Eleven tips for success in your dental clinic

Part II: CAPS & CLIMB

Author_Dr Anna Maria Yiannikos, Germany & Cyprus



[PICTURE: ©ROST9]

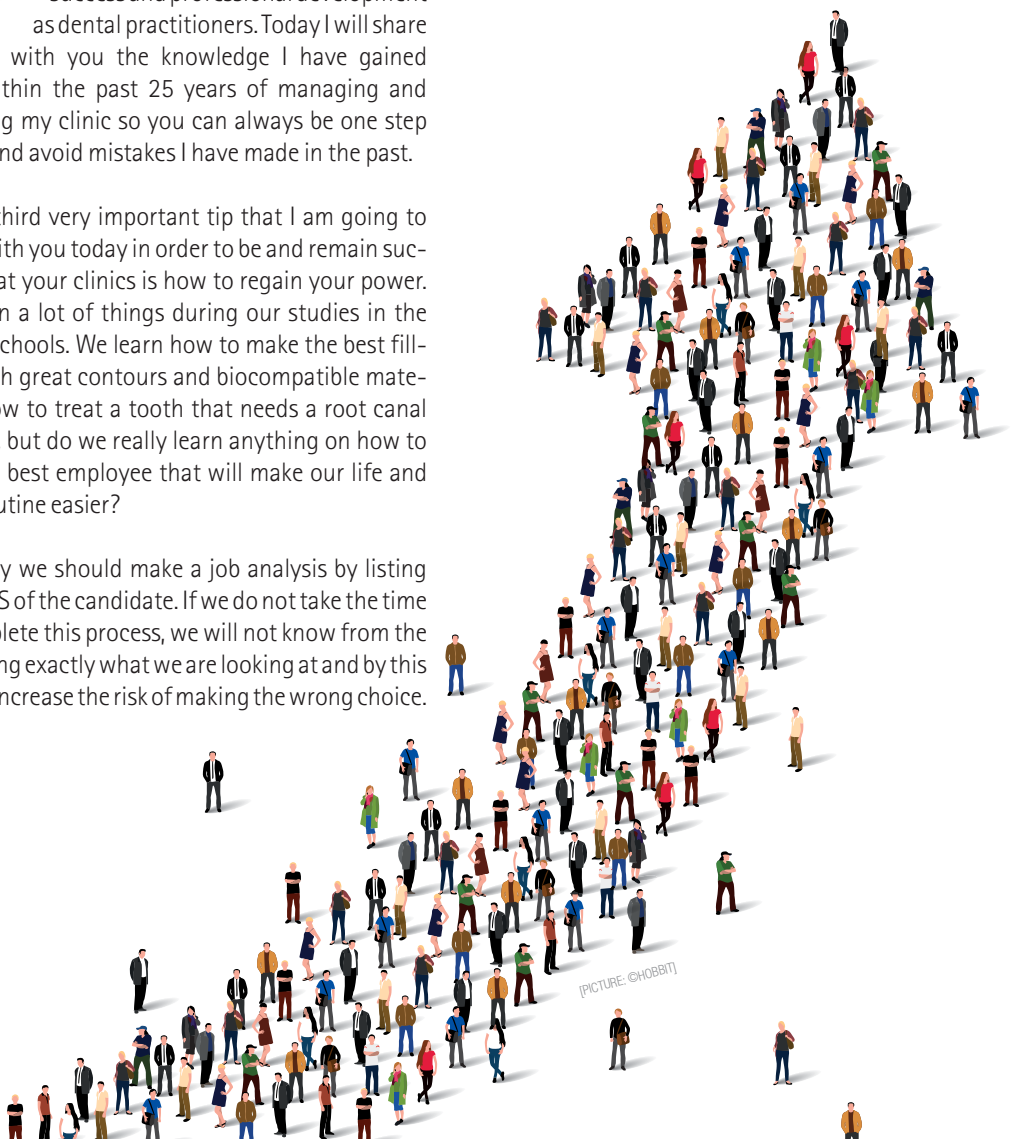
_After the last issue of laser **international magazine of** laser dentistry, we have begun a new journey with our brand new series "Eleven tips to gain desirable success in our dental clinics". In this publication, we are going to continue exploring different parameters that can reinforce our success and professional development as dental practitioners. Today I will share with you the knowledge I have gained within the past 25 years of managing and evolving my clinic so you can always be one step ahead and avoid mistakes I have made in the past.

The third very important tip that I am going to share with you today in order to be and remain successful at your clinics is how to regain your power. We learn a lot of things during our studies in the dental schools. We learn how to make the best fillings with great contours and biocompatible materials; how to treat a tooth that needs a root canal therapy, but do we really learn anything on how to find the best employee that will make our life and daily routine easier?

Firstly we should make a job analysis by listing the CAPS of the candidate. If we do not take the time to complete this process, we will not know from the beginning exactly what we are looking at and by this we will increase the risk of making the wrong choice.

If, for example, we go to the supermarket without our shopping list, what will we end up doing? We will most probably buy unnecessary things or even forget the things that we went in the beginning there for.

My point here is that when we decide that we need to hire an employee we should know upfront


[PICTURE: ©HOBBIT]

what we are looking for, otherwise we might make mistakes that will cost us money and time!

Let's have a look now what does CAPS stand for:

- Capacities: The mental and physical abilities required to do the job. How smart and how strong (physically capable) must the successful applicant be?
- Attitudes: such as customer service, orientation, team player, reliability, honesty, willingness to follow rules, problem-solving, loyalty, safety-consciousness, ability to follow through—Imagine having a receptionist who, although she is doing the job without a mistake, complains about everything all the time. Is that a person that you would love to have as part of your team?
- Personality: traits such as competitiveness, assertiveness, attention to detail and sociability—Also search whether the person will manage his or her personality to get the job done, since as social scientists declare about 60 per cent of our personality traits are inherited and most of them are set by age nine. In other words: personality can't be taught and it doesn't change much over time.
- Skills: Expertise required to do the job—Skills are the easiest job requirements to identify. We could do that by asking the candidate to perform certain tests. For example, if we are trying to find a receptionist we could ask her to translate an article, or through role playing to check how she responds in certain scenarios.

Have always in mind the quote 'we hire them for the skills but we fire them for their attitudes'!

So finally we found our A-star employees and now what do we have to do in order to keep them? The fourth very essential tip of today's article that I would love to share with you is the different ways that we can use to retain our A-star employees. Apply CLIMB to retain your team!

Now let's explain a little what does exactly the acronym CLIMB stands for:

- Challenge: Studies have shown that the main reason that our employees resign is that they are dissatisfied with their tasks. That's why we should


[PICTURE: ©SUNNY STUDIO]

give them challenging duties to accomplish. And what will the result be? They will feel useful and they will find it difficult to leave from a job that offers them different and unique experiences.
- Loyalty: Be human with your employees and do not be afraid that you will lose your power. Show interest in their problems and lay back in times that they cannot handle any more pressure.
- Investment: Invest time and money to them so they will feel appreciated. During my lectures I get regularly the question that we reward them by giving them bonus and still they are not motivated enough, what shall we do? My answer here is that you must renew your reward system regularly. Sometimes you can give them cash (as bonuses) or maybe you can offer them other kind of incentives, like buying them a free trip for vacation on Christmas, for example.Research has proven that the more powerful and effective incentives are the ones that that are specific, tangible and noncash. Also please remember to 'Reward not the best in sales but the best' A major mistake that we usually do is to only reward the ones that bring money to our clinics. Instead we should reward the best in our practices, the ones that are completing their tasks in excellence unconditionally to what this task is.
- Measurement: Conduct a fair performance appraisal every six months.
- Building: Demonstrate your commitment to them by showing them opportunities of career development.

During the next issue we will analyse two new tips that will reveal new opportunities and potential of our dental clinics. Till then, remember that not only are you the dentist in your clinic, but you are also the manager and the leader.

You can always send me your questions and request for more information and guidance at: dba@yiannikosdental.com or via our Facebook account. Looking forward to our next trip of business growth and educational development!_

contact



Dr Anna Maria Yiannikos
Adjunct Faculty Member of AALZ
at RWTH Aachen University
Campus, Germany
DDS, LSO, MSc, MBA

dba@yiannikosdental.com
www.dbamastership.com

Kurz & bündig

Im ersten Teil der Serie "11 Tipps zum wünschenswerten Erfolg in Zahnkliniken" wurden die ersten beiden Ratschläge dieser Reihe vorgestellt, um Anfängerfehler zu verhindern und langfristigen Erfolg zu erzielen.

Der erste Tipp befasste sich mit der intensiven Auseinandersetzung mit dem Praxisinhaber selbst, seinen Fähigkeiten, Schwächen und Stärken. Der zweite Tipp hatte die Frage zum Ziel, wie man es schafft, nicht nur zufriedene, sondern vor allem loyale Patienten zu haben.

In der nun vorliegenden Fortsetzung der Artikelserie konzentriert sich die Autorin darauf, wie man den idealen Praxismitarbeiter findet und auch hält. So legt Tipp Nr. 3 ausführlich dar, wie man mithilfe von vier Schlüsselqualifikationen den geeigneten Mitarbeiter auswählt. Hierbei sollte man neben den geistigen und körperlichen Anforderungen (capacities), der Arbeitseinstellung (attitude) und der Persönlichkeit (personality) des Bewerbers dessen individuelle Fähigkeiten berücksichtigen. Hat man so einen geeigneten Mitarbeiter ermittelt, kann man sich mithilfe des vierten Tipps der Aufgabe zuwenden, diesen Mitarbeiter zu halten und zu motivieren.

Dafür gibt die Autorin ihren Lesern fünf einfache Maßnahmen mit auf den Weg: eine berufliche Herausforderung (challenge) und Interesse am Mitarbeiter als Mensch und nicht als reine Arbeitskraft (loyalty) können neben finanziellen Anreizen (investment) motivieren. Zudem geben eine regelmäßige Evaluierung (measurement) der individuellen Leistungen und Erfolge des Mitarbeiters auf der einen Seite und die Aussicht auf eine stetige berufliche Weiterentwicklung (building) andererseits diesem das Gefühl, im Unternehmen geschätzt zu werden und dort auch in Zukunft eine Perspektive zu haben.

Nachdem nun aus Mitarbeiter- und Patientensicht alle Weichen für den Praxiserfolg gestellt sind, wird sich die Autorin in der nächsten Ausgabe von laser **international magazine of** laser dentistry *damit beschäftigen, der Praxis selbst ihr größtmögliches Erfolgspotenzial zu entlocken.*