality team members want to see.
   A leader worth following
   A philosophy of integrity
   An opportunity to grow
   A commitment to teamwork

Keeping a great team
The value of a consistent workforce

Share the connection with patients

Know the system

Make the practice hard to leave

Create good job descriptions

Train

Appreciate

Add responsibility

Offer variety

Foster teamwork

Provide incentives

Involve in all aspects of the practice

Make the team even more valuable

Improve the office environment

The Moments of Truth

Patient treatment

Patient communication

Office appearance

Marketing