

A RECRUITMENT & RETENTION REMEDY

For chronic staff shortages, persistent turnover, and
frustrating recruitment experiences.



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The business of dentistry

A RECRUITMENT & RETENTION REMEDY

For chronic staff shortages, persistent turnover, and frustrating recruitment experiences.



PRESCRIBED BY: *Mark Topley*

Side Effects:

Increased retention, stronger culture, and occasional outbreaks of team satisfaction.

DOSAGE: ONE SIMPLE SHIFT AT A TIME



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Then vs Now – What’s Changed for Today’s Workforce?

Instructions: Reflect on how expectations and behaviours in the workplace have shifted. Fill in the table below using your experience.

Area	Then	Now
Why people work	e.g. Security	e.g. Purpose, meaning
Loyalty	e.g. Assumed	e.g. Earned through trust
Leadership expectations	e.g. Obedience	e.g. Collaboration, care
Culture	e.g. Top-down	e.g. Shared and experienced
Feedback	e.g. Annual appraisals	e.g. Ongoing, real-time
Career Progression	e.g. Wait your turn	e.g. Development, recognition

Circle one row that really matters in your team. What impact is that change having – positive or negative?

ADVERT

DISCUSSION...

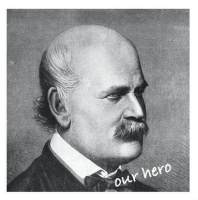
If your advert were the only thing someone saw about your practice, what would they assume about your culture?

Where might we still be communicating like everyone else (generic, clinical, transactional)?

What invisible signals could be putting off the very people you want to attract?



ACTION...



What is one thing you could change in your next advert to make it reflect the team and culture you are proud of?

What 'handwashing' (small but important) habit could you build into the way you write or review adverts going forward?

INTERVIEW

DISCUSSION...

How do your interviews help candidates see what it feels like to work with you?

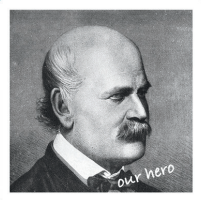
Are there interview habits you use that might unintentionally create fear, uncertainty, or doubt?

Are we just checking for qualifications, or are we checking for alignment with our values and culture?



A large, empty rectangular box with rounded corners, intended for handwritten notes or discussion points related to the discussion questions.

ACTION...



What is one small change you could make to your interview structure or style to make it more welcoming, human, and revealing of the culture?

How could you train or support those who interview with you to 'wash their hands' — that is, to be intentional about the atmosphere and approach they bring?



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INTERIM

DISCUSSION...

What happens in the gap between someone saying 'yes' and their first day?

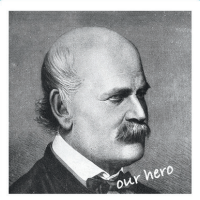
Have you ever lost someone between offer and start? What might have caused that?

What could this interim period signal about your culture — intentionally or not?



A large, empty rounded rectangular box for taking notes during the discussion.

ACTION...



What is one thing you could do next week to create a stronger sense of belonging for new starters before day one?

What could be your team's equivalent of a 'handwashing station' — a small, routine practice that reassures and welcomes them during this period?



A large, empty rounded rectangular box for taking notes during the action phase.

INDUCTION

DISCUSSION...

What does induction currently look and feel like?

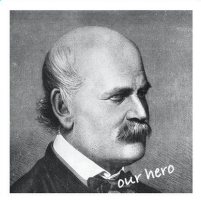
From a new starter's perspective, what might cause confusion, frustration, or fear in the first week?

How does your induction help people understand "this is how we do things here" — positively?



A large, empty rectangular box with rounded corners, intended for handwritten responses to the discussion questions.

ACTION...



What is one simple improvement you could make to your induction — something you could literally prepare or implement this month?

How could you build a 'handwashing ritual' — a deliberate welcome that creates belonging and clarity from day one?



A large, empty rectangular box with rounded corners, intended for handwritten responses to the action questions.

RETENTION

DISCUSSION...

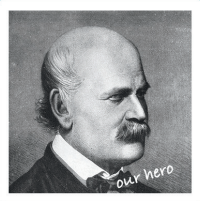
What are the small, everyday habits that tell people they are valued and part of something worthwhile?

Where might we, unintentionally, be letting the old 'bad air' beliefs creep back in — assuming people will just stay because they have a contract?

What causes people to leave in your experience — and how often is it really about pay?



ACTION...



What is one simple, repeatable thing you (or your team) could start doing regularly to strengthen culture and retention?

What is one 'invisible particle' you need to remove — a habit, belief, or behaviour that could be quietly pushing people away?



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