

Harnessing the power of personalities in the dental practice

By Kevin Henry

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Before we even begin...





Let's talk business and branding...

- ▶ Coke vs. Pepsi?
- ▶ Google vs. Yahoo vs. Bing?
- ▶ Starbucks vs. Dunkin Donuts?
- ▶ McDonald's vs. Burger King vs. Subway?
- ▶ Apple vs. Samsung?
- ▶ Wal-Mart vs. Target?
- ▶ Maple Leafs vs. Canadiens?

Let's talk business and branding...

- Your dental practice vs. every other dental practice in your city or zip code



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PEAK FAMILY DENTISTRY

What makes you different?



Where are you heading?





Remember Alice in Wonderland?

- One day, Alice came to a fork in the road and saw a Cheshire cat in a tree.
- “Which road do I take?” she asked.
- “Where do you want to go?” was his response.
- “I don’t know,” Alice answered.
- “Then it doesn’t matter,” said the cat.
“Any road will get you there.”



Did you know...

- According to researchers...
- More heart attacks happen on Monday than any other day
- The worst night for sleep in the United States is on Sunday
- “Everybody is good at something ... but few people are good at working with people.”



Let's talk about
discovering the
"hidden need"

What does that
mean to you?



It's about
the Easter
eggs



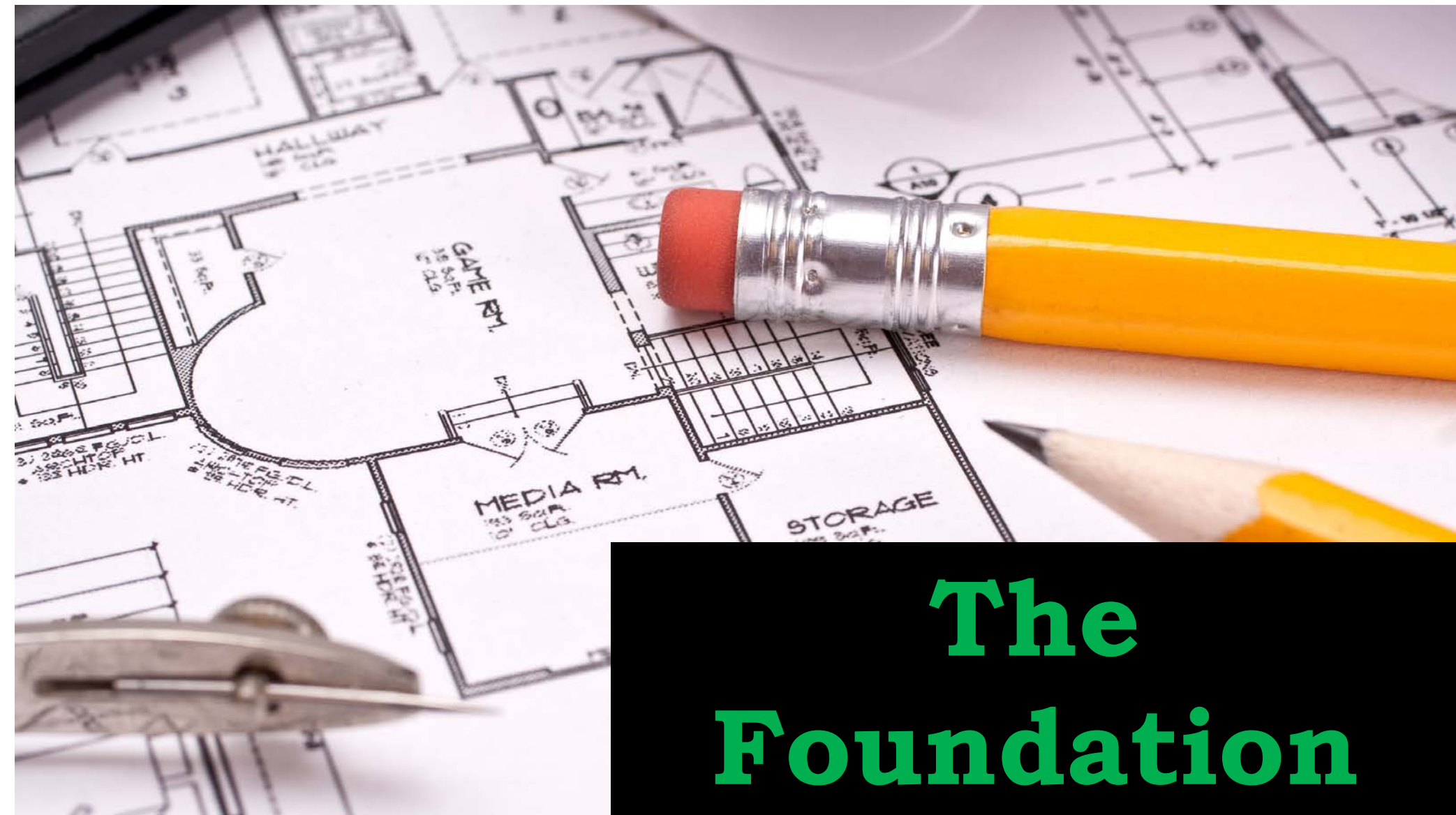


So let's talk for a minute...

- ▶ What are some of the most common problems in your practice?
- ▶ What are some ideas that you might have to solve them?
- ▶ Do you have the belief in yourself to suggest them?
- ▶ Who do you talk to outside of your office about these problems and potential solutions?

Your task for the week ahead...





The Foundation



Your practice's mission statement

- ▶ Think about your mission statement
- ▶ Do you have one?
- ▶ If you do, does it really reflect your business?
- ▶ If you do, what would you change?
- ▶ If you don't, how would it read?



Real examples from real practices

“At our Longmont clinic, we provide quality and affordable health care to all ages: newborns, children, teens, adults, and seniors!”

“We are committed to providing our patients with the highest quality dental care in the same warm, caring, and professional manner we would extend to members of our own family.”

“Our ultimate goal is to treat you like family by doing the best quality dentistry with proven modern techniques. Our staff strives to provide a caring environment to help you feel comfortable and understand the importance of your dental needs.”



Creating the practice's mission statement

- ▶ Communicate a purpose of existence
- ▶ Inspires and motivates the team
- ▶ Needs to be clear and simple
- ▶ Avoid fancy language and buzzwords
- ▶ Can be easily explained to others
- ▶ Creates buy-in and support for the team



Mission statement: The why

- You should always come to work in pursuit of your “why”
- All decisions about the practice come from the Practice Mission Statement
- Re-visit it daily
 - Post in breakroom
 - Use it in normal conversation
 - Put it on your website

What I just saw...

How We Work

Workplace Learning Solutions Group

1. We succeed by helping our customers succeed.
 - We include customers, their clients, and our authors in the design and development process of products and services.
 - We share knowledge, expertise, and best practices with our customers to help them build and develop their businesses.
 - We promise what we can deliver and deliver what we promise.
 - We are responsive to individual customer and author requests while balancing the needs of the larger group.
2. We are determined to deliver services and solutions that are superior to our competitors'.
 - We develop and maintain a deep understanding of the market and competition from the customers' perspective.
 - In partnership with authors and leading experts, we continually search for new sources of competitive advantage.
 - We identify, measure, and communicate (both internally and externally) our market position.
 - We understand that we compete for our customers' mindshare and we constantly challenge ourselves to earn their attention.
 - When we develop new services and solutions, we do so based on a thorough understanding of market and customer needs.
3. In everything we do, we tell the truth and accept responsibility.
 - We expect openness and straight-forwardness.
 - We strive to make good business decisions, accepting that we may be wrong.
 - When a problem arises we focus on solutions, not on blame or excuses.
 - We acknowledge and learn from our mistakes.
4. We treat each other with respect.
 - We find ways to recognize the value of others' contributions.
 - We approach each interaction with others with a positive outlook, "assuming the best" versus assuming the worst.
 - We recognize that perspectives may vary greatly and we seek to understand others' point of view.
 - We make requests, not complaints.
 - We expect a climate of mutual respect free from gossip.

WILEY



Think about three things...

1

What is
important to
you?
(core values)

2

Why do you
go to work
everyday?

3

Create 1-2
sentences to
empower you



What are you building?

"Loyalty among employees is when they turn down more money or benefits to continue working at the same company."

"It's the cause we come to work for. We don't want to come to work to build a wall, we want to come to work to build a cathedral."

- Simon Sinek, Start with Why



Let's talk about three core things vital to every practice...

- Vision
- Alignment
- Execution

SEPARATION

ARMY QUALIFICATION

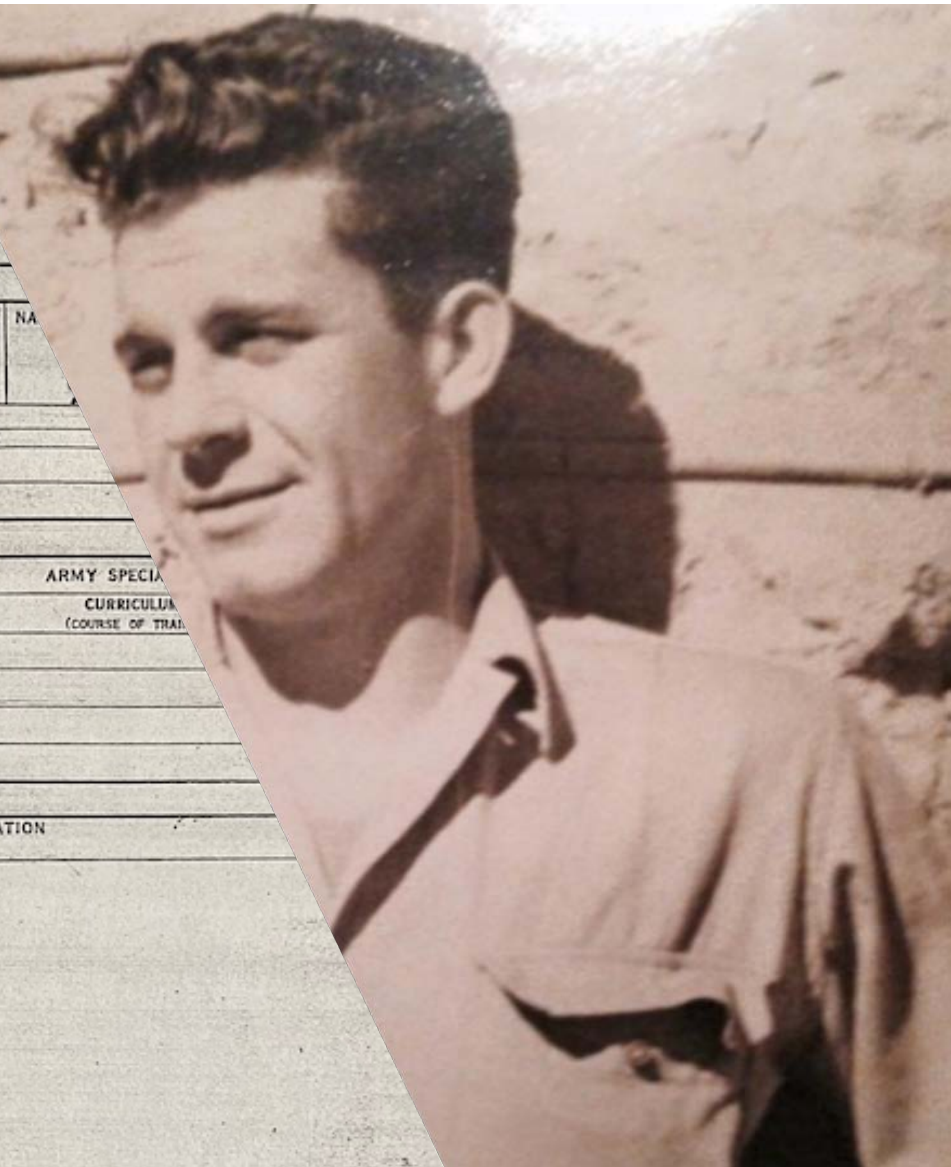
LAST NAME - FIRST NAME - MIDDLE INITIAL HENRY, ELMER G.	ARMY SERIAL NO. 38 319 247
PERMANENT ADDRESS FOR MAILING PURPOSES (Street and No. - City - County - State) Box 141 Sand Springs, Okla	

CIVILIAN EDUCATION				
HIGHEST GRADE COMPLETED 8 years Elementary	LAST YEAR OF ATTENDANCE 1935	HIGHEST DEGREE RECEIVED ---	MAJOR COURSE OF STUDY Academic	NAME OF INSTITUTION

OTHER TRAINING OR SCHOOLING				
COURSE	No. HRS.	COURSE	No. HRS.	COURSE

SERVICE EDUCATION					
SERVICE SCHOOL	COURSE	WKS. OR HRS.	RATING	ARMY SPECIAL COURSE	ARMY SPECIAL CURRICULUM (COURSE OF TRAINING)

CIVILIAN OCCUPATIONS	
MAIN OCCUPATION (Title) CARPENTER I JOB SUMMARY did general carpentry work in the erection of small houses. Installed interior and exterior trim. Cut, fitted and installed mouldings, baseboards, doorframes, doors, windows, cabinets, porches, cornices etc.	SECONDARY OCCUPATION (Title) JOB SUMMARY



MILITARY SPECIALTIES

ASSIGNMENTS

YEARS	MONTHS	GRADE	PRINCIPAL DUTY	ARMY CODE NO.	YEARS	MONTHS	GRADE	PRINCIPAL DUTY
0	3	Pvt	Basic Infantry	521				
0	6	Tec 5	Truck Driver, light	345				
0	9	S/Sgt	Foreman, Construction	059				

SUMMARY OF MILITARY OCCUPATION AND CIVILIAN CONVERSIONS (Shown by title)

FOREMAN CONSTRUCTION: Supervised and directed from 10 to 16 thousand Chinese laborers in the construction of airfields and quarters for 6 air bases in China. Interpreted blueprints and sketches and determined work procedure and assigned duties. Assisted officer in making out payrolls, progress reports etc. Supervised maintenance and repairs of fields and buildings.

SUMMARY OF MILITARY OCCUPATION AND CIVILIAN CONVERSIONS (Shown by title)

Counselor: E. H. Cobb



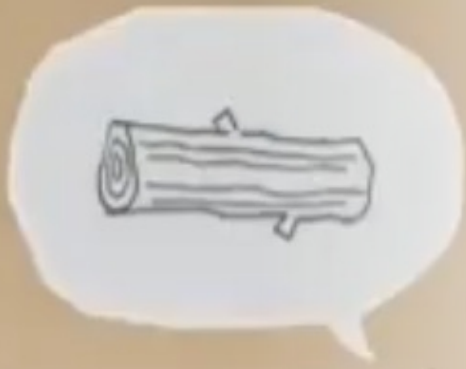
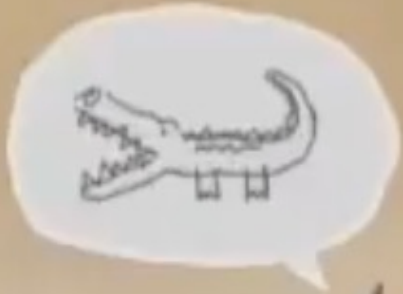
Communication

It's just this easy, right?



Well, maybe not...





- Learning a lesson from others

0:40 / 0:42



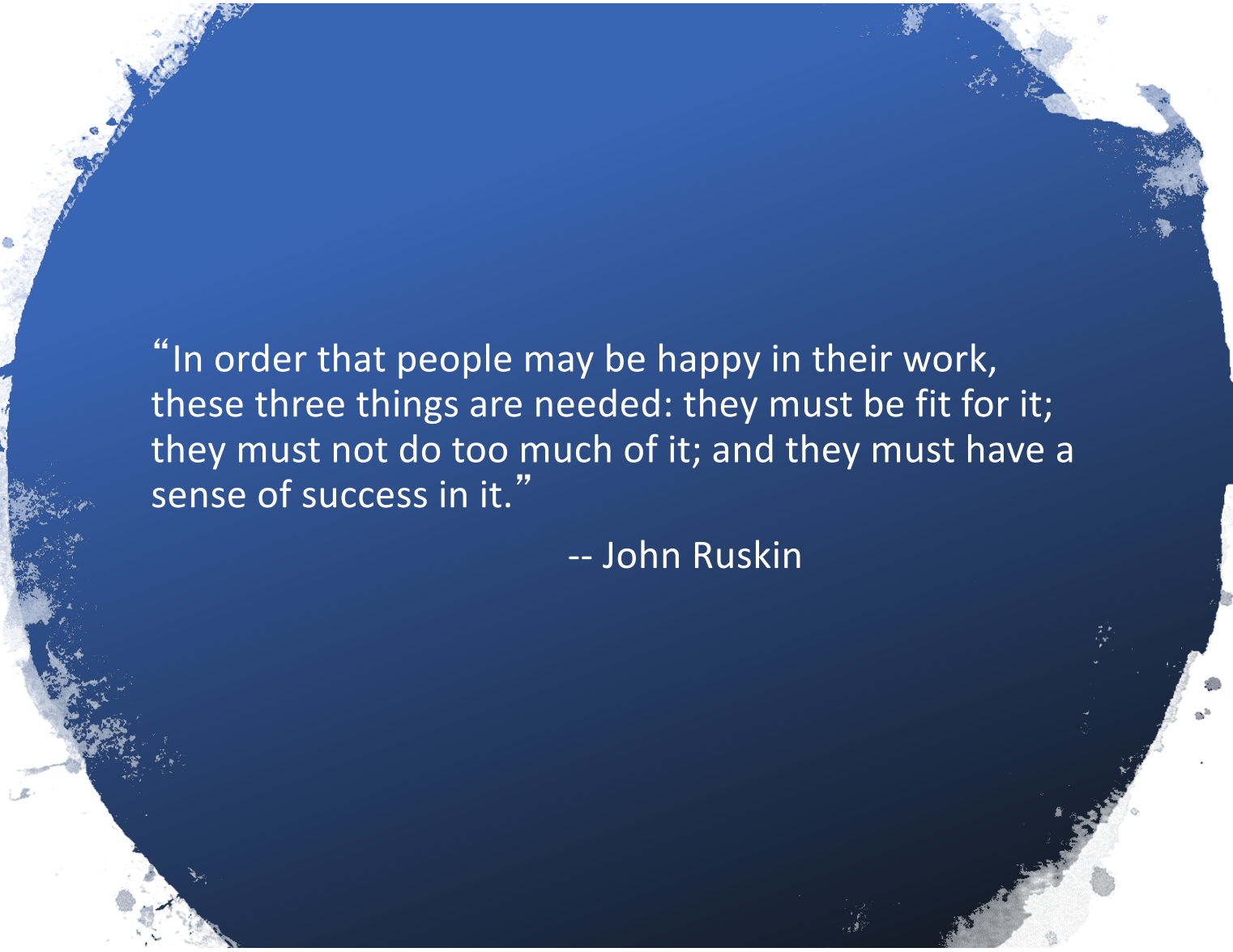
One thing to
always
remember...





So what motivates you?

- Responsibility
- Recognition
- Rewards
- Respect




“In order that people may be happy in their work, these three things are needed: they must be fit for it; they must not do too much of it; and they must have a sense of success in it.”

-- John Ruskin



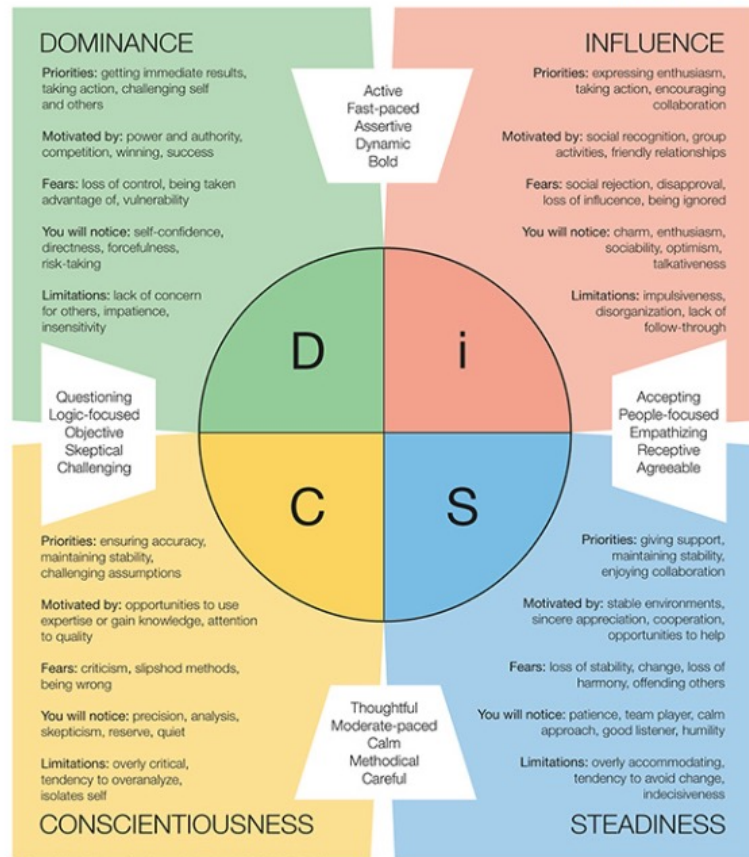
-
- Who has the best coffee in the Toronto area?



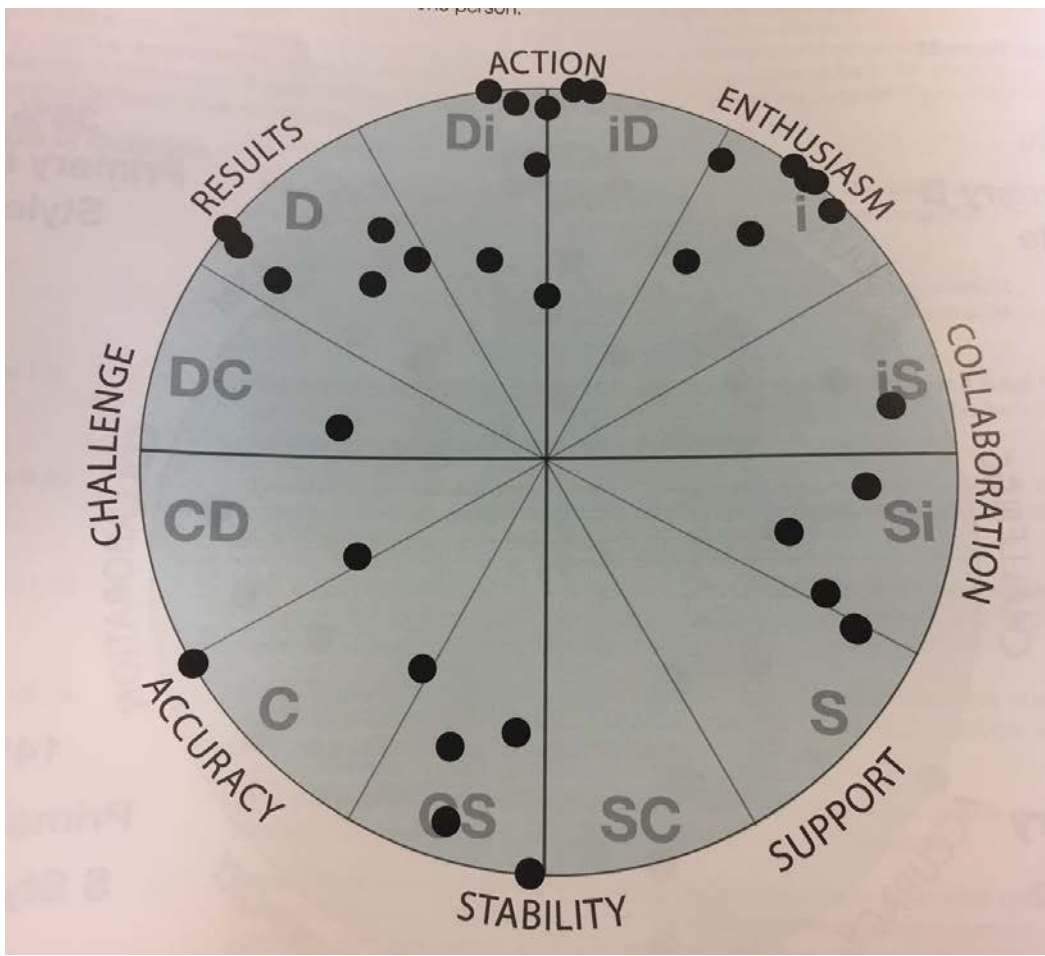
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- What is most important to you?
 - What drives you crazy?
 - What is the best way to approach you when things are not going well?

OVERVIEW OF THE DISC® STYLES

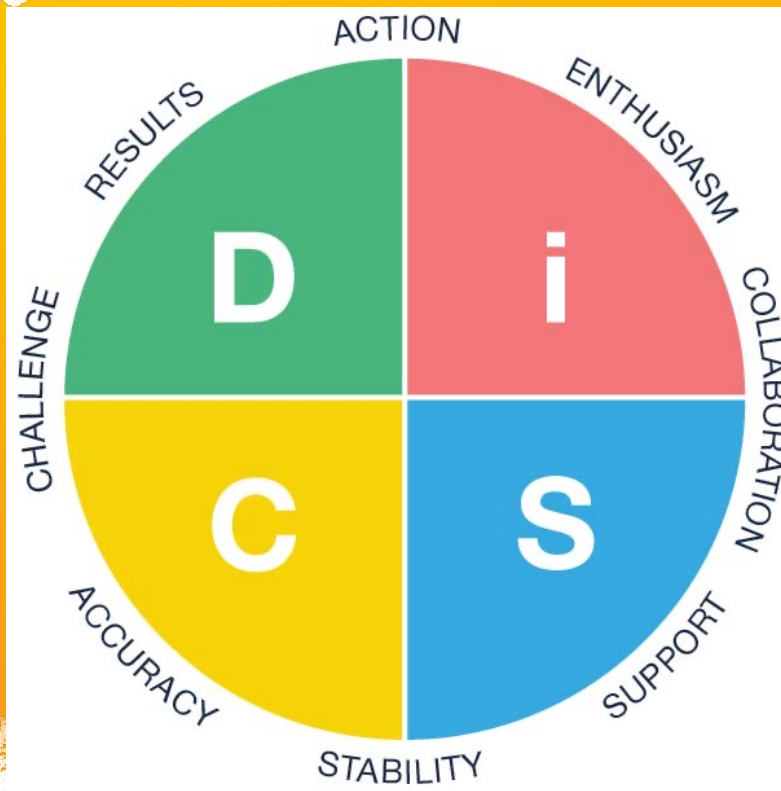
EVERYTHING DISC
WORKPLACE®



- D – Dominance
- I – Influence
- S – Steadiness
- C – Conscientiousness



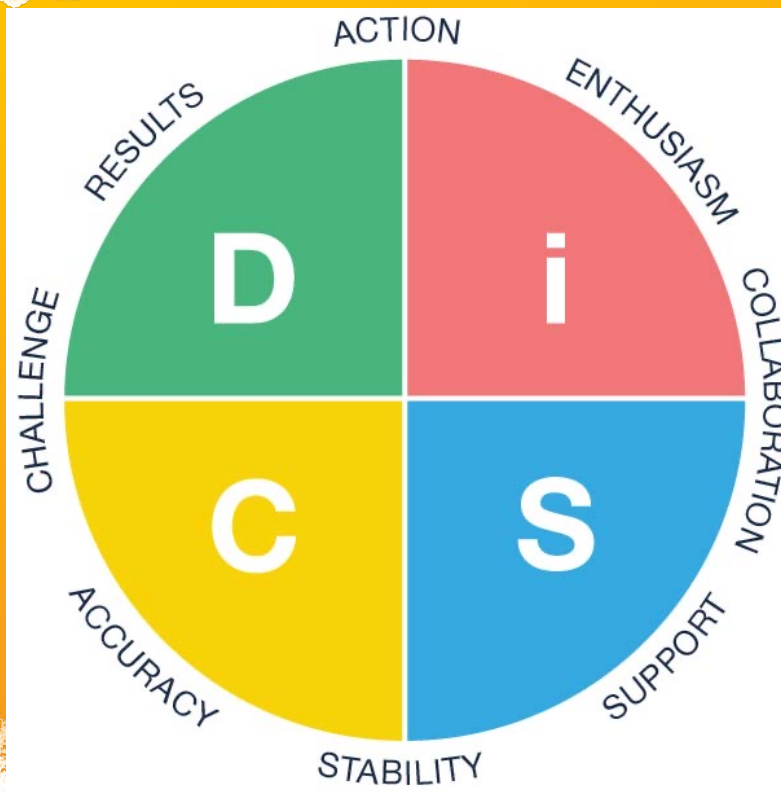




Fast-paced
and outspoken

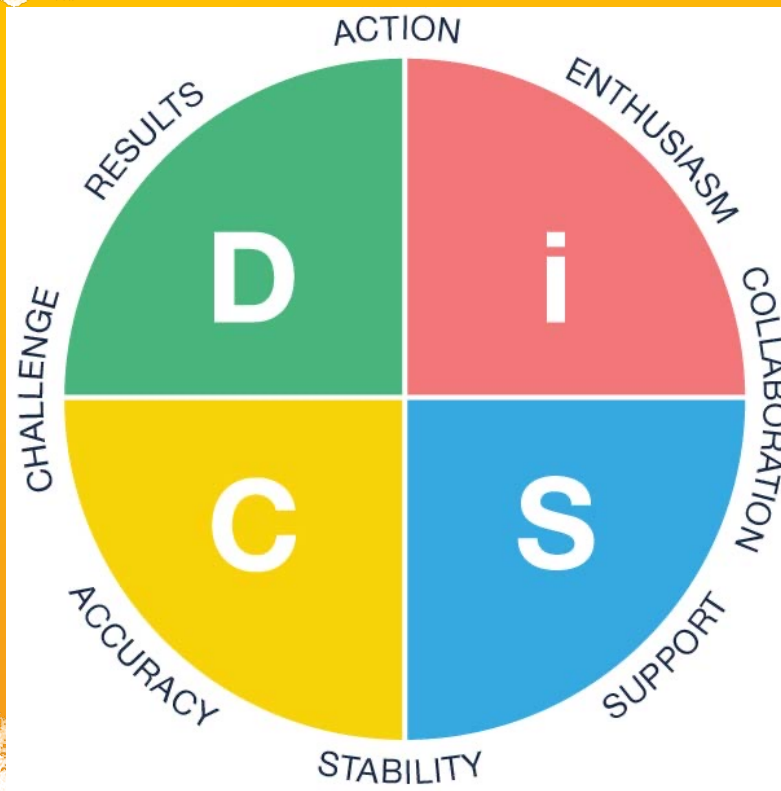
Cautious and
reflective

Questioning
and
skeptical



Accepting
and
warm

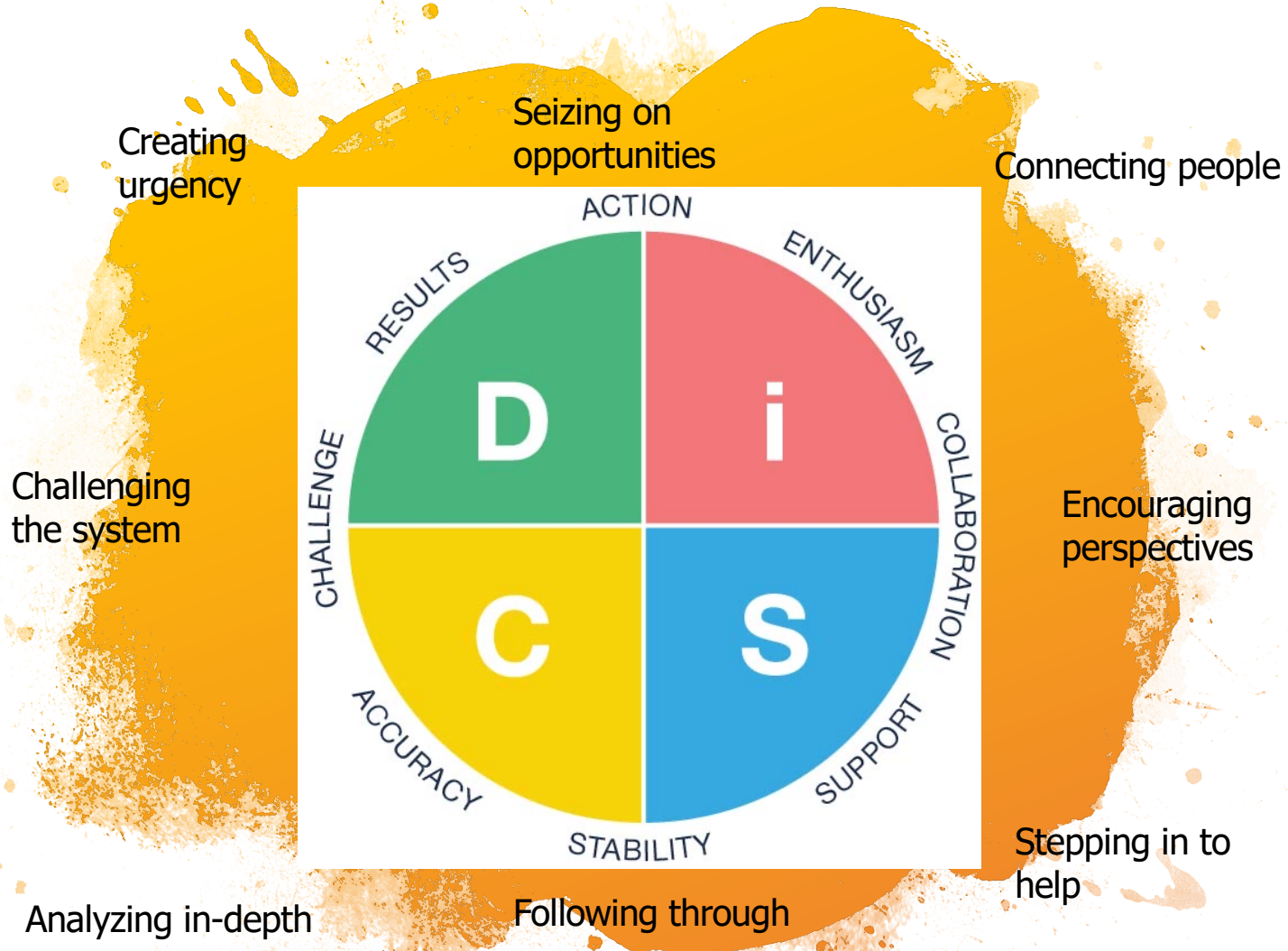
Fast-paced and
outspoken



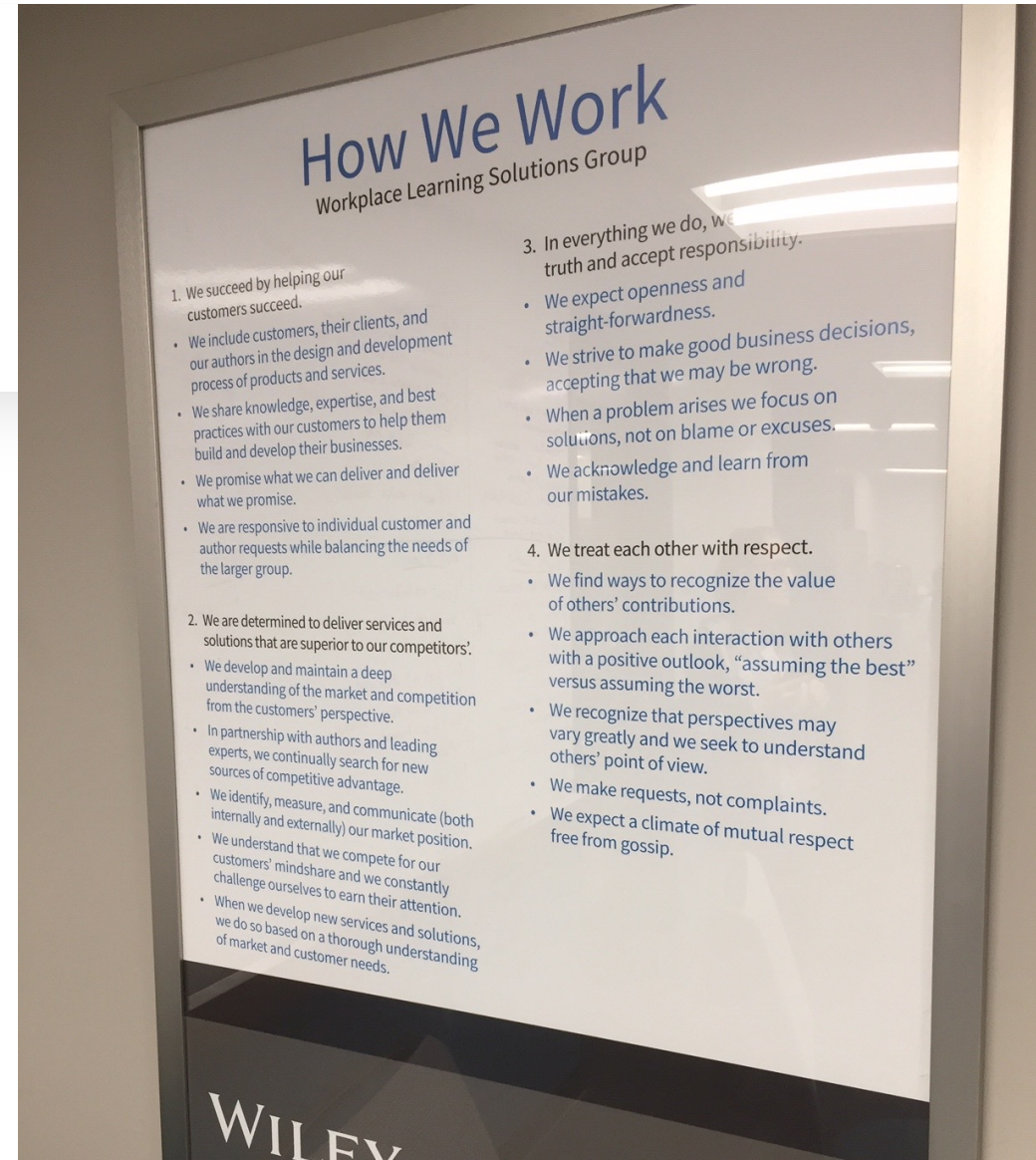
Questioning
and
skeptical

Accepting
and warm

Cautious and reflective



What I saw in Minnesota



What I saw from Smalltown

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Lasting Relationships

What sets us apart from other dentists in the area? The genuine, lasting relationships we build with our patients. We take a one-on-one approach to dentistry, taking our time to get to know you personally and understand your unique needs and desires. We love hearing about your life and catching up like true friends. You are our number one motivation for coming to work each day.

Patient Education

We don't just want to be your dentist for life, we want you to enjoy excellent oral health for life. Because of this, we make patient education a priority. This means we:

- Explain the details of your oral health in an easy-to-understand manner.
- Answer any questions you might have.
- Explain the pros and cons of every treatment option
- Provide recommendations for at-home preventive care.

Our Dental Services

[Dental Cleanings](#)[Emergency Exams](#)[Fluoride Treatment](#)[Aligners](#)

What I saw from Smalltown

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Family Atmosphere

Our goal is to welcome you into our office no matter which community we serve. We strive to make Smalltown a place you can feel remembered. We are a piece of your community, and your family's dental health is important to us!

Quality Dentistry

Our practice may have a small-town feel, but the quality we deliver far exceeds that of many practices around us. We are dedicated to delivering the highest standard of care in everything we do. All our doctors and team members work with accuracy and precision, paying attention to detail and utilizing advanced technology to deliver superior results. They will never settle for less than their very best when it comes to your oral health care.

Honest Treatments

In every treatment and service we provide, you can count on us to be honest in our recommendations and to always keep your best interests in mind. We will never overtreat or push unnecessary care. We promise you're in

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Science News

from research organizations

A friendly pat on the back can improve performance in basketball

Date: April 8, 2024

Source: University of Basel

Summary: A free throw in basketball will have every eye glued to one person. It's an intensely stressful situation. A research team studied whether a friendly tap on the shoulder increases the odds of making a shot.

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- Andre Agassi vs. Boris Becker



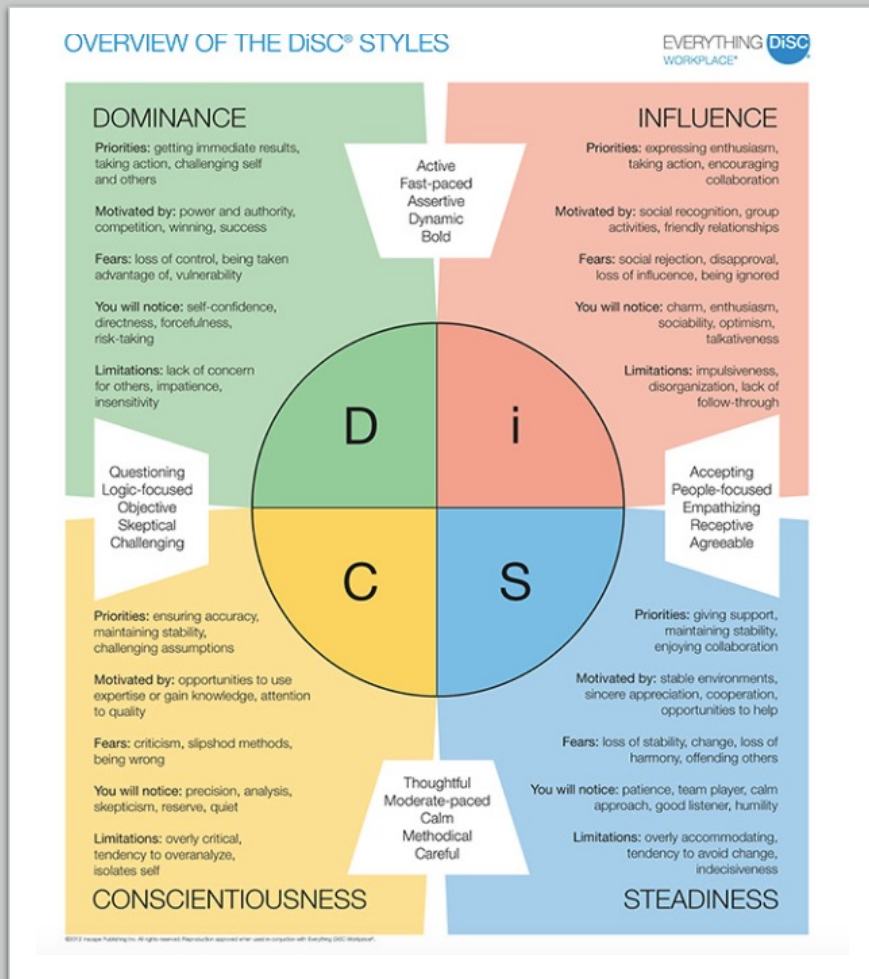
- Andre Agassi vs. Boris Becker



“When faced with a challenge, get smarter.”

Agassi began to study Becker because, after yet another loss to him in the semifinals of the 1988 Indian Wells Open, Agassi writes, “I promise myself I won’t lose to him the next time we meet.”

To make good on that promise, he knew he didn't need to get better. He needed to get smarter. “Tennis is about problem-solving,” Agassi says after telling the Becker story. “And the more you understand...the more problems you can solve—in life and in business.”



D – Show a desire to help them get immediate results

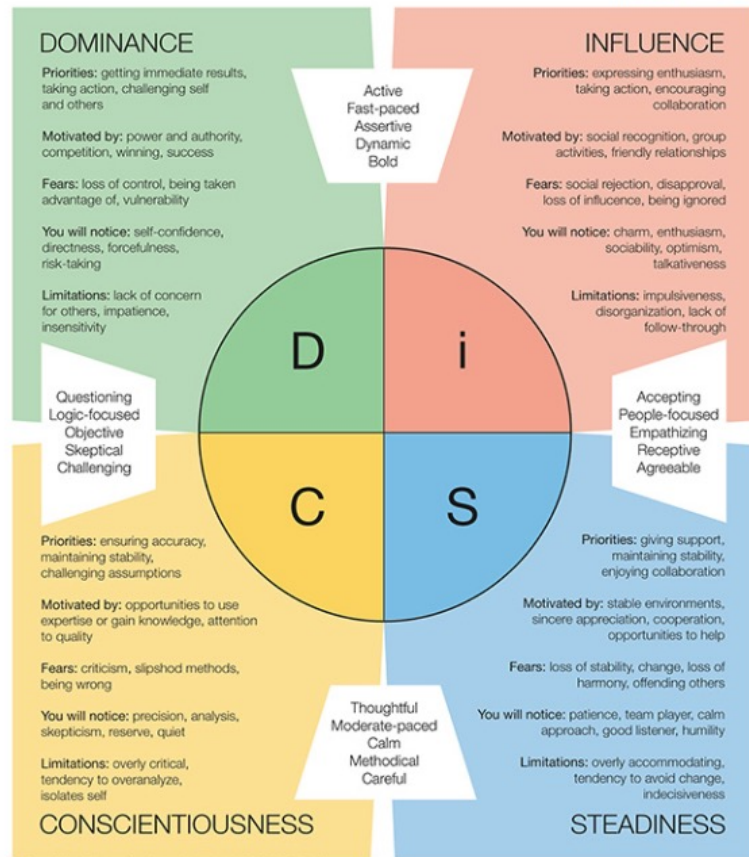
I – Demonstrate how your suggestion can help other people

S – Allow them space and time to process what you've said

C – Go through details and give them a chance to show their knowledge

OVERVIEW OF THE DISC® STYLES

EVERYTHING DISC
WORKPLACE®



I'm your local car dealer and you're in need of a new car

What questions are you going to ask me?

What is it going to take for you to buy this car today?

There are certain things you needed from me to get what you wanted.

How does that apply to the dental practice?






You've been shipwrecked!

- A bag of fruit and vegetable seeds
- A Swiss army knife
- Mirror
- A fishing net
- Sunblock
- A 100-foot rope
- A waterproof bed sheet
- A large, strong bucket
- 2 gallons of kerosene
- A lighter
- Fresh drinking water
- Metal pot
- Sleeping bag
- Tarp
- 5 tins of tuna
- Container of fresh clothes
- Bottles of hand soap
- A can of bug spray
- A flashlight
- A hammock





So what did you
learn about your
group?

What did you
notice about your
group?



Lessons from 3 weeks in Italy





Meet the man, Santina

The
difference in
reality versus
fake



The lesson of the dropped napkin



Embrace the
unknown

