



ASM24
Annual Spring Meeting

Welcome!

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April 19, 2024



Building a Dental Practice for Everyone

A Diversity & Inclusion Primer

A photograph of a woman with curly hair, wearing a white top, shaking hands with a man in a blue shirt. They are in a meeting setting with papers and a pen on a table. The image is overlaid with a semi-transparent dark blue filter.

Introductions

Learning Together: Setting Up for Success

- Devices
- Engagement courtesy
- Privacy/confidentiality
- We can't change the past, but we can learn from it
- Ask questions anytime



What I Want to Learn Today...

Complete this sentence

1. *“What I want to leave with (or learn) today is...”*

Share your answers with us



Where Should We Begin?

I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.

-Maya Angelou

We All Want to Feel Included





Always
Remember

**Each of us contributes to
and is responsible for our
workplace culture**

We are all “different”

**You have influence,
regardless of role**

Your actions have impact

You can make a difference

SETTING THE STAGE



What patients do you find it most challenging to relate to and communicate with? Why?

Courageously share with all of us your experiences



Objectives

- Define diversity, inclusion & diversity intelligence and relate it to our patients and co-workers
- Explore the impacts of diversity & inclusion in building relationships as dental professionals
- Understand our “relationship roadblocks”
- Tools for improving our relationships

Definition of Diversity





What is Diversity Intelligence?

- It is about understanding each other (including patients) and moving beyond simple tolerance to embracing and celebrating the rich dimensions of diversity contained within each individual.
- Diversity intelligence is more than awareness – it encompasses acceptance.



“Diversity is a mix. Inclusion is making the mix work.”

- Andres Tapia

What is Inclusion? How does it fit with Diversity?

- Inclusion can be defined as the achievement of a dental practice environment in which all individuals (including patients) are treated fairly and respectfully and contribute fully to the dental practice’s success.
- Diversity is about the *what* – it focuses on the makeup of your staff and patients.
- Inclusion is about the *how* – the creation of a patient environment and workplace culture that enables both staff and patients to participate and thrive. Inclusion is “belonging”

Impact of inclusion on Patient and Staff Relationships

Determines whether environment/relationship is positive or toxic

Directly related to how well you attract , build and retain patients and staff

Drives patient and staff engagement, which drives their respect, support and commitment to you

Builds trust, loyalty and compassion with patients and amongst staff

Impacts patient, team, & dental practice success

Consequences of Ignoring Diversity & Inclusion

- People aren't engaged and are unhappy
- Unhealthy tensions between people
- Loss of productivity
- Patients don't feel cared for or welcomed and leave
- Staff are frustrated and leave

**WE ALL LOSE WHEN WE IGNORE
DIVERSITY & INCLUSION**





To build a patient or coworker relationship, you need to invest in getting to know them.

How much do you **REALLY** know about your patients or colleagues?

The book, the cover and
the pages – Phase 1

Only knowing what you've been told
about me, I will ask you a few
questions about your perceptions
about who I am such as my
personality, where I live, what kind of
work I do, how I get to work, what my
family looks like...

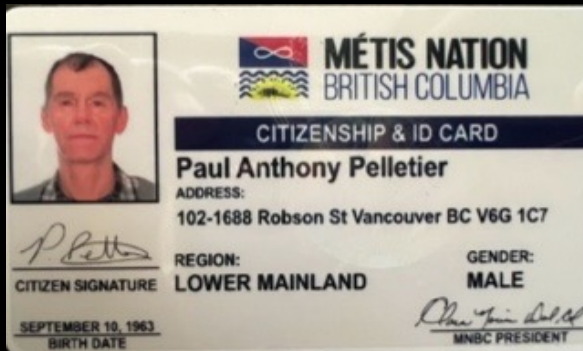
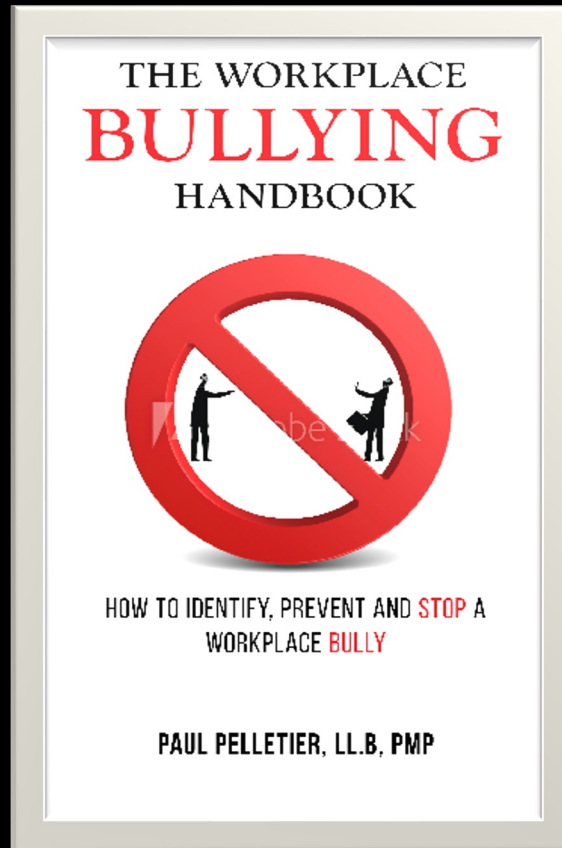
Be honest, unafraid to say what you
are REALLY thinking

The SKY IS THE LIMIT!



This is me according to most people's first impressions, common stereotypes and biases. I call this a person's "book cover"

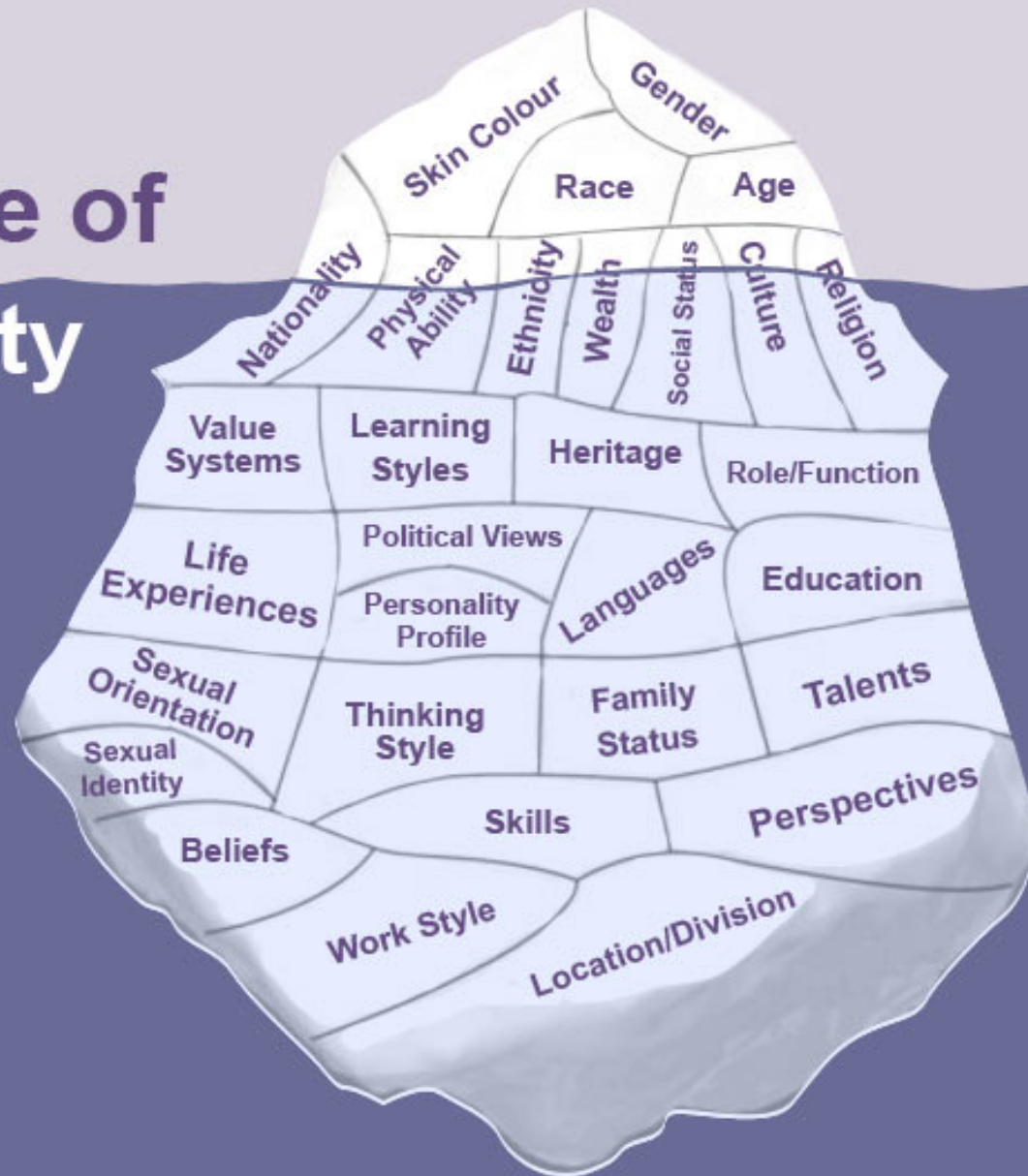




Behind the cover lies a different book – This is actually who I am

PS – I drive a 2008 station wagon and live in a solar-powered house!

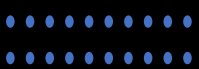
Waterline of Visibility





Roadblocks to
Building
Patient/coworker
Relationships with
“Different” People

1. Diversity intelligence “blind spots”
2. Communication challenges
3. Comfort zones
4. FEAR (many kinds)



1. Diversity Intelligence Blind Spots & Patients/ Coworkers



- Who we think we are vs. how we are perceived
- Our biases and prejudices, many of which are unconscious
- Common stereotypes
- Our tendency to pre-judge, assume, categorize or judge too quickly

2. Communication Barriers

Generational differences

**Lack of diversity and
cultural awareness**

Social skills

Personality clashes

**Hierarchy and power
Imbalances**

3. Comfort Zones

- We are drawn towards those like us and often are biased to hire people like us
- We are creatures of habit
- It's uncomfortable to change
- It's awkward to engage with "different" people



An unintended impact of Comfort Zones:

A team that, on the surface, appears to represent a narrow segment of the community you serve.

as opposed to

A team that represents the whole community that you serve.



4. Fear



**KEEP CALM
AND
JUST DO IT**



Your Personal Diversity & Inclusion Plan

Start with you

- Manage yourself
- Open your heart and mind to others
- Commit to improving your DI
- Speak well of others and avoid gossip
- Show appreciation
- Kindness/Compassion/Empathy are free – but priceless to others

Share Your Experience

- What do you do to every day to build awesome patient and coworker relationships?
- Paul will ask you to share some of the ways that you have found success building relationships



Inclusive Patient/Coworker Relationships

Invest time to get to know your patients – not what they do, but who they are as individuals

LISTEN before you speak or suggest a solution

Ask others for their help, their perspective and about their challenges

Share yourself, be authentic and curious

Practice generosity of spirit, patience and servant leadership

Tips for Building Awesome Patient Relationships

Use the 80/20 rule – that means speaking 20% of the time. Most of that 20% should be open-ended questions to help lead the patient to make their own informed decisions.

Use plain, easy to understand language with visuals. Remove the intimidation barriers. Kids want to learn to.

BEFORE you do anything, show them the “problem” and explain why they need treatment and what you’ll be doing. Also, if they don’t have insurance coverage, talk about the costs.

“Help me understand...” “Do you have any questions or concerns...”

Keep notes about the patient’s preferences, background in their file so your team can treat them according to their needs

Put yourself in the patient’s shoes. What would you need to be comfortable, feel cared for, feel supported? Patients are part of your team!

It’s not what you say, it’s how you say it.” You may say all the right words, but if you’re not listening or you’re using negative body language, the entire effect of your message can be misconstrued.

Simple Things to Create Inclusion

- Build a dental practice that represents the diversity of the broader community
- Create learning opportunities for staff to improve Diversity Intelligence
- Ensure your office space is welcoming to everyone
- The “dental chair test”



Your Coworker Relationship Homework – Put your knowledge into action

Find

Find a way to connect with 2 members of your team

Focus on

Focus on those who you don't know well and need to get to know - make sure you find out something you didn't know about them

Ask

Ask about their life outside of work, their hobbies, their interests. Share things about yourself in return

Share and
Build

Remember those interesting things for your next chat. Build on that first conversation. Share them with others that have things in common to build team



Principles to Remember

- **Maintain integrity and perspective**
- **Lead with respect always**
- **We have a lot in common, regardless of our differences**
- **Be prepared to learn, to expand your awareness**
- **Be courageous**
- **Accept being uncomfortable**

Diversity is being
invited to the party;
inclusion is being
asked to dance.

Verna Myers

www.declicinternational.com

Are you ready to be a Diversity & Inclusion
Leader?

Your Patients and Co-workers are counting on you

THE WORKPLACE
BULLYING
HANDBOOK



HOW TO IDENTIFY, PREVENT AND **STOP** A
WORKPLACE **BULLY**

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Consultant/trainer in workplace
culture/respect, conflict management,
and diversity/inclusion

Book: *“The Workplace Bullying
Handbook”* (available on-line at
Amazon and Barnes & Noble)