

Desert Dental Staffing's All-Star Temp Team Is a Rousing Success – Thank YOU!

Thank you, thank you, **THANK YOU!** Your response to our new All-Star Temp Team has been overwhelming! We could not have made this new effort so successful so quickly without you. To the dentists who are relying on us for temporary help, we are thrilled by your continued faith in Desert Dental Staffing. And to all of the job seekers who have signed on with us, we are delighted to have you as a part of our temp team. We do hope you will all keep relying on us to help you with your staffing and job needs.

If you or someone you know is looking for temporary work or staff in the dental field, please give us a call at 602-840-4703

Quote of the Month

“No one can whistle a symphony. It takes a whole orchestra to play it.”

H.E. Luccock

Good Stuff to Chew On

This month, for those of you who have not seen it, I am reprinting my April my column from *Doctor of Dentistry* Magazine. I do hope you find it valuable. Whether you are the boss or an employee, it gives you something to think about!

Good Stuff to Chew On

Reprinted from *Doctor of Dentistry*, April 2008

Have you ever thought about what makes Starbucks such a huge success? Surely it's not just the five-dollar cups of coffee, latte, espresso and cappuccino. I think a lot of their success boils down to employees who are invested in the company. That commitment to the company shows up as enthusiasm and passion. How could customers not be attracted to that? How could patients in your office not be attracted to that?

One of my favorite books about leadership is *The Starbucks Experience* by Joseph A. Michelli (McGraw-Hill, 2007). In it, the author says, “Companies benefit when all employees understand business priorities and look for ways to bring their individual creativity and passion to meet those objectives.” He then goes on to talk about how employees do that. As a staffing expert for dental offices, I look for ways the offices I help staff can apply Michelli's concepts.

The Starbucks Model for Creating an Extraordinary Practice

Michelli suggests employees be welcoming. It's simple thing, whether you are Starbucks or the family dentist on the corner, but many businesses miss it. Think about it. When you warmly welcome people into your home, don't people want to come back again? Should it be any different in your office?

His second point is that employees should be genuine and make the effort to connect, discover and respond to customers. A visit to the dentist is a very personal interaction for your patients. Image how receptive they would be if everyone in your office made the effort to connect with them.

Listening as a way to build a connection is another of Michelli's points. When you actively listen to your patients, you will learn what motivates them as an individual, what their underlying needs are. If you know that, you can find ways to meet their needs. When they realize you genuinely care about their wellbeing, they will more readily trust your recommendations.

Another characteristic of Starbucks is that it empowers its employees to be considerate and conscious of the needs of others, customers and co-workers alike. Employees who consider co-workers' needs when they take action on the job tend to turn every situation into a win-win. What an excellent way to create harmony in the office! And guess what? It's catching! They'll pass that attitude along to your patients.

Are you noticing a trend here? The bottom line in all of this so far is awareness of the needs of others and taking them into account with every interaction. With my help, several practices I work with have taught all their employees how to use DiSC® profiling instinctively. They learn how to interact with others based on what will satisfy that person's needs. It's amazing how well those offices function and how happy their patients are.

Michelli further instructs employees to "Be knowledgeable, love what you do, and share your knowledge with others." Each of your employees is the expert on his or her job. They will truly love what they do if they are respected for that expertise and encouraged to share it with co-workers. That doesn't mean they have to train everyone in how to do their job. It just means that when others know what they do, people will turn to them when they need help in that area. Most people are much happier when they are acknowledged as the resident expert in what they do.

Many baristas add value to Starbucks by sharing their coffee knowledge with customers to help them develop a passion for the products. Your employees can build a similar excitement in your patients by sharing their knowledge and understanding of procedures with them. Sometimes a patient will be more receptive to a procedure if one of your assistants or their favorite front office person can tell them how others have benefited from it.

Finally, encourage your employees to be involved in life, everything from your practice to what is happening in the world around them. An involved employee will go the extra mile to see that your patients are satisfied and your practice is a success. When they are involved, they have a stake in what happens. They are passionate and that will communicate itself to your patients!

Start Building that Successful Practice Now

Now, have a team meeting. Chew and brainstorm on what your practice is doing in regards to these successful concepts from Starbucks. Think about how you may all add to your existing offerings. Make one of the most successful businesses in American history a role model for your practice!! No need to re-create the wheel. Get creative and have some fun!!!!

Align these concepts with what you do in dentistry! You'll sell more coffee – oops, make that treatments. Your employees will be happier and your patients will be eager to tell their friends about their wonderful dentist!

Are You Looking for Help or Looking for Work?

Don't forget, our website lets you place an order for help, find a job, or refer a friend to us. It's simple, it's quick, and it's very easy to do.

Just click here to place an order ... Link = <http://www.ddsbydesign.com/clientsplace.html>

Or click here to find a job for yourself or a friend ... Link = <http://www.ddsbydesign.com/find.html>