

Welcome to...

Building and motivating your top team

with **Lucie Simic**



WESLEYAN
we are all about you

Practiceplan
The business of dentistry

medenta
putting finance into practice

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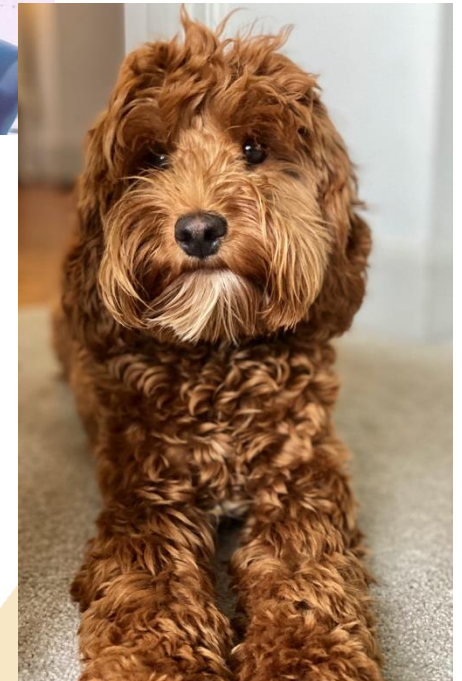


Lucie Simic

HEALTHCARE
CONSULTANCY




Hello, my name is Lucie





A Bit About Me

- My dad is a Maxillofacial Surgeon
- I have lived all over the world, travelling with my dad as a child
- I was a broadcast journalist for the BBC – I dreamed of being a wartime journalist like Kate Adie
- I was once the youngest newspaper editor in the country
- I left journalism to work in PR and social media.



My Dental Journey – where it started

- I have been working in dentistry for more than a decade
- I joined EDC in 2012 to launch the 7-day-opening and later became General Manager
- £500k turnover to £2.5m
- Corporate dentistry take over
- Headhunted to set up a squat practice



Introductions

Name?

Practice?

What is your current biggest challenge?



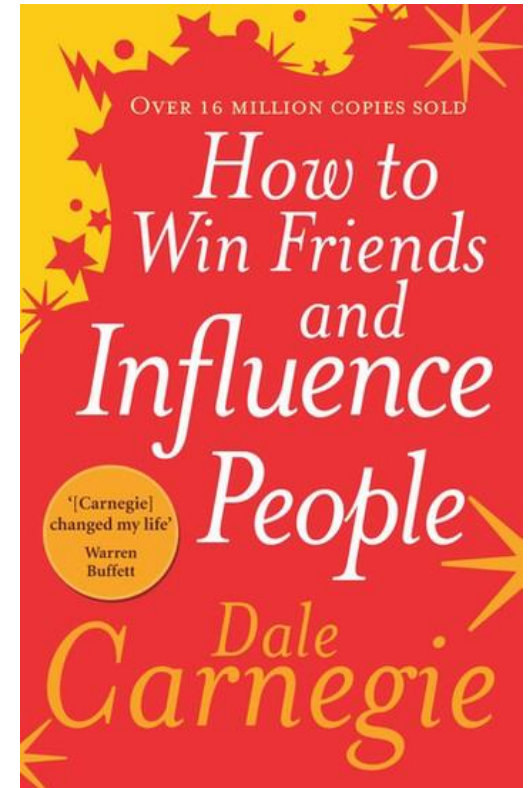
Get the best out of the programme

- ✓ Open mind
- ✓ Participate
- ✓ Ask questions

Successful People

You need to be genuinely interested in other people and they will become genuinely interested in you

You need to create a rapport with your team – or at least recruit someone who will






The Brand Book

Brand book – What is it and why?

Having a clear vision and mission statement can help in aiding selection of new recruits, but also keep staff motivated




The top left corner features overlapping yellow and orange geometric shapes, while the top right corner features overlapping light green and white geometric shapes.

Set the Vision, for the whole team

The Vision

Our goal is to build on the heritage and patient loyalty and develop into a dynamic, forward-thinking, private dental practice with excellent patient care and exceptional customer service.

From the moment a patient walks through the doors, from being greeted, to being treated by the clinician, we will look to provide high quality patient care. Patients will benefit from a number of well-qualified clinicians with post graduate experience who between them will offer a variety of clinical skills, from quality general dentistry to high-end restorative dentistry and aesthetic and cosmetic treatment. The practice is always fully compliant with current CQC regulations and works at 'Gold Standard'.

The bottom right corner features overlapping yellow and orange geometric shapes.

The Brand Book – set out your vision for the business

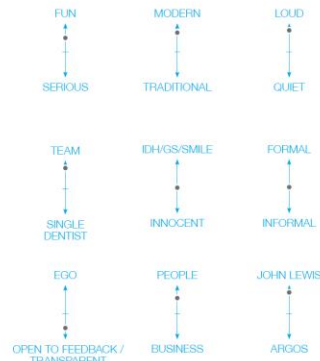
Why is our brand important?

WHENEVER WE USE OUR LOGO, OR WRITE ANYTHING ABOUT THE EXETER DENTAL CENTRE, TOGETHER WITH THE WORK WE DO, WE ARE CREATING AN IMAGE OF OURSELVES THAT OUR AUDIENCE WILL INTERPRET. **THIS IMAGE IS OUR BRAND.**

The verbal and visual elements that we use create important first impressions for those who do not know us. And for those who do know us, they reinforce our brand image. To make our brand truly powerful, we therefore need to ensure that the way it is applied is always consistent.

Every member of our team has a role to play in creating and maintaining our image and contributing to our brand. These brand guidelines exist to help you represent our brand consistently and to ensure that our brand values are at the forefront of every communication.

What we strive to be like



Introduction

THIS DOCUMENT IS A GUIDE TO THE COMMUNICATION & USAGE OF THE EXETER DENTAL CENTRE BRAND.

It explains why our brand is important and the best practice usage of the brand in our communications and documentation.

This guide should be followed when commissioning, designing or delivering any kind of document or communication.



Introduction

This document is a guide to communication & usage of the Dartmoor Dental Brand. It explains why our brand is important & outlines best practice when we communicate. By following these guidelines, we can ensure the logo is used in a way that upholds the aesthetic standards & keeps our brand looking professional & consistent. We want to ensure that our cohesive brand design reflects us in the world.

Tone of voice

Tone of voice only works when it's expressed consistently. We need to spend time to understand it, so we can use it effectively & are able to brief others on how to use it. Every time a staff member communicates with a patient or a member of the public, they are acting as an ambassador for Dartmoor Dental.

WE ARE 'WORLDLY'

We are informed about all aspects of dentistry & have lots of experience in practicing wide ranging techniques. Our insight & open minded approach form the foundation of everything we say. We understand people & respect them.

WE ARE 'INSPIRING'

We believe our knowledge is most valuable when it is shared. We are positive, enthusiastic & always encouraging. We know we can change lives, so we act with integrity.

WE ARE 'INCLUSIVE'

We're always aware of our patients & what they need to know from us. We consider the experience, not an organisation. This means we can explain the complex in a simple, but not simplistic way.

WE ARE 'AFFABLE'

We seek to create a warm & welcoming environment, filled with kind & courteous staff. Thoughtful surroundings, clean & uncluttered. We seek to make dentistry as stress free & simple as possible. We are proud to be an independent practice & the bespoke feel of both the service & surroundings should speak volumes. We are a 'high end' practice with a 'down to earth' approach.

Formal content

SIGNAGE, PRINT, WEBSITE, FILMS
This content type is to be the most formal, but still resonant with our patients. We aim to sound knowledgeable, interesting but, most of all, approachable as a team of dentists & staff. We want to portray the Dartmoor Dental's ethos in all our material - always & written work - & remain confident experts in our field.

Variable content

FLEXIBLE SIGNAGE, BLOG POSTS, NEWS ARTICLES
This content can be more informal, light hearted, but remains professional & authoritative. For most part we can write this in the 'first person' & be engaging & inclusive in the time. We will always need the regular & focus on what Dartmoor Dental can offer. We will not mention other dental practices in a negative tone or compare ourselves to other dentists.

Social media

SOCIAL MEDIA OUTPUT
The tone of our social media is informal & informal. It should always be written in the first person & there we can really showcase what Dartmoor Dental is all about. We can use more casual language, but not become too casual or inappropriate words.

Stationery

Letterhead



Business card



Compliments slip



Email footer

Personalised email footers can be set within the email settings.

Name: set in Gmail account first

Position: set in Gmail account first

Both size: Large

Email footer image:

Upload within the email signature settings



The Practice Principles – Have you created yours?

Our Core Values - what we will **always** do and what we will **never** do

We will always be courteous and go out of our way to serve the patients/customers

We will always treat their problems as if they were a member of our family

We will always offer the highest standard of dentistry

We will always value staff and their training

We will always work in a safe clean environment

We will always be organised and have a plan for common occurrences

We will always try to inject humour into our day

We will never turn away a patient in pain

We will never take a patient for granted - they pay all our wages each month


We will never be rude or disrespectful

We will never let our workplace become cluttered or disorganised

We will never misuse equipment



Culture, Culture, Culture


- Why is it important?
 - What is your business culture?
 - How do you portray this to the team?
 - How do patients/prospective patients view this?
- 



Who are your Stars?

“Self-motivated employees are great,
employees that motivate others are
even better.”

Think of one stand-out team member
and write that name down





Bad Apples

What if you find yourself with a team member who does not align with your brand values and core principles?

How do we move these employees on for the good of the **whole** business?

FIFO – what is this?




Team Building - Appraisals & Growth Chats





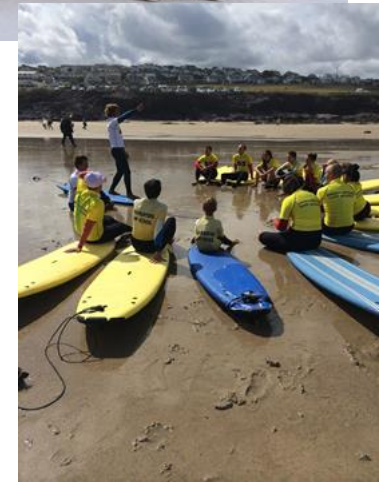
Why the team matters

It doesn't matter how well we perform as an individual, if the team around us is not well aligned, working the way you want for the common goal, then the practice will not meet its full potential – It's a team sport!



Coaching & Training

- Leadership and ethics training
- Communication skills
- Customer service training
- Nurse clinical courses
- Empowerment courses
- Days out – important for growth






Mentoring

Mentoring – what are the benefits? It is good for mentors and mentees

How can we create ‘great employees’ who become ambassadors and mentors for the next group of incoming staff?



Are we marketing for patients
or staff?






Tik Tok – have you joined in?

TikTok is home to a vibrant and engaged global community. It is a fantastic platform to secure engagement with Gen Z and Millennials.

We need to show our culture, values and work environment to encourage great staff members






Praise versus Flattery

It is important to understand that **praise and flattery, while often used interchangeably, are not synonymous.**


“Praise” is most commonly defined as the expression of favourable judgment or sincere appreciation.

“Flattery” is most commonly defined as excessive and insincere praise.





Creating a Career Path

- How do we show staff that there is a career path?
 - Is that path blocked or appear to be blocked?
 - As the practice and team grows what roles can be added or how do we create a path in a small team?
- 



Any
Questions

