

5 SPECIFIC STRATEGIES

To Attract & Keep The Best Team Members



Use these tips to help you attract & keep the best possible Team Members in your practice!

the Thriving Dentist
with Gary Takacs

TIP #1:

*** Create An Environment Where Working In Your Practice Is Quite Literally The Best Game In Town**

One of the key factors that heavily contributes to retaining team members in your practices lies with the environment they are exposed to.

If they do not find themselves “wanting” to come for work every day, if they do not feel supported by you & other team members, they will not appreciate the dynamics within your practice.

Look at your practice & ask yourself “Have I created a work environment that is quite literally the best game in town?”

Check for signs to know how you have positioned your practice to your team members; Are you:-

Fostering Positivity in your practice?

Do you micromanage your team?

Are you undervaluing & under compensating your team members?

Do they feel like they are making a difference in your practice which they are proud of?

Very often we see dentists micromanaging their team members without realizing how it can lead to having very dysfunctional relationships within each other and can lead to many quality team members leaving because they want to go work in an environment where they can contribute without being micromanaged.

TIP #2:

*** Involve Some Of Your Team Members In The Hiring & Onboarding Process**

I’m sure you’ll agree with me when I tell you “we are smarter together than we are alone”. Involving some of your team members in the hiring process can have a huge impact on the team co-ordination & productivity as a team & as a practice too.

It's not uncommon to see team members complain about the new recruit when things don't seem to be working out with them.

Involving them in your hiring process not only increases the chances of hiring great team members but it also creates this sense of accountability with your team members to be committed to making sure this person is successful.

This is such an impactful bond that acts as a key to having them help in smoothly integrating that team member into your practice.

This system alone can really help you retain good team members and get through some of the speed bumps that are inevitable when you are in the process of adding a new team member in your practice.

TIP #3:

*** Use A Personality Profile In Your Hiring Process**

I would highly recommend you review this with an attorney in terms of HR to make sure you're compliant with your state's HR regulations.

At LifeSmiles, we happen to use the DISC Personality Test. This helps us to learn more about each individual based on the personality profile.

You can use the profile to make sure that the person you're hiring has the basic skill set to be successful in that job.

Simply put, it's a very cool way to understand more about the individual that you're considering hiring, and again, make sure that you have vetted this through an attorney in your state that is experienced in HR Law before you start incorporating this into your hiring process.

This can prevent you from being able to give your patients what they deserve to have happy, confident, enriched lives.

The first step I'd suggest to any practice owner experiencing these barriers in their practice is to transition to a relationship-driven practice that will completely change & make a big difference in how you are seen by patients.

Happy patients allow you to enjoy being more grateful & more appreciative of what Dentistry means to you.

TIP #4:

*** Evaluate Yourself Objectively**

Look in the mirror and objectively ask yourself these questions:

- Am I the most effective leader that I can possibly be?
- Am I the kind of boss that I'd want to work for?
- Am I a good communicator?
- Do I have clear objectives, clear goals & clear expectations established?
- Do I have a feedback mechanism for my team members? Can I provide them with close to real-time feedback?
- Do I have an evaluation process in place in my practice to let team members know how they're doing?

I want you to really ask these questions. If the answers are no, you now know where to start working on improving yourself.

I really hope you will consider yourself as a lifelong learner in becoming a better leader.

TIP #5:

*** Praise Your Team Members**

Take pride in praising your team members. Catch them doing good things and compliment them, but make sure they are as specific as possible.

Instead of saying “Carly you're doing a really good job!”, although that does have some value & a warm fuzzy feeling to it, it’s much better if you can say “Carly, I happened to hear you talking to someone on the phone today. It must've been a new patient based on what you're saying and you were so patient. You were so thorough and you were making every effort to answer all their questions and I noticed that the patient scheduled right away! Way to go! Awesome!”

When you make the effort to frame your praise & appreciation in such a way, it comes off as something called “genuine appreciation”.

There isn’t a minimum & a maximum threshold on this. I don't think that you can ever overdo it, but oftentimes, you see it being underutilized. Be generous in your compliments.

We discuss this topic and action steps in greater detail in episode #425 of The Thriving Dentist show. Listen to the full podcast for more in-depth information at <https://www.thrivingdentist.com/>