

Team Sport Dentistry

"How to Transform Your Practice Into an Unstoppable Winning Machine!"



A Better Team Benefits Everyone

The climate in your practice is 100% dependent upon the team dynamic, the makeup of the human element in your dental practice

Harsh Reality: The team writes your paycheck
You will never make more money than your team allows

Top 3 Causes of Frustration with the Team

Status Quo Thinking

You will get back what you expect from the team

Won't Go Above & Beyond, No Ownership Mentality

Must have team members who love the challenge of growing the practice

Unstable Production

Inconsistent effort causes ebb and flow of production- the numbers are a result of the execution and guidance of the team

Three Biggest Reasons we Struggle with the Team

#1- No Management or Over Management

#2- No Leadership or Dictator Leadership

#3- No Communication or Dysfunctional
Communication

The Self-Managed Practice: 5 Steps

#1- All Star Relationships, Communication and Teamwork

Know your team member's goals and they know yours

Build the “daytime family”

Practice- Clinically, Patient experience, Teamwork

Action Step

Team Members:

Take a moment to write down your personal goals and objectives.

What is a victory for you?

How do you see yourself as a fit for the vision of the practice? How do you see your role evolving, and the contributions you will make to the growth of the practice and getting patients healthy?

Action Step

Doctors:

Take a moment to write down your personal goals and objectives.

What is a victory for you?

What goals do you have for your team?

Take time to talk with each of your team members about their goals, objectives, and your assessment of their fit with the practice and the direction in which you want it to take.

The Self-Managed Practice: 5 Steps

#2- Ownership: Set Clear Expectations, Independence of Roles and Responsibilities

Ownership means the “ball” doesn’t fall on the floor

A Team member cannot live up to your expectations if they have not been set- clearly define what a victory for each role is and convey this to each team member

Action Step: *List EVERYTHING you do and touch and think about every day and if it's taking you away from your highest and best use... delegate it, eliminate it or mitigate it.*

Daily Roles and Responsibilities:

Responsibilities to Delegate, Eliminate or Mitigate:

The Self-Managed Practice: 5 Steps

#3- Performance, Daily Results, Accountability, and Incentives

Action Step: *Identify your #1 baseline objective for each POSITION every day and then the action they have to perform to achieve that... financial... quantitative (Use additional pages if necessary)*

Front Desk: _____

Assistant: _____

Hygienist: _____

Treatment Coordinator: _____

The Self-Managed Practice: 5 Steps

#4- Empowerment: Training, Personal Growth, and Creating a “Success” Environment

Training

Mandate that every person is operating at an A+ Level and facilitate the training needed to make this happen

Training increases:

Comfort

Confidence

Competence

Team members lacking these three things will *unintentionally* sabotage you and the practice

Personal Growth

Positive Mindset

Confidence in Communication

Personal Objectives in Life

Health and Happiness

“Success Environment”

Team must have permission to succeed and make mistakes

Create a culture of prosperity- the environment will breed the success of the practice

Action Step: *Figure out what they're great at and let them do it... Describe success for everyone in every position.*

Training: _____

Personal Growth: _____

Success Environment: _____

The Self-Managed Practice: 5 Steps

#5- Positional Hiring: Choosing, Cultivating and Keeping the BEST

The patient is only as good as the *people they engage with*

Re-assess each team member's strengths and which position those strengths match up with- use this to build the position around each team member.
Make your notes below.

Team Member Roles in the Ideal Practice

If “X” is everybody’s responsibility, then it is *nobody’s* responsibility. Define clear roles and responsibilities- divide and conquer.

1. Front Desk

2. Dental Sales Department

3. New Patient Coordinator

4. Treatment Coordinator

5. Assistants

6. Hygienists

7. Doctor

8. Director

Identify Leaders- Doctor- Front- Back- Champion

Activity: Divide and Conquer

- 1- Before your team meeting, make an index card using the list Core Responsibilities -attached (1 per card).
- 2- Before or during the meeting (depending on the amount of time you have for this meeting), have each team member write a detailed description of his or her daily activities. This should be not only what is included in the original job description, but a list of what each person is *actually doing* day-to-day.
- 3- Then, compare this list your index cards for each core responsibility.
- 4- Create an index card for any responsibility that is being reported but is *not in your list* of Core Responsibilities.
- 5- Distribute each index card to the person in the practice who “owns” this responsibility.

This activity will identify team members who have taken on too much responsibility as well as those who are focused on or bogged down by activities that take away from their talents. This is your opportunity to shift responsibilities to team members who are best suited for them, and away from team members who will excel in other activities.

Right Positions
+
Right People
=
Exponential Growth!

If it's right, it will pay.

Notes/Insights
