

## Cultivating a Positive Environment For Your Patients & Your Team

### **Finding the right team members:**

- Don't be afraid to hire
- Change your perspective on hiring to be, "who can we find to bring value to our team" or "could this opportunity change someones life"
- Have an "always hiring" philosophy
- Create a QR code to a custom hiring application
- Always be on the look out for people that embody your philosophy and vibe

### **The key elements to a positive culture:**

- 1. Communication: have open and honest two way communication
- 2. Honesty: be honest with your standards from the start
- 3. Kindness: your patients can feel your positivity and kindness and they can feel when it's not there as well
- 4. Listen: have genuine curiosity to listen to what your team has to say

### **Establishing a positive culture from the start of a practice or new hire:**

- Ask yourself if you are surrounded with the people you want to build your practice around
- Be willing to have hard conversations or let people go if they are not a good fit
- Have clear expectations from the start and have conversation right away if a standard is not upheld

### **How to get people to "care" as much as you do:**

- Meet people where they are and not where you expect them to be
- Define what "care" means to you. Is it going above and beyond after hours or is it being full present with your patients and taking excellent care of them during office ours.
- Have a quarterly 1 on 1 meeting and not just a performance review but sit down and ask questions like: What are you most proud of since we last met, where to you need more training and support, and where are you getting stuck or what is taking up the most of you time.

### **Getting patients to engage:**

- Make sure everyone on the team is ready and willing to communicate and talk to the patients and parents about reviews, contents or even asking them to follow you on social
- If the team is having fun everyone will want to join in

### **Common challenges when creating culture:**

- Change can be hard and uncomfortable but be honest with the team so that everyone knows what to expect

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