

# Building a Results Orientated Team



**Would you like to harness the latent potential of your team and, at the same time, reduce your stress levels in running your practice? TRACY STUART argues that introducing a well thought through Rewards Programme will help you do just without adding any additional costs.**

## Do you lie awake at 4am unable to let work stuff go?

If you do, then welcome to the club of Business Owner or Manager! Perhaps when you close for the weekend your team rush out like their pants are on fire to enjoy two days of freedom. This may leave you, the Business Owner or Manager feeling you are in a pretty isolated place, as you are left with all the 'other' responsibility to deal with.

Most of those who just hot footed it out the door have no idea what 'other' responsibility is or that it even exists! Their week seems to have passed without incident. But you've had a bee in your bonnet all week! Undoubtedly, they think it goes with the territory - where some sort of evil magic takes place that turns you into a blinkered, results-orientated stress-head.

Subliminal it might be, but Team behaviours such as this are also fuelling one of the biggest reasons for your 4am insomnia and you behaving like a bustling stress-head! The result of which leaves you staring at the ceiling at 4am wondering -

- How can you get more clients through your door?
- Team attrition - how can you stop it as you know you can't afford to increase salaries?

- You are working longer hours but the profit is static - why?
- How are you going to get any time off as you can't afford a replacement?
- How are you going to handle the loan review with your Bank Manager?
- Can you afford to employ another Dentist?
- Too many gaps in the Diary but how can you fill them?

In my experience a cast iron solution to this problem lies in a well thought out and implemented Reward Programme. It won't turn Moaning Myrtle into your star employee, but it will provide a whole gamut of solutions, including a more rapid and sustainable growth in your profits.

## Introducing a Rewards Programme

A Rewards/Bonus Programme is a proven and really effective way to regain control of your life, your sleep and your business! Not only that, you will also reap the benefits of making your Team feel valued both as individuals and as the collective they are. When you get the right Rewards/Bonus Programme in place you will find their focus is heightened and becomes closer to emulating your own. In fact, with the right mechanism in place they will be raring to go with more motivation than you ever thought possible!

The first thing to say is a well set up Rewards Programme should not cost the practice anything. The rewards will be paid out from the additional income and profits generated by your team. Secondly, your Programme should not sit separate from the rest of your business it should be stitched into the short, medium and longer term goals of your Practice and help accelerate your progress in achieving them.

Once you have the Programme outlined and focused on what it is you wish to achieve, it is important to discuss and share your ideas with your Team. Seek their opinion, they may put ideas forward you had not considered. It is important they feel part of it; after all it is for them so it must motivate them and give them a reward they truly value.

Set up in the right way, it will encourage committed Team players to stay focused whilst discouraging those with lame excuses of falling sick or poor time-keeping. In fact, wherever I have implemented Rewards Programmes the cessation of sickness and poor time-keeping has been synonymous to the point of being non-existent.

Suffice to say with agreed goals and timescales in place, each member of your Team can effectively be involved and play their part in achieving them.

With this very honed and targeted approach, you as the business owner will have harnessed the additional energy of your Team to get behind your goals too. With the promise of the Reward you will be amazed at the positive motivational effect this has on your Team and in making them pull together collectively. You will also find they are far more conscientious and motivated to achieve the result you are after too.

When implemented correctly your Rewards Programme will reap you growth in your profits which up until now you have probably been struggling to attain. It will also provide you with incredibly positive solutions to ALL the bullet points in the list opposite!

Another reason I hear for not implementing a Rewards Programme is that you have some very high performers in your Team. Therefore it would be unfair on those lesser mortals as it would only serve to leave them feeling peevish on the side-lines.

Not at all. A Dental Practice is a small business and it has to be inclusive from the Practice Manager to the part-time Receptionist taking into account everyone's role in the customer service experience. If you have not yet realised that your clients buy into your Team and make their appointments based on that experience long before you as the dentist can tell me the colour of their eyes, then you best stop reading this now as you are wasting your time.

A carefully planned, and thought out Rewards Programme will encourage and reward every member of your Team, from the part-time to the full time if they have contributed towards achieving the common goal.

It's so important when considering implementation of such a Programme that it serves the collective Team and does not create division. Rewards Programmes, especially in small organisations such as Dental Practices, should be for the benefit of all. The

right Programme will create cohesion in Teams where previously none existed.

## A reward in itself

An effective Rewards Programme can be a great recruiting tool for attracting the right people and can be your panacea to staff attrition too.

Remember that all too familiar feeling of having to recruit new people? Just as you overcome one hurdle and find the right person (you hope) it feels like another is off to pastures new.

**"A Rewards/Bonus Programme is a proven and really effective way to regain control of your life, your sleep and your business!"**

There are many hidden costs inflicted on your business when you find yourself on the recruitment roller coaster yet again!

You would be amazed at the difference an effective Rewards Programme will bring to this area of your business. Practices frequently report that staff attrition has become a thing of the past for them. This also means that the investment in the creation of mind-blowing customer service training is compounded.

The result of implementing an effective Rewards Programme is organic growth within your business brought about by fully utilising and motivating the people you are investing in from the outset. Your Team. Make them feel valued. Make them feel motivated. Share common goals. Forget dragging everyone else along behind you kicking and screaming, leaving you exhausted and awake at 4am! Your Team (because this will weld them as a Team) will be driving their own sections forward to the good of all. Your Practice can at last be a collective performance working toward a common goal with shared rewards. ■

## Tracy Stuart

Tracy Stuart is an independent Dental Consultant and Coach delivering Dental Practice Improvement, Dental Practice Training, TCO Receptionist Training, Dental Sales Training, Dental Marketing and Dental Practice Manager training programs to increase dental profit to businesses throughout the UK, Scotland, Wales, Ireland and abroad.

Tracy's 20 year career in the Dental profession has been one of continuous development, which have seen her mentored by some of the most highly regarded training professionals in the world.

If you would like to find out more about Tracy and her training programmes, visit her website at:

[www.nbstraining.co.uk](http://www.nbstraining.co.uk)