

# Creating a Happier, Healthier & Higher Performing Culture

*By Judy Kay Mausolf*

## **WE TEAM**

- United Leadership – One Message
  - Big Picture View
  - Vision - Clear Direction
  - Regular Scheduled Meetings
  - Point of Entry
  - Response Meeting
  - #1 Priority – Empower Team to Succeed
    - Consistent Decision-Making Strategy
    - Long Term Focus
      - 10 Min/10 Months/10 Years
      - Patients, Practice & Team
      - Practical
      - Precedent
      - Passionate
- Nurture a Culture of Integrity
  - Under Promise – Over Deliver
  - Be Consistent
  - Stop Gossip
  - Model the Waddle
  - No Double Standards
- R.I.S.E. Philosophy
  - All A's
  - Implementation Strategy - R.I.S.E Process
    - Review
    - Implement
    - Sustain
    - Evaluate

## **TEAM**

- Happy & Cohesive Team
  - Performance Standards
  - Right People on the Bus
    - Create Applicant Standards Check List
    - Inspiring & Detailed Ad
- 3 Levels of Performance
- Rowers - Engaged – 30%

- Happy & passionate
- Connected, loyal & proud
- Embrace growth
- Big picture focus – long term
- Measure success on team/practice success
- Riders - Not Engaged – 52%
  - Difficult to spot
  - Checked out
  - Lack passion – just a paycheck
  - Lack initiative – bare minimum
  - Distracted with lunch, after work plans, cell phone
- Resisters - Actively Disengaged – 18%
  - Demonstrate their unhappiness
  - Always have issues
  - Fight change/resist growth
  - Unwilling to help others
  - Undermine engaged co-workers
- Good Eggs Gone Bad – Top 6 Stressors
  - Lack of Training
    - Un-powered instead of empowered
    - Catch people doing things wrong
  - Schedule is a nightmare
    - Don't sacrifice schedule/patient experience for bottom line
    - Evaluate appointment time – have to have/nice to have
    - What do we need to be on time
  - Working at Mach 10 speed
    - Move only as fast as accurate/detailed/completed
  - One touch – avoid later piles
  - Kicking the dog
    - Blame game
    - Anger and frustration
  - Lack of appreciation and value
    - Comparison trap
    - Favoritism instead of fairness
  - No foreseeable change
    - Nothing I think or do matters
    - Adopt a victim mentality
    - Lose hope and stop trying
- Stress Stopper Process

- Fight or flight stage
  - Breathe deep 30 seconds
  - Observe emotion and let it go
  - Start thinking and processing a plan of action
- Triage the situation (team)
  - What has to get done
  - What can be let go of
  - Do the best you can
  - If you will live...take the next step
- Team Standards
  - Character Traits
    - Positive Attitude
    - Positive Intent
    - Plays Well with Others
    - Ownership Mentality
  - Capabilities
    - Aptitude
    - Knowledge
    - Skill Sets
  - Appearance
    - Reflect Patients & Practice
- Job Expectations
  - Legal, Ethical, Within Licensure
  - All A's
  - Cross Trained
  - Patient Focused Versus Task Focused
    - Priority Hierarchy
      - Rocks – Important –Urgent
      - Pebbles – Important – Not Urgent
      - Sand – Filler
- Accountability
  - Myths
    - They should know
    - Telling them once is enough
    - It should be quick and easy
  - Me
    - Personal Responsibility – Self-Maintained
  - The Baby – Task Management
    - Delegation

- Clarify Expectations
  - Ask Questions
  - Write It Down
  - Set Completion Date
  - Schedule Check-in
- The Elephant – People Management
  - Code of Conduct – ABC Standards
    - Attitude
    - Behavior
    - Communication
  - Equal Accountability
  - Monitor Daily
  - Maintain as A Team
- Culture of Appreciation
  - Starts with Awareness
    - Compliment
      - Genuine
      - Timely
      - Specific
      - Share how it was helpful
    - Spend Time Together
    - Help Each Other
      - Ask Before Helping
      - What Is Most Meaningful to Them
      - Do It How They Want It Done
    - Tangible Gifts
    - Physical Touch
      - Get Permission
      - Must be Appropriate

### **W.O.W. – PHILOSOPHY**

- Weed Out Weeds
  - Weeds
    - Uncomfortable
    - Unwelcome
    - Destroys relationship

### **W.O.W. IMPRESSIONS**

- First Impressions
  - Sensory

- Lasting Impression
  - Brand – your reputation
    - Consistent & congruent
      - People
      - Service
      - Office
      - Website
      - Social media
      - Marketing
- Touch Points – Ongoing Representation
  - Any time you connect with a patient or a potential patient
  - Moments of Truth
    - Reinforces Why You & Your Office
    - Any interaction that creates a + or – impression in the patient’s mind
    - What do our patients need to know and feel about us (our brand)

#### **W.O.W. SERVICE STANDARDS**

- Happy to Serve
  - Warm greeting
  - Introductions
  - 5 P’s
    - Positive
    - Prepared
    - Professional
    - Polite
    - Patient oriented
  - Build relationship
- Consistency
  - 5 Out of 5
  - Under promise – over deliver
  - Attention to details
  - Timely
  - Likeable team
  - Practice, practice, practice
- WIIFTP
  - Focus on patient’s experience
    - Tell your patients what you are doing and why

- Show up 100% - engage all the patient's senses
    - It's what we say or don't say that creates perception
  - Care & concern
    - What has been their past experience
    - What are their goals and desires for their dental health
    - What matters to them
  - Open & respectful
    - Conversation not a presentation
    - Educate
      - Stop data dumping.
      - Present in bite size.
      - Communicate on their level
      - Verify
        - Sequence
        - Time
        - Compliance
        - Cost
  - Address complications
    - Real place
      - What if this was a family member
      - How would I feel if it happened to me
    - Verbiage
      - How may I help you
      - May I have your permission to give you feedback
      - I can help you
    - Service recovery
      - Tell them what you can do
      - Empower employees to resolve problems on the spot
      - Trigger recovery whether they complain or not
  - Show appreciation
    - Compliment
    - Thank them
- Work Together
  - Be professional
    - Good conduct
    - Clear expectations
    - Support each other

- Protect the privacy of patients, employees & company
    - No gossip
  - Own It
    - Legal, Ethical, Within Licensure
  - Have Fun
- Awesome Ambiance
  - 5 senses
    - Aesthetic & inviting décor
    - Comfortable
    - Sparkling clean environment
    - Tidy & fresh
    - Organized - everything has its place

## **COMMUNICATION**

### Guidelines

- Safe & Sharing Environment
- Create as a Team
- Frame & Display

### Breakdowns & Resolutions

- Personal Truths
  - B.O.A.T.
    - Right/Wrong
    - Assumptions
- Invisible Elephants
  - Eggshells
    - Hurt Feelings
    - Judgment & Criticism
    - Retaliation
- Emotional Reactors
  - Emotional Reaction Cycle
    - Something Happens
    - Assign Meaning
    - Creates Feelings
    - Drives Reaction
- Sarcasm
  - Sharp & Ironic Utterance
  - Designed to Cut or Give Pain
  - Plants a Seed of Doubt
  - Most Insincere Form of Communication

- Poison Triangle of Mistrust
  - Define
  - Set & Agree on Standard
  - Establish Word
- Conflict Resolution
  - Performance Dialogue – Why?
    - Training
    - Expectation
    - Communication
    - Behavior
  - Conflict Resolution Steps
    - Forgive
    - Focus on The Future
    - Consequences

#### Meetings

- Vision Meetings - Yearly
- Workshops – Quarterly
- Team Meetings – Monthly/Bi-Monthly
- Huddles - Daily

#### **ATTITUDES**

- 9 Attitude Adjusters
  - 1. O.R.A.N.G.E. – Law of Attraction
  - 2. Smile & Shine Band - Choice
    - <http://www.practicesolutionsinc.net/products.html>
  - 3. S.P.F.
  - 4. Labels - Interesting
  - 5. Ray for the Day
    - [www.facebook.com/judykay.mausolf](http://www.facebook.com/judykay.mausolf)
  - 6. Check Buddies
    - [www.OrientalTrading.com](http://www.OrientalTrading.com)
  - 7. Book Club - Positive Meeting Topics - Rise & Shine & TA-DAH!
    - <http://www.practicesolutionsinc.net/book.html>
  - 8. Kudos Environment/Wand
    - [www.AmandaGore.com](http://www.AmandaGore.com)
  - 9. Celebrate
    - Physiology Changes Psychology
    - Body Patterns
    - TA-DAH! – Victory Pose



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