Are you running with the ‘in’ crowd?

By Sally McKenzie, CEO

As the saying goes, birds of a feather flock together. Understandably, it’s common for those with like interests, backgrounds and experiences to form friendships and alliances. Yet, what may seem like staff camaraderie on the surface can be the root of practice factions, otherwise known as cliques.

It’s not uncommon to see divisions between clinical and business staff, between a group of the “favored” employees and the rest of the workers or between the longtime personnel and the new recruits. Regardless of the makeup, staff cliques can be a powerful undertow in your practice manifesting in poor morale, ongoing conflict and increased staff turnover, all of which compromise practice productivity and profitability.

Take the case of Liz, Ellen and Tom. They’ve been with the clinician since day one. They feel that because of their seniority in the practice they run the show, and that would be how the rest of the team sees it as well. The dentist doesn’t make a change unless those three are on board.

Liz, Ellen and Tom lunch together, have coffee together, socialize together and think nothing of the message of exclusion they send to the other employees, who, by the way, turn over regularly. They justify their failure to include new employees because the chances that the latest recruit will stick around for more than a year are slim to none. Gee, I wonder why.

In staff meetings, which are few because Liz, Ellen and Tom pull the dentist aside whenever they feel something needs to be addressed and new employees are seldom asked for input. The new employees tend to fall into the role of spectators, merely watching the dentist and the trio banter the issues about. If they do speak up, their ideas are greeted coolly. Unless the threesome comes up with the concept, it’s likely someone else’s slightly different approach will interfere with the way they like to do things, which, they argue, seems to be working just fine. And it is, at least for the three of them.

The dentist, well she’s a really nice person and although she acknowledges that Liz, Ellen and Tom “aren’t perfect,” she doesn’t want to confront the issue. She prefers to just look the other way; telling herself there is really nothing she can do about it anyway.

Certainly, strong relationships among longtime employees can be tremendously beneficial for practices that rely on small cohesive teams. Moreover, naturally, where there is commonality among employees, alliances and friendships are likely to result. You may have assistants who form strong bonds because of their professional backgrounds or team members who form social connections because a group of them enjoys watching a particular television show or others who like certain activities or hobbies. However, where ties form among those with common interests, so too can divisions between the group on the “inside” and everyone else on the “outside.”

Cliques can be extremely counterproductive, and consequently, expensive. These non-productive units of exclusion reject key players, making it impossible to establish a true team that works effectively together. The problem becomes particularly serious if critical practice decisions are being made without input from those who are not part of the clique or if essential information is not shared with those who need that information to effectively carry out their job responsibilities and duties or if the treatment of some staff is noticeably different than the treatment of other staff.

Teams, not cliques, make the dental practice successful. While personalities, work styles and interests may differ, each member of the staff needs to be given the opportunity to contribute fully.

As leaders, dentists set the example for the team and can unwittingly strengthen cliques. For example, allowing a few to monopolize the conversation in staff meetings rather than insisting on input from every team member can send the message to those who keep quiet that their input either isn’t welcome or has a lower value than the “chosen” participants. Sharing personal information with a select few members of the team conveys to the rest that the favored few have the ear of the dentist. Socializing with certain members of the staff outside of...
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A sunny ‘Gateway to Good Health’

The Florida National Dental Convention (FNDC) will be held June 9–11 at the Gaylord Palms Resort & Convention Center in Orlando. FNDC2011 boasts a strong slate of speakers focusing on the dentist’s role in a patient’s health.

The 2011 theme, Dentistry—Gateway to Good Health, highlights the many opportunities dentists have to influence a patient’s overall health. The dental office with its established recall and check-up systems is perfectly poised to monitor a patient’s overall wellbeing.

This year’s speakers and course offerings will help you as you build your expertise in standard dental procedures as well as the latest techniques.

At FNDC2011 you will find the traditional half-day lecture courses as well as hands-on workshops and the highly sought after mini-residencies. This year is offering mini-residencies in endodontics and implants.

Drs. Sam Dorn and Ken Zackery return with their intensive endodontic and implant session focusing on the latest advances in the field. Dr. Duke Aldridge will lead a two-day intensive mini-residencies in endodontics and implants.

In addition, this year there will be a special, two-day hygiene mastery, Finding the Key to a Successful Hygiene Career. Popular clinicians, Angie Stone and Shirley Gutkowski, are leading this entertaining and empowering seminar.

Moreover, for the front office staff, Suzanne Blank, Dr. Stephen Blank and Eric Vickery join forces to present The Business Manager’s Tool Kit. This fast-paced, informative, three-day course will revitalize your office the Monday your staff returns.

As always, the scientific program at FNDC2011 is filled with renowned clinicians supporting the latest in dentistry. Visit www.floridadentalconvention.com for the full listing of speakers and courses.

In addition to the scientific program, FNDC2011 boasts one of the largest exhibit halls filled with companies displaying the latest, most innovative products, services and dental technologies. Nearly 350 industry-leading exhibitors will share their knowledge and expertise with attendees. The exhibit hall will be open all three days of the meeting.

Another benefit of attending FNDC2011 is the networking opportunities. Throughout the meeting, there are many opportunities to reconnect with old friends and make new ones. From the Welcome Reception to the Party in Paradise, networking opportunities abound.

FNDC2011 will be held at the beautiful Gaylord Palms Resort and Convention Center in Orlando. This hotel’s signature attractions include three Florida environments, immersing you in the sights and sounds that make the Sunshine State a top vacation destination.

This luxurious hotel boasts excellent restaurants, dynamic on-site recreation, a 4,000 square foot fitness center, two pools and the breathtaking Relache Spa.

Gaylord Palms is conveniently located in the heart of Central Florida and is near dozens of spectacular theme parks and local attractions, including Walt Disney World® theme parks, SeaWorld® Discovery Cove and Universal Orlando. Most attractions are located within several minutes from Gaylord Palms.

Complimentary scheduled shuttle bus service is available from the hotel to the Disney theme parks, Shuttles to SeaWorld, Universal Orlando and Wet-n-Wild are available through the Hotel Concierge.

For special theme park tickets and information on other area attractions, go to the general information menu and choose the area attractions option on the following website: www.floridadentalconvention.com.

There is no better place to get your C.E. credits and network with your peers than at FNDC2011. Visit www.floridadentalconvention.com to see the full schedule of events and to register to attend.

About the author

Sally McKenzie is CEO of McKenzie Management, which provides success-proven management solutions to dental practitioners nationwide. She is also editor of The Dentist’s Network Newsletter at www.thedentistsnetwork.net; the e-Management Newsletter from www.mckenzie mgmt.com; and The New Dentist magazine, www.thenewdentist.net. She can be reached at (877) 777-6151 or sallymck@mckenzie mgmt.com.