

***Team! Dream it! Teach it! Be it!***  
***1 Hour***

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**Developing your team has the biggest reward in growing your business. This course will discuss the importance of developing and retaining your team.**

- ❖ Why is Team so important?
  - Why are we here today?
    - Chronically late employees
    - Staff that feel other staff aren't pulling their weight
    - You tell staff multiple times how to do something
    - You get the same questions over and over
    - Feeling frustrated
    - Perhaps you lost a valuable employee and you're not sure why
    - The person answering the phone reflects you directly as the manager or doctor
  
- ❖ Filling the Seats on the bus with the right people
  - How to find people
    - ◆ TalentCare
    - ◆ Social Media
    - ◆ Indeed.com
    - ◆ Print / radio
    - ◆ Email
  
  - Attitude
    - ◆ Hiring for attitude
    - ◆ What is a good attitude? What is a bad attitude?
    - ◆ Attitude testing
    - ◆ Attitudes are contagious
  
  - Emotional Intelligence

- The ability to perceive, control, and evaluate emotions. Some researchers suggest that emotional intelligence can be learned and strengthened.
- This is important because it help you understand yourself as well as your people
- You cannot change your personality, but you can change your emotional intelligence
- People with High EQ
  - Make better decisions and solve problems
  - Keep cool under pressure
  - Resolve conflicts
  - Have greater empathy
  - Listen, reflect, and respond to constructive criticism
- People with lower EQ
  - Play the role of victim or avoid taking responsibility
  - Have passive aggressive communication styles
  - Refuse to work as a team
  - Overly critical of others
  - <https://www.verywellmind.com/utilizing-emotional-intelligence-in-the-workplace-4164713>
  
- Team Building
  - ◆ Team building activities
    - So many activities that you can find online
    - Stories of things we've done with our office
    - Share ideas that others in the group might have done
  
- Identify the weak links
  - ◆ One of the more difficult things to do with a team
  - ◆ Train them or trade them
  - ◆ How to remove the weak links
    - Discreet / Clear / Honest / Brief
  - ◆ How to manage staff after you've removed a weak link

## ❖ Retaining People

- Communicate
  - ◆ Job descriptions / written instructions
  - ◆ Daily huddles / staff meetings – do during business hours and regularly
  - ◆ Communicate your why
  - ◆ Get buy in on change
  - ◆ Story of switching EMR and the mutiny a new EMR caused to the team
- Flexibility
  - ◆ Opportunity to allow for work / life balance
  - ◆ People bring their life to work – they can't help but do so

- Wellness
    - ◆ Opportunities for health
    - ◆ Support initiatives that promote staff's health and wellbeing
    - ◆ Story about water cooler
  - Opportunities for Growth
    - ◆ Personal and / or professional growth
    - ◆ Sending staff to continuing education / retreats – make sure you pay them
- ❖ Entrepreneurial Operating System (EOS)
- Concepts from Gino Wickman and his book Traction that are an operating system for a business to help you run your business much like a computer's operating system - A system for managing human energy.
    - EOSworldwide.com and Traction by Gino Wickman
      - Vision – developing your core values
      - People
      - Data
      - Issues
      - Process
      - Traction
        - ◆ Dive into the core cultures of a business
        - ◆ Use your core values to hire and fire people using a people analyzer
      - Story of one offices experience with developing core values and how it has affected their business
- ❖ Understand people
- ◆ People are insecure ... give them confidence
  - ◆ People want to feel special ... sincerely compliment them
  - ◆ People desire a better tomorrow .. Show them hope
  - ◆ People need to be understood ... listen to them
  - ◆ People are selfish ... speak to their needs first
  - ◆ People get emotionally low ... encourage them
  - ◆ People want to be associated with success .. Help them win
- ❖ Goal setting
- Use your team to set goals
  - Through team meetings you set goals for the year – financial or otherwise
  - Concept of Open Book management
    - Open-book management helps your employees think like bottom-line business owners. ... By helping your employees understand how their actions impact profitability, you increase their accountability and tie their daily efforts to your firm's success
    - Stories of using open book management
    - People will support that which they create

- Employees start to feel like owners
- People stay where they feel valued

❖ Why does it matter to create your great team?

- Decrease stress of running the business, however, it's more than that. A great team grows your business
  - Explore concepts from Jeff Henderson's book Know What You're For as it relates to your team
    - Culture – the customer is treated the same as the team is treated
    - What does it feel like to work here?
    - Great teams and businesses are people-centric as opposed to self-centric
    - The power of a handwritten note highlighting who they are – not what they've done. People who feel appreciated will do more than expected
    - How does this relate to your team? The most powerful form of advertising is word of mouth, in particular positive word of mouth. A business is no longer what it tells its customers that it is. A business is what other customers tell what it is.
    - A great, positive team become the vision carriers of your business

❖ Summary: All culture of a team starts with you