

Great Team = Great Business
2 Hours

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Developing your team has the biggest reward in growing your business. This course will discuss the importance of developing and retaining your team.

- ❖ Why is Team so important?
 - Why are we here today?
 - Chronically late employees
 - Staff that feel other staff aren't pulling their weight
 - You tell staff multiple times how to do something
 - You get the same questions over and over
 - Feeling frustrated
 - Perhaps you lost a valuable employee and you're not sure why
 - The person answering the phone reflects you directly as the manager or doctor

- ❖ It Starts with You
 - The culture of an office is the direct reflection of the owner / manager
 - Personality Tests
 - ◆ Myers Brigg
 - ◆ How to Fascinate – Sally Hogshead
 - ◆ StrengthFinder
 - ◆ Personality Plus – Joyce Littauer
 - ◆ Tests based on color
 - ◆ DISC

 - DISC
 - Ophthalmic corporations use DISC and have noted personalities styles and how they fit into practice
 - ◆ Dominant – Office manager
 - ◆ Influencer - Optical
 - ◆ Steady – tech or most optometrists
 - ◆ Compliant – billing insurance

➤ Emotional Intelligence

- The ability to perceive, control, and evaluate emotions. Some researchers suggest that emotional intelligence can be learned and strengthened.
- You cannot change your personality, but you can change your emotional intelligence
- People with High EQ
 - Make better decisions and solve problems
 - Keep cool under pressure
 - Resolve conflicts
 - Have greater empathy
 - Listen, reflect, and respond to constructive criticism
- People with lower EQ
 - Play the role of victim or avoid taking responsibility
 - Have passive aggressive communication styles
 - Refuse to work as a team
 - Overly critical of others
 - <https://www.verywellmind.com/utilizing-emotional-intelligence-in-the-workplace-4164713>
- How can you improve your emotional intelligence?
 - Pay attention to how you feel
 - Take stock of your emotional strengths and weakness
 - Remember emotions are fleeting
 - Find ways to relieve stress
 - Think before making decision
 - Listen to others – active listening means giving them attention and asking questions
 - Start watching nonverbal communication

❖ What is Leadership?

- Leadership is the ability to influence.
- Understand your role as a leader.
- A leader is also part of the team
- “Start with Why”
- Vision Statements
- Mission Statements

❖ Filling the Seats on the bus with the right people

- How to find people
 - ◆ TalentCare
 - ◆ Social Media
 - ◆ Indeed.com
 - ◆ Print / radio

- ◆ Email
- Attitude
 - ◆ Hiring for attitude
 - ◆ What is a good attitude? What is a bad attitude?
 - ◆ Attitude testing
 - ◆ Attitudes are contagious
- Team Building
 - ◆ Team building activities
 - So many activities that you can find online
 - Stories of things we've done with our office
 - Share ideas that others in the group might have done
- Identify the weak links
 - ◆ One of the more difficult things to do with a team
 - ◆ Train them or trade them
 - ◆ How to remove the weak links
 - Discreet / Clear / Honest / Brief
 - ◆ How to manage staff after you've removed a weak link

❖ Retaining People

- Communicate
 - ◆ Job descriptions / written instructions
 - ◆ Daily huddles / staff meetings – do during business hours and regularly
 - ◆ Communicate your why
 - ◆ Get buy in on change
 - ◆ Story of switching EMR and the mutiny a new EMR caused to the team
- Flexibility
 - ◆ Opportunity to allow for work / life balance
 - ◆ People bring their life to work – they can't help but do so
- Wellness
 - ◆ Opportunities for health
 - ◆ Support initiatives that promote staff's health and wellbeing
 - ◆ Story about water cooler
- Opportunities for Growth
 - ◆ Personal and / or professional growth
 - ◆ Sending staff to continuing education / retreats – make sure you pay them

❖ Entrepreneurial Operating System (EOS)

- Concepts from Gino Wickman and his book Traction that are an operating system for a business to help you run your business much like a computer's operating system - A system for managing human energy.
 - EOSworldwide.com and Traction by Gino Wickman
 - Vision – developing your core values
 - People
 - Data
 - Issues
 - Process
 - Traction
 - ◆ Dive into the core cultures of a business
 - ◆ Use your core values to hire and fire people using a people analyzer
 - Story of one offices experience with developing core values and how it has affected their business

- ❖ Understand people
 - ◆ People are insecure ... give them confidence
 - ◆ People want to feel special ... sincerely compliment them
 - ◆ People desire a better tomorrow .. Show them hope
 - ◆ People need to be understood ... listen to them
 - ◆ People are selfish ... speak to their needs first
 - ◆ People get emotionally low ... encourage them
 - ◆ People want to be associated with success .. Help them win

- ❖ Goal setting
 - Use your team to set goals
 - Through team meetings you set goals for the year – financial or otherwise
 - Concept of Open Book management
 - Open-book management helps your employees think like bottom-line business owners. ... By helping your employees understand how their actions impact profitability, you increase their accountability and tie their daily efforts to your firm's success
 - Stories of using open book management
 - People will support that which they create
 - Employees start to feel like owners
 - People stay where they feel valued

- ❖ Why does it matter to create your great team?
 - Decrease stress of running the business, however, it's more than that. A great team grows your business
 - Explore concepts from Jeff Henderson's book Know What You're For as it relates to your team
 - Culture – the customer is treated the same as the team is treated

- What does it feel like to work here?
- Great teams and businesses are people-centric as opposed to self-centric
- The power of a handwritten note highlighting who they are – not what they've done. People who feel appreciated will do more than expected
- How does this relate to your team? The most powerful form of advertising is word of mouth, in particular positive word of mouth. A business is no longer what it tells its customers that it is. A business is what other customers tell what it is.
- A great, positive team become the vision carriers of your business

❖ Summary: All culture of a team starts with you