

HOW WELL ARE YOU RECOGNIZING AND REWARDING YOUR TEAM?

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The number one issue facing my clients is “staff.” How do I get them motivated? What can I do to get them to work as a team? Why is morale such a day-to-day challenge? Unfortunately, many dental employers report a total absence of even the simplest of acknowledgements. The doctor gets “busy” and overlooks opportunities to celebrate the successes and accomplishments of his/her team. The impact on the practice is two-fold: First, low staff morale and high turnover and second, a decrease in productivity and practice profitability. With that as a backdrop, I developed the following assessment to help my clients evaluate how well they are recognizing their team.

Take This Assessment

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Rewarding team members is not about giving stuff to people. It’s about demonstrating friendship and gratitude in many ways at different times. Dentists need more than money to create job commitment and ensure performance.

ADDITIONAL NOTE: make copies of this assessment and ask each team member to complete anonymously. Compare the results with the doctor’s. The results could create the foundation for several productive and profitable team meetings.

1. When I acknowledge a team member it is specific, timely and I match the reward to the event or action performed.
2. My team reward system is flexible and I’m always prepared to deliver “on-the-spot” recognition with something unique.
3. One of the ways I keep employees motivated is to create an inspiring environment.
4. I am proud of my team and I tell them daily.
5. My team turnover is less than 15% a year,
6. I compliment a lot to reinforce new or desired behaviors.
7. When someone in my office does a great job, I tell them I am proud of them and why.

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8. I share positive stories about my team members with patients as a way to communicate success.
9. Within the past 6 months I have acknowledged a team member by sharing their success with their family.
10. At our monthly team meetings I encourage my team members to compliment each other.
11. Each year I recognize my team members work/practice anniversary.
12. I recognize individual performers at team meetings.
13. Our practice has a strong reputation for being “the employer of choice” in our town.
14. My practice has an objective system to quantitatively measure team satisfaction.
15. I show my team how to be a GREAT team.
16. I aggressively and generously thank the source of every patient referral I receive from a team member.
17. My team adds to my reputation.
18. Every team member wants to come to work and they are well taken care of at work.
19. I continuously improve and innovate on the ways I reward and recognize my team.
20. I know how to be a great team player and I am.

_____ Number of boxes checked (20 max)

Check your score and suggested Next Steps

Scoring

18-20: *You are invincible. You put your money where your mouth is and you are viewed as a strong leader. Your people know they are valued and are a critical factor in your business success. They're likely to walk over hot coals to support you.*

14-17: *You're doing considerably more than the average dentist and you've created a nice place to work. With a little more effort and a little*

encouragement you would make the next list of “Best Dentist to Work For,” and reap the rewards of that honor.

11-13: *Red flag! While you’re doing some things well, you’re missing a lot of the potential available from your team. You probably feel at times you are pushing a rock up a hill. Consider hiring a coach to support your rapid improvement*

10-Below: *Ouch! Overtly or covertly, you are working with an unmotivated team. You’re not hitting your goals and profitability is not where it could be. You can improve by making some major shifts in your thinking and behaviors regarding staff—and soon! Find someone immediately who will hold you accountable as you focus on developing your team leadership skills. Your practice success depends on it.*

Take The Next Step

We recommend these action steps for a more profitable and well-run practice:

- 1. Take ACTION. It’s the start that stops most people. Take the steps necessary to create long-term relationships by *effectively leading your staff* to grow practice profits.**
- 2. Renew or refresh your relationship with your team. Ask team members for their input around some of the many questions posed in this assessment. If you’re not happy with your current practices, hire a coach to make it even better.**
- 3. Strategize and develop a game plan to establish a “*Viable Human Resources Program*” that will catapult your practice profits. Commit to making it happen this year.**
- 4. Use this assessment at your next staff meeting. Agree on the steps your team will take by asking what will be done, by whom and when. Distill the action into a WIIFM (What’s In It For Me.)**
- 5. Give everyone on the team a copy of this assessment.**
- 6. Implement your plan. Even if it isn’t perfect—Take ACTION today!**