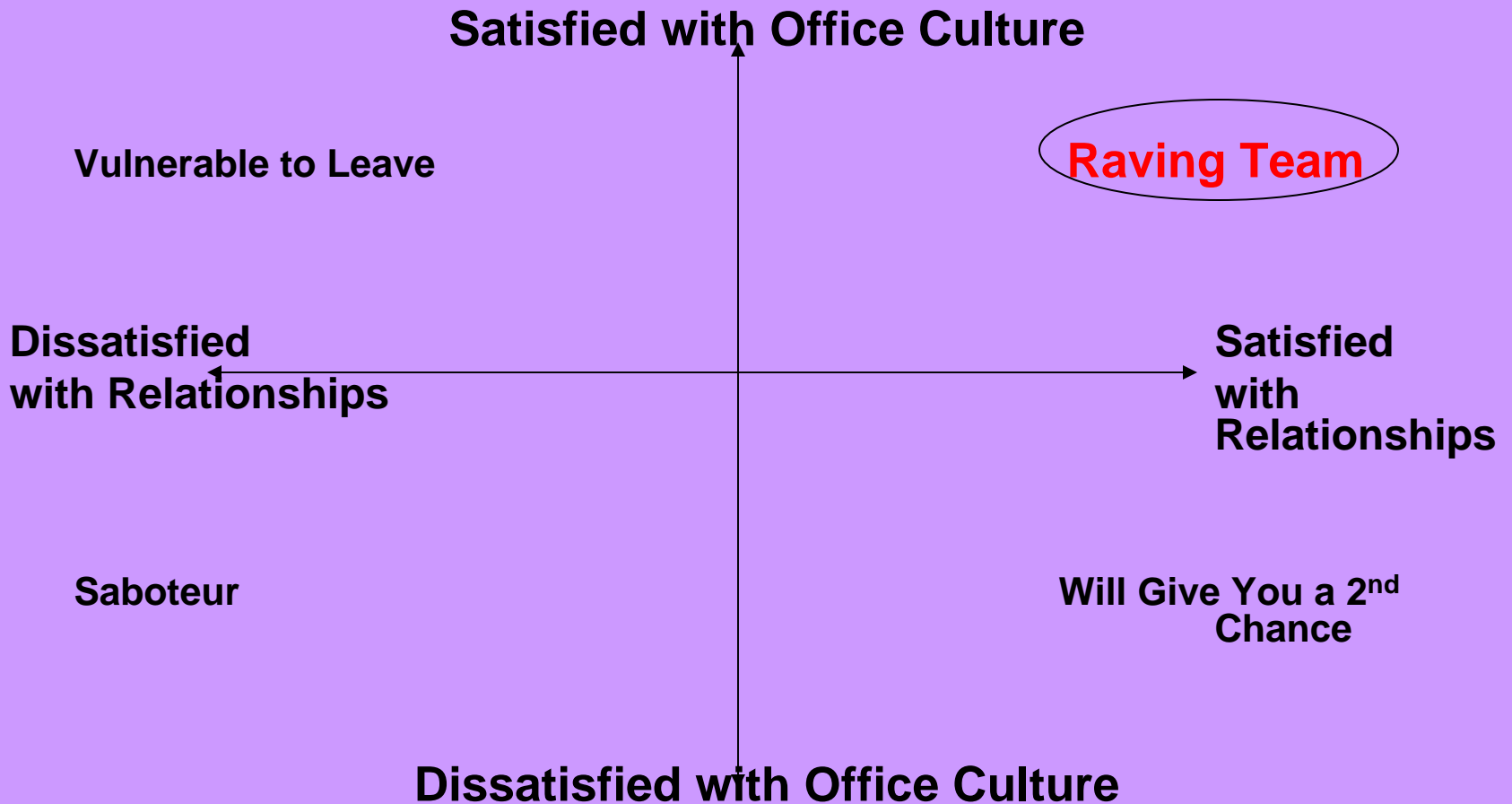


**Habits of a  
Championship Support Team  
To Make Your  
Practice Soar!**

Stephanie Houseman, DMD

[www.7steps2abalancedlife.com](http://www.7steps2abalancedlife.com)

# *Raving Team Matrix*



- Vision is unique to each practice.
- Each team member is enrolled in the vision.
- Create a vision dreamboard.
- Begin with the end in mind (vision) and then set your goals.

# Create a Shared Sense of Purpose

- It is why you wake up every morning for another day of dentistry.
- Inspires the team.
- The words are not important, it is how the message is exemplified in your day to day activities.

# Culture

- Culture answers the question: How will we care for and serve ourselves and our patients?
- Your office values – congruent with your personal values and those of your team.
- Values provide guidelines.

# Team Development

“A lot of people have gone further than they thought they could because someone else thought they could.”

Zig Ziglar

“Treat people as if they were what they ought to be and you help them to become what they are capable of being.”

Goethe

# Close the E-gap!

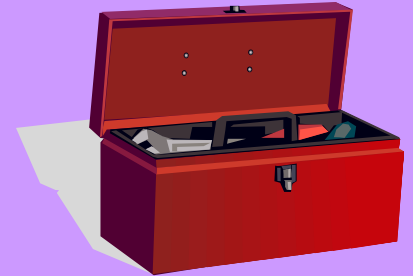


New employee orientation  
Employee manual  
Job descriptions



# Training Tools

- The right equipment and materials
- In-house and external training
- Opportunities for CE
- Books, articles, CDs, videos – rotate teachers
- Create systems for greater success.





# Share Ideas

Table Clinics

Turn PROBLEMS into OPPORTUNITIES

Continue/Stop/Start “This”

# Continue/Stop/Start Inquiry

## How to get better: 3 Questions

1. What is 1 thing we are doing now that you think we should *continue* doing?
2. What is 1 thing we are doing now that you think we should *stop* doing?
3. What is 1 thing we are *not* now doing that you think we should *start* doing?

Stephen MR Covey

# Evaluate

Ask the employee: (SWOT)

- What do you like best about working here?
- What do you like least?
- If I were to give you additional training, in what area would you most like to be trained?
- What could stand in your way?

# Dr. Speak: (SWOT)

- What I like most about your performance and behavior.
- What I feel needs improvement.
- This is the opportunity for change.
- Speak to **future** performance and give encouragement. How can I help you?

# Performance Reviews

On a scale of 1 – 10 rate each employee:

Competency

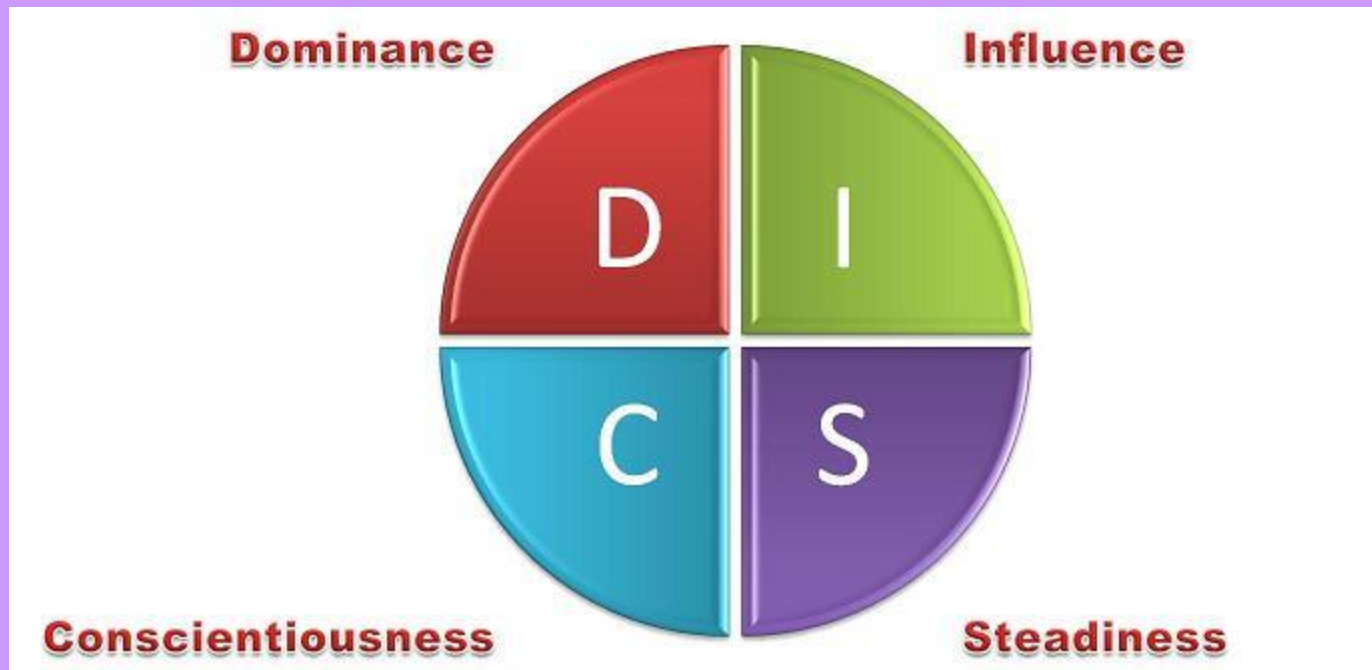
People Skills

Attitude



# DISC

Discovery: understanding personalities, communication styles, leadership styles, and more.



# Dominance

Driver, achiever,  
wants to be in charge

- D – critical
- D – quick to action
- D – result-oriented
- D – sees big picture
- D – 10-15%

# Conscientious

Perfectionist, sensitive  
to criticism, indecisive

- C – cautious
- C – detail-oriented
- C – sees small picture
- C – 20%

# Influencer

Loves to have fun,  
creative, can be  
disorganized

- I – outgoing, talkative
- I – playful
- I – not detail-oriented
- I – 10-15%

# Steadiness

Loyal, hard-working,  
great team player,  
good listener, fears  
loss of security,  
dislikes change

- S – introspective, shy
- S – steady
- S – persistent
- S – 50%



# Perfect Team Combinations

- 10-15% should be high D's or C's
- 25% should be high I's
- 50% should be high S's

Miles and Associates

# Trust

- Understanding the individual
- Attending to the little things
- Keeping commitments
- Clarifying expectations
- Having integrity
- Apologizing when needed

# Three Kinds of Appreciation

- **Auditory** People Want to Hear It  
Say It!
- **Visual** People Want to See It  
Give them the plaque.
- **Kinesthetic** people want to feel it.  
Give them a handshake, a pat on the back.



Level 1: Internal Listening



Level 2: Focused Listening

Level 3: Global Listening

# Listening Tips

Paraphrase what you just heard.

- Ask questions to clarify.
- Listen with empathy, openness, and no judgment.
- Listen with your eyes and your heart.
- Be aware: Does the body language match the words being said?

# *Attitude*

*Hire for attitude,  
teach the skills.*

*“Your attitude, not your aptitude,  
will determine your altitude.”*

*Zig Ziglar*

“Start with good people, lay out the rules, **communicate** with your employees, motivate them and reward them. If you do all those things effectively, you can’t miss.”

Lee Iacocca

# Customer Service Rules!

“180 Ways to Walk the Customer Service Talk” by Eric Harvey

The TEN most important words:

“I really wish I could, here’s what I can do.”

The NINE most important words:

“I’m sorry for our mistake, I’ll make it right.”



The EIGHT most important words:

**“I’d be happy to find out for you.”**

The SEVEN most important words:

**“What else can I do for you?”**

The SIX most important words:

**“What is most convenient for you?”**

The FIVE most important words:

**“How may I serve you?”**

The FOUR most important words:

**“How did we do?”**

The THREE most important words:

**“It’s my pleasure.”**

The TWO most important words:

**“Thank you.”**

The FIVE most important words:

**“How may I serve you?”**

The FOUR most important words:

**“How did we do?”**

The THREE most important words:

**“It’s my pleasure.”**

The TWO most important words:

**“Thank you.”**

The ONE MOST important word:



**“YES!”**