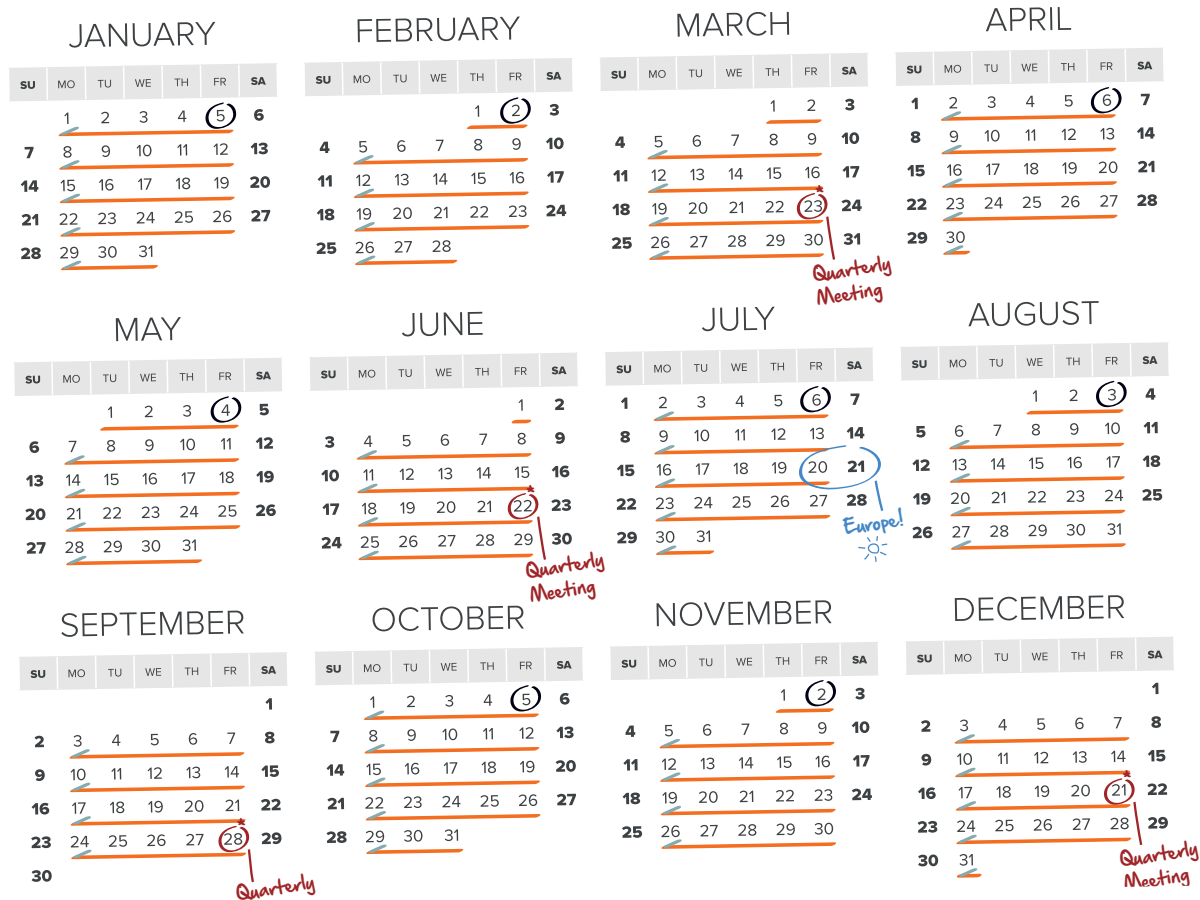


# The ideal schedule

## for dental team conversations



**20 MINS** **DAILY**  
 – the 20-minute morning huddle to review yesterday's significant KPI's, today's financial targets, to do's & who to ask for referrals, etc.

**1/2 DAY** **MONTHLY**  
 – a half-day session to review financial performance, marketing return on investment, new patient conversion stats, clinician productivity, the patient experience and team well-being

**2 DAY TRIP** **ANNUALLY**  
 – a 2-day trip. Leave Friday afternoon and fly to any Easyjet destination in Europe. Friday night, informal dinner. Saturday morning CPD training session, review of the last year, reveal plans for the next year. Saturday afternoon, shopping or beer. Saturday night dinner and dancing. Sunday morning hangovers and breakfast, afternoon travel back.

**60 MINS** **WEEKLY**  
 – a 60-minute conversation (during billable hours) to review best bits of the last week: what went right? what went wrong? what can we do to improve?

**FULL DAY** **QUARTERLY**  
 – the half-day becomes a full-day, off-site and the afternoon session is an external guest speaker on marketing, customer service or sales

People are not an overhead on your P&L, they are an asset on your balance sheet.  
 If you want to make customer service your competitive advantage it begins with a self-actualised team.

