The Hawaii Dental Association

Is Pleased To Present Their 2017 Annual Session

Featuring A Guest Lecture

With

Rosemary Bray

“Teamwork! It Makes Your Dental Dream Work!”

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At the Hawaii Convention Center
In Honolulu, Hawaii

6263 Paseo Callado
Carlsbad, CA  92009

Tel/Fax 760.268.0760
www.rosemarybray.com

Rosemarybrayortho@gmail.com

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The “8 Ate’s” Of Being A Great Team

# 1 – Initiate … Doctors, you graduated from school. You framed that diploma. You decided HOW to practice, you sought advice from others, you set your personal standards and ideals high and wrote your goals down. You vowed to deliver outstanding customer service and exceptional quality treatment. So, you did the first part for everyone. Congratulations!

# 2 – Locate … When deciding about building your team, you looked for the right people with the best qualities, (see the list) hired only FAT ACES and “Hired the Attitude….Trained the Skill”. You have also learned to do a great interview, exit interview and annual performance review for everyone on board.

# 3 – Create … You all Walk the Talk and Shoot the Way You Shout! Your Mission Statement is real and alive and posted up so you and your family of patients can see why you come to work every day. Your current team wrote it and you all live it and believe it fully.

# 4 – Educate … You all vow to learn throughout your life. It is part of the great profession you have chosen. You have that Yearning for Learning. Going to classes and meetings is a joy not a chore. You read books, have an office library and have CD’s to hear the message from meetings you cannot attend. You are well cross trained too. Job descriptions are written and current and training days for your entire team are on the calendar for a full year in advance. Right? 😊

# 5 – Cooperate … You are all using both the Golden Rule and the Platinum Rule daily with your interactions with each other. You all strive to be fair, respected, trusted and capable leaders. You all lead and you do it with the 6 E’s.

1. E_________  3. E_________  5. E_________

Your office manual is fair and attractive and is kept current. All new employees read and initial it. You read books about leadership and teamwork as well as those about teeth.

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# 6 – Communicate … The number one reason for team downfall is lack of communication (as it is in marriage and all relationships). Make your communication be 1) O__________, 2) H__________, and 3) S__________! Be sure it is constant two way communication and that you are sincere. This goes for all the team and with your patients as well. Doctors, ask your employees for their opinion. Without fail, have regular and productive:
  – Monthly Team Meetings
  – Morning Meeting (Huddles)
  – Annual Office Retreats
  – Annual One-on-One Meetings (performance evaluations)

Office gossip seems to be the main slayer of team spirit. So your team has wiped it out. You also have no “BMW’s” on board. You also communicate well with your patients with your regular Patient Satisfaction Surveys. Listen to what they tell you and make changes as needed.

# 7 – Motivate … Are you setting the team and practice goals together? When employees are part of the planning, they are more likely to be part of the accomplishing. As a team, monitor practice numbers versus your goals and set small incentives along the way to not get burned out. The team should know as many practice stats as Doctor is comfortable sharing. This is motivating to help people achieve and strive. Consider team rewards as long term goals are met ~ keep the office fun. Have surprise little rewards, occasional outings, or team events to keep the spirit alive.

# 8 – Celebrate … Acknowledge all accomplishments ~ big and small. Find things to salute. Make “High Fives” commonplace. Celebrate all employee birthdays, anniversaries of employment, the practice anniversary, Boss’s Day, etc. Find things to be happy about! It’s easy, it works!

NOTES ~

A BMW is a … A CAVE is …

I think we need some salad tongs …
THE MOST COMMON REASONS TEAM MEMBERS ARE DISMISSED BY DENTISTS
(From the 100 Top Offices Polled)

IS THIS ME?

MY SCORE 1 TO 10

# 1 – A NEGATIVE OR DECLINING _____________
2 – NOT COMPATIBLE WITH THE EXISTING TEAM
3 – NOT A “TEAM PLAYER”
4 – NOT DEPENDABLE OR RESPONSIBLE
5 – POOR SKILLS (OF ANY TYPE)
6 – INDIFFERENCE (AN “I DON’T CARE” ATTITUDE)
7 – DISHONESTY (OR LACK OF INTEGRITY)
8 – LACK OF MOTIVATION – NOT REALLY TRYING
9 – INABILITY TO TAKE DIRECTIONS
10 – POOR COMMUNICATION SKILLS
11 – PERSONAL PROBLEMS BROUGHT TO WORK
12 – POOR TASTE (ATTIRE, TALK, GROOMING)
13 - TARDINESS – ABSENCE

MY TOTAL

SCORE
1 = THAT IS NOT ME =_______
10 = YEP, THAT’S ME FOR SURE (130 SCORE SAYS MAYBE
TIME TO HUNT FOR A NEW JOB?)

11 OF THESE 13 REASONS ARE ATTITUDE RELATED
30 OF THE 35 POSITIVE TRAITS ARE ALSO ATTITUDE RELATED

“EVERYONE THINKS ABOUT CHANGING THE WORLD
BUT NO ONE THINKS ABOUT CHANGING HIMSELF” (TOLSTOY)

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THE TOP 35 CHARACTERISTICS IN A SUPERIOR EMPLOYEE SOUGHT AFTER BY DENTISTS

Listed in the order of importance as reported in a survey which Rosemary conducted of 100 Top-Quality Practices Across the United States. The list continues to stay the same today.

Check It - - If It Is YOU √√√√

1. ____________________________
2. Outgoing Personality – “A Smiler”
3. Dependable and Responsible*
4. Well Groomed
5. Caring and Compassionate
6. Honesty – Integrity*
7. Teachable – Willing to
8. Committed*
9. A “Do What it Takes” Work Ethic
10. Great Communication Skills
11. A Team Player*
12. Intelligent*
13. Integrity
14. Enthusiastic*
15. Experienced
16. Goal Oriented*
17. Self Esteem – Confident*
18. Energetic*
19. Motivated*
20. A Listener
21. Disciplined – Focused*
22. Sense of Humor
23. Courteous
24. Compatible with the Team
25. Empathetic
26. Mature
27. Punctual
28. Creative
29. Decisive*
30. Patient*
31. Visionary
32. Self Starter – Initiative*
33. Organized
34. High Moral Character
35. Kind

Which Qualities Do You Possess?
Where are you lacking?
How can you improve?
Who can help you?

Ask your team members the above questions during a team meeting. Review this list with them and offer to bring in experts to assist in training in the areas where your team feels less than confident.

*These are considered by Zig Ziglar to be among the “Top Requirements for Success” ~ both personal and professional.
Some Recommended Reading to Become the Great Team That Creates Peak Performance and Has Fun and Harmony Doing It!

Attitude Is Everything .................................................. Given Today .................................................. Vickie Hitzges
Dealing with People You Can’t Stand .................................. Dr. Rick Brinkman
QBQ and Flipping the Switch .................................................. John G. Miller
Leadership is an Art .......................................................... Max DePree
The Winner Within ............................................................ Pat Riley
Zapp! The Lightning of Empowerment ....................................... William Byham
Lead, Follow or Get Out of the Way ......................................... James Lundy
Peak Performers ................................................................. Charles Garfield
Get Everyone in Your Boat Rowing in the Same Direction .......... Bob Boylan
The Power of Ethical Management ........................................ Ken Blanchard and Norman Vincent Peale
The One Minute Manager ...................................................... Ken Blanchard and Spencer Johnson
Everyone’s a Coach ............................................................. Ken Blanchard and Don Shula
Leadership by the Book ........................................................ Ken Blanchard
The Heart of a Leader .......................................................... Ken Blanchard
Whale Done! ............................................................................ Ken Blanchard
Full Steam Ahead! ................................................................. Ken Blanchard
High Five! .............................................................................. Ken Blanchard
Leadership 101 and Attitude 101 and Teamwork 101 ................. John Maxwell
21 Indispensable Qualities of a Leader ...................................... John Maxwell
17 Essential Qualities of a Team Player ..................................... John Maxwell
Developing the Leaders Around You and Developing the Leader Within You . . . John Maxwell
1001 Ways To Reward - Energize - Motivate Employees ................ Bob Nelson
How To Become A Great Boss ................................................ Jeffrey Fox
The One To One Future .......................................................... Don Peppers
Good To Great ......................................................................... Jim Collins
First Things First ...................................................................... Stephen Covey
The One Thing You Need to Know ............................................ Marcus Buckingham
Who Moved My Cheese? .......................................................... Spencer Johnson
Why Employees Don’t Do What They’re Supposed To Do .......... Ferdinand Fournies
The Right to Lead ................................................................. John Maxwell
Hiring the Best ......................................................................... Martin Yate
How to Win Friends and Influence People .................................. Dale Carnegie
Visionary Business: An Entrepreneur’s Guide to Success ................ Marc Allen
The Art of Possibility ............................................................. Rosamond Stone Zander
How Full Is Your Bucket? ........................................................ Tom Rath
Crucial Conversations ............................................................. Kerry Patterson
Beyond the Huddle .................................................................. AnnMarie Gorcezyca
The Girls’ Guide to Being a Boss (Without Being a Bitch) .......... Caitlin Friedman
Play Like A Woman, Win Like A Man ........................................ Gail Evans
FISH!, Fish Sticks, Fish Tales, Fish for Life ................................. Stephen Lundin
When Fish Fly ......................................................................... John Yokoyama
Care Packages For the Workplace .............................................. Glanz
Pulling Together ...................................................................... John Murphy
Time Tactics of Very Successful People ..................................... B. Eugene Griessman

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RATE YOUR AWESOME DENTAL TEAM

A Fun and Educating Quiz To Take Today, At Future Team Meetings And Then Again Every 90 Days ~ Review Your Scores Together

Review each of the 10 team success factors listed below. Then indicate the extent to which you agree that it is true about your own Dental team by circling one number on the scale as follows:

1. I Strongly Disagree  
2. I Disagree Somewhat  
3. I Neither Disagree Nor Agree  
4. I Agree Somewhat  
5. I Strongly Agree

Circle One Number ~ Then Total Your Score

1- All my teammates have Mostly Positive Attitudes  
2- Our meetings are always useful, productive and worthwhile  
3- The team has clear, written professional and personal goals  
4- Everyone’s role here is written, clear and specific  
5- Our communication is Open, Honest and it’s Safe  
6- We mutually support, help and respect each other  
7- We accept and give coaching and correcting with comfort  
8- We have leadership that we completely respect and trust  
9- We empower and compliment each other on a regular basis  
10-We do not gossip at the office (well, almost never!)

Interpreting Your Score:

37 to 50 = A High Performance Team  
23 to 36 = An Average Performance Team  
10 to 22 = A Below Average Performance Team  
Below 10 = I Need To Find a New Team? (Hope not.)

We have careful thought for the stranger ~ and smiles for the sometime guest  
But often for our own, we use a bitter tone ~ although we love our own the best

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Meet Your 2017 HDA Guest Speaker

Rosemary Bray has spent more than 30 years employed in the dental profession, with experience in General dentistry, Periodontics and Orthodontics (18 years). Her last 16 years were as Office Manager and Treatment Coordinator for a quality San Diego, CA Orthodontic practice. She left in 1998 to begin her self-employment as a speaker and consultant in Orthodontics and Dentistry. She was one of the founding members of the Pacific Coast Treatment Coordinators Study Group and also of the San Diego Dental Office Managers Study Club. Rosemary has proudly now celebrated her 47th anniversary in teeth!

She taught oral hygiene and dental care to 400 children from 37 different countries at the International Community School of Zurich for two years while she and her family lived in Zurich, Switzerland for a 4 year period. A tooth brushing program was instituted in the primary school curriculum as a result and her program is still ongoing today. Those International kids are still brushing! 😊

She has lectured nationally and internationally on every continent except Antarctica on behalf of the American Association of Orthodontics (AAO), and every constituent, numerous Orthodontic companies, various dental societies, Ortho and dental study groups and for her own workshops and seminars. In 2011, she was honored to be the Staff Program Co-Chair for the AAO Annual Session in Chicago and has been featured on well over 20 consecutive AAO programs. She is a feature speaker at most dental meetings too, such as the ADA, CDA, Yankee Dental, Star of North and of the South, Dallas Dental, AAPD, Chicago Mid-Winter and the prestigious Hinman Dental meetings.

Rosemary is the Past President and a Board Member of the San Diego Children’s Dental Health Association (a non-profit dental clinic in San Diego which treats approximately 500 needy children each month). This is a last resort care facility which relies on donation alone to operate. In 2007, they began to finally provide Orthodontic care as well as quality dental care!

She has been a visiting Clinical Instructor in the Orthodontic department of the University of the Pacific School of Dentistry in San Francisco where she’s donated her knowledge and experience to the future orthodontists studying there and she has spoken at many Orthodontic schools as a gift back to the profession.

She serves on the Board of Directors for the American Association of Orthodontics Foundation (AAOF), which supports and promotes education and research in orthodontics. Rosemary also serves on the Education Committee for the Pacific Coast Society of Orthodontists (PCSO) and assists in planning Annual Sessions, for that AAO Component society. Rosemary is self-employed as an office trainer, and consultant specializing in

- New patient exams, TC Training
- Internal and external marketing
- Outstanding customer service
- Verbal, written communications skills
- Team relationships, motivation, incentives, retreats and team building

She gives personalized office retreats and seminars and is available for speaking engagements to a variety of professional groups. A popular lecture is her Appreciation Seminar to thank the GP referrals to the Orthodontist for supporting the practice. Visit her website (www.rosemarybray.com) for details on programs, workshops and lectures that are open to the public.

She travels the world in the name of teeth and smiles.

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