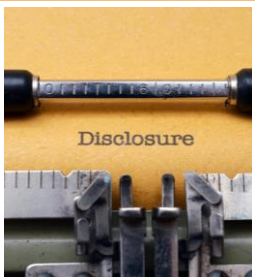


When Life Gives You Lemons



Robin Brush, ABOC
Safilo Training and Education Manager

1



Speaker Financial Disclosure Statement:

Robin Brush has received honorarium from Safilo, USA. She is the Training and Education Manager for this company.


"All relevant relationships have been mitigated."

2



- Safilo Training and Education
- Specialty: Optical
- ABO Certified Optician - over 28 years
- Ophthalmology/Optomety
- Manager/Buyer
- ABO certified speaker

3



Intentions: bring light to the fact that sometimes things at work, friends, or family, present themselves as lemons. But with the right mindset and being open-minded to change, you might just see lemonade.


AGENDA:

- Lemons 101
- On the Job Lemons
- Inventory Lemons
- You're Frustrated

4



5



What does it mean..

“When life gives you lemons, make lemonade.”

- make the best out of a difficult situation
- turn something negative into something positive
- making something sweet out of something bitter
- embracing life, no matter what
- look on the bright side of life.

6

Lemons 101



7

Did you know lemons are a hybrid fruit?



Citron



Bitter Orange

8



How sour is that lemon?

- according to the Australian Academy of Science, acidity measures the concentration of hydrogen ions
- the PH scale (potential of hydrogen ions) ranges from 1-14, 14 being basic and 1 being acid
- Scale:
 - 7- pure water
 - 6- milk
 - 5- bananas
 - 4- tomatoes
 - 3- vinegar
 - 2- lemons
 - 1- stomach acid
 - 0- battery acid
- too sour avoid all lemons! Or...

9



Benefits of Lemons

- lemon water in the morning has been said to boost your metabolism
- high in vitamin C and fiber
- good for your digestive health
- other potential health benefits like:
 - lowering your risk of heart disease, cancer and kidney stones
- Do the benefits outweigh the sourness?


10

On the Job Lemons



11

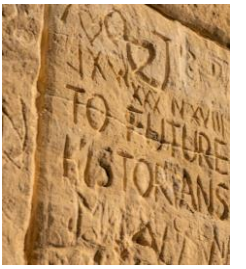
"This is my style of communication, so you're aware moving forward."



Employees

- Hank the Historian
- Steady Eddy
- Emotional Edna
- Charismatic Carl
- Doris Details
- Feelers & Thinkers.

12



Hank the Historian

- long-time Optician
- has done everything in optical
- sometimes not your biggest fan
- says things like:
 - "That'll never work"
 - "Yeh, they tried that last year."
 - "When I was a manager in 1981..."


Lemons to Lemonade REALIZATION:

- *the Historian just wants to be heard and valued*
- **I changed**
 - "In your past experience..."
 - "Can I get your inpution..."
 - "Take a look at these new frames. See any adjustment opportunities?"
 - "This is their new RX. See any opportunities from their previous?"
- Learned how to make proper adjustments

13



14



Steady Eddy

- shows up every day - never sick, never late
- very loyal - never threatens to jump ship
- does "just enough" together
- sells the same frames styles over and over
 - Lucy Ann 92 times!
- not engaged with the other office employees
 - clock-in, work, clock-out
 - "if it's not broke, don't fix it"

Lemons to Lemonade REALIZATION:

- *To the Steady Eddy, change is scary and may need a gentle*
- **push**
- **I change**
 - any changes I made required a 1:1
 - moved Eddy to the front desk in optical
 - calm personality
 - put in charge of monthly inventory
 - always done
 - started sending other employees over to Eddy with optical/brand questions
 - engagement

15

Emotional Edna

- one thing goes wrong, their entire world falls apart
 - Hoover
- needs constant affirmation
- struggles receiving constructive feedback (not constructive criticism)
- everything is a BIG deal!
 - spiff changes

Lemons to Lemonade REALIZATION:

- their over-the-top emotions are normal to them, and they don't see how it's draining others
- **I changed**
 - monthly 1:1
 - bedirect with specific behavioral examples
 - "I understand you're upset about the spiff changes. How could you have handled this better instead of throwing trays?"
 - set clear goals and why--challenge them
 - "I hired you because you are more than capable of reaching this sales goal."
 - needs recognition in front of others.

16

Charismatic Carl

- suave
- people are drawn to him
 - everybody loves him
 - club members
 - top in sales
 - perfect right?
- ABO certification is required, can't pass the ABO

Lemons to Lemonade REALIZATION:

- Carl knows optical inside and out because he is a hands-on learner
- can't pass the ABO because he struggles with reading comprehension
- **I changed**
 - I took the ABO with him
 - not cards in the lab for two months
 - he passed!

17


Doris Details

- most painful forme
 - 3 wrong flights
 - 1 wrong airport
- needs to know the details of every program sale, meeting
- what if?
- analyze paralyze
- sometimes has a hard time adjusting to ever-changing optical fast pace

Lemons to Lemonade REALIZATION:

- find mistakes easily, very focused and eager to complete daily tasks, organized and likes to follow the same routine every day
- **I changed**
 - new program - provide all details
 - perfect person for
 - checking-in orders and comparing them to sale rep order
 - tracking returns
 - lab bill for mistakes (\$1,000)
 - Optical handbook.


18



Optical Handbook

- 3rd party
 - step by step instructions
- Reto's - how to order
 - Dr.'s changes
 - lens changes (design, material, type)
- Restyles
 - how long
 - how to re-order
- Warranty policy
 - how long
 - manufacturer's defects only
- How to add/take out frames or inventory
- Sales Reps
 - by brand, then number of frames allowed in your inventory.

19




Feelers and Thinkers

The Myers-Briggs Type Indicator (MBTI) is a personality test that tells people which of the 16 provided personality types they possess and how their personalities assist them in making decisions.

People who take the MBTI assessment can determine whether they're more likely to use **thinking** or **feeling** preferences when making choices in the personal and work lives.

20


Feelers and Thinkers



- A's and B's
- Two ways you interpret information:
 - feel it
 - Think/analyze it
- **FEELERS:**
 - *feel what you said because they process information with emotion*
 - hug a feeler what happens?
 - give a feeler a compliment what do they do with their hands?
- **Managers don't communicate with:**
 - get over it...let it go
 - constructive criticism
 - don't take this personally but.
 - Are you crying?
 - your feelings don't matter, just do your job
- **DO communicate with:**
 - "Suzy, this display looks awesome! Fantastic use of brand colors logo plaque and a great mixture of styles. You're good at this. Can I make one suggestion? How about adding a few suns? How do you **feel** about that?"

21

Feelers and Thinkers



THINKERS:

- *think about what you've said to see if it's valid or not, before they respond*
- hug a thinker what happens?
- give a thinker a compliment what do they do?

Managers don't communicate with:


- when you said that it made me feel...
- how do you feel about that?
- amazing, fabulous, awesome!

DO communicate with:

- give to-the-point constructive feedback
- "Can we talk about your display? One suggestion, I'd like to see you add some sunglasses to promote multiple pair purchases. Your *thoughts*?"

22

Communication Skills



- high functioning autistic
- Sensory Processing Disorder
 - tags, seams, materials are "itchy"
 - lights are too bright
 - all sounds are the same volume
- Synesthesia Disorder
 - information meant to stimulate one of your senses, stimulates several of your senses at one time
 - seeing music notes moving in color
 - seeing numbers in color
- Thinker
 - "I told them I love them. Why do I need to keep repeating it?"
- I changed
 - Clocks don't tick
 - Ceiling fans off if not in the room
 - Say his name first
 - I've learned how to communicate with him, not the other way around.

23

Inventory Lemons



24



We're tired of this brand.

- Wal-Mart: Tide
- you've sold this frame six times but it's the first time your patient is seeing it
 - It's not about you!
- Top Seller
 - change up the colors/sizes
 - move it to another location in the optical (over the weekend)
- T.L.A. (Think Like Amazon)
 - Sell it over and over

25



Population 1,706

- anywhere else
- update your displays!

26



Duplicates:


- Why do these keep happening?
 - #1 reason, holding frames for patients
 - stack of trays by your computer
 - reps comes in and sees your best seller is missing, reorders it
 - your patient doesn't come back, and the frame goes back to the floor
 - "Does this come in any other colors?"
 - yes, it does. I will tell you that we only display the best-selling colors for each style.
 - If you want to see this in another color, I can order it for you.
 - The shipping charge is \$15 paid upfront
 - If you end up purchasing this frame, I'll credit the \$15 back to your sale.

27

You're Frustrated



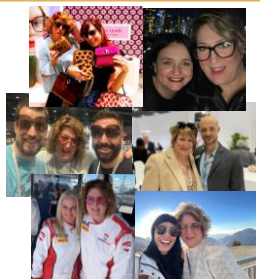

28



You:

- I was once one of them and now I'm the manager
 - set boundaries
 - no longer their pal – lunches, drinks after work
 - office hours – not always on the floor
 - set the tone (be consistent)
 - can't listen to office gossip and provide feedback, discipline and yearly reviews
 - letting go
 - empower your employees to make their own decisions
 - makes them confident and you won't be needed 24/7.

29

30



31

On behalf of Vision Expo, we sincerely thank you for being with us this year.

Vision Expo Has Gone Green!

We have eliminated all paper session evaluation forms. Please be sure to complete your electronic session evaluations online when you login to request your CE Letter for each course you attended! Your feedback is important to us as our Education Planning Committee considers content and speakers for future meetings to provide you with the best education possible.



32



Thank you!

Robin Brush, ABOC
Safilo Training and Education Manager



33
