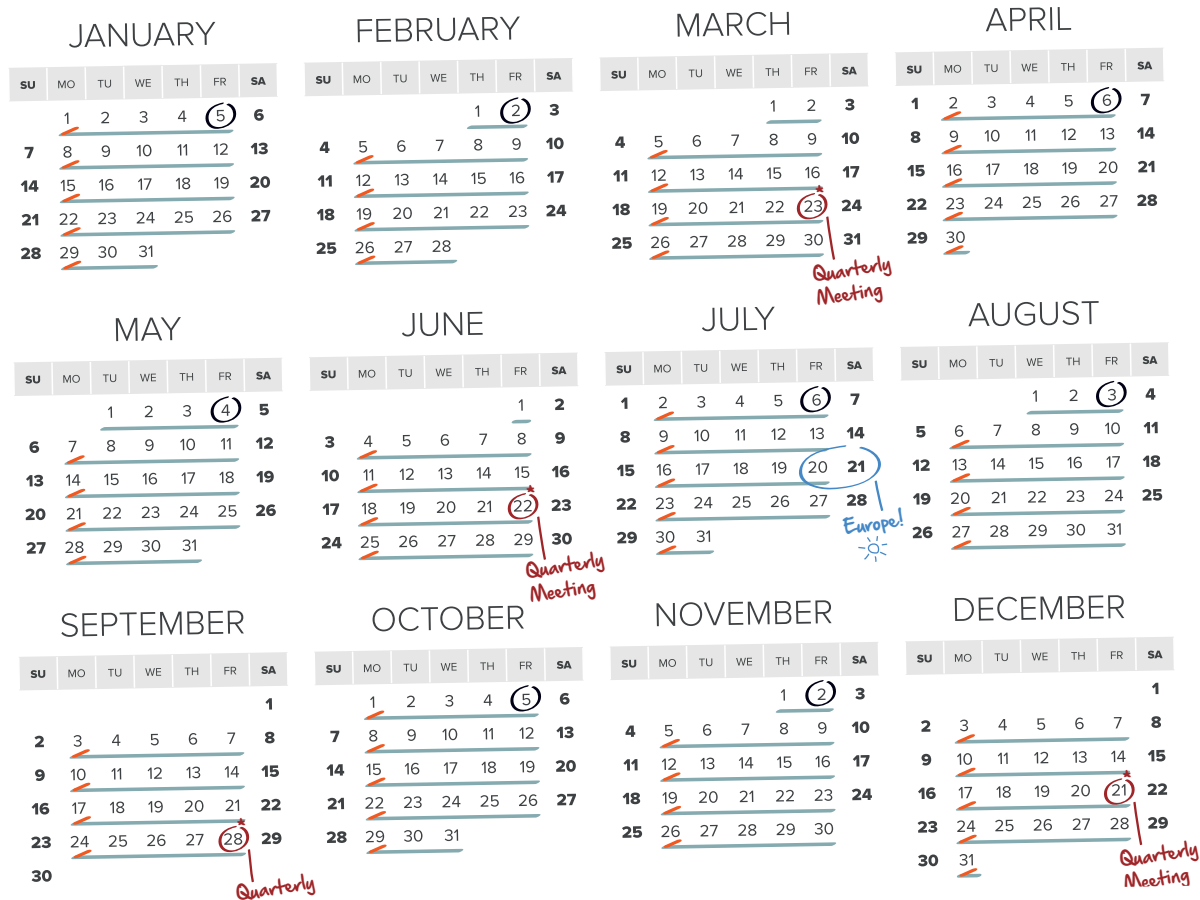


The ideal schedule for dental team conversations



20
MINS

DAILY ———
the 20-minute morning huddle to review yesterday's significant KPI's, today's financial targets, to do's & who to ask for referrals, etc.

60
MINS

WEEKLY —
– a 60-minute conversation (during billable hours) to review best bits of the last week: what went right? what went wrong? what can we do to improve?

1/2
DAY

MONTHLY ○
– a half-day session to review financial performance, marketing return on investment, new patient conversion stats, clinician productivity, the patient experience and team well-being

FULL
DAY

QUARTERLY ○
– the half-day becomes a full-day, off-site and the afternoon session is an external guest speaker on marketing, customer service or sales

2 DAY
TRIP

ANNUALLY ○
– a 2-day trip. Leave Friday afternoon and fly to any Easyjet destination in Europe. Friday night, informal dinner. Saturday morning CPD training session, review of the last year, reveal plans for the next year. Saturday afternoon, shopping or beer. Saturday night dinner and dancing. Sunday morning hangovers and breakfast, afternoon travel back.

People are not an overhead on your P&L, they are an asset on your balance sheet.
If you want to make customer service your competitive advantage it begins with a self-actualised team.