THE BRADY GROUP
HAPPINESS CENTERED DENTAL COACHING

What does a successful dental practice and McDonald's restaurant have in common?

Sounds like the set up to a bad joke, doesn't it? The answer: *They both share a key business concept that drives their success.* That concept is systems, and whether you are making a hamburger or performing a root canal, the repeatable systems you use to accomplish each task are critical to your practice's success.

Systems support the team

When I visit dentists and team members, I often ask, "What do you like least about your job?" While the responses vary, they all have one things in common… lack of written, well-communicated systems and expectations that support the vision of the practice.

It's been my experience that 95% of the time dentists employ capable people. The problem is often disguised as a willingness or compliance issue, when in fact the leader has failed to set the course and ask that each role establish their own systems in accordance with the vision of the practice.

Many practices find themselves in a bind when a key team member has to be out unexpectedly for illness or family emergency. That's because the information necessary to perform their duties resides in their heads, and the person tasked to replace them has little-or-no access to that wisdom.

Even when all team members are present, there will be no real sense of unity if the right hand doesn't know what the left hand is doing. We end up duplicating efforts, or things simply fall through the cracks.

Successful businesses, however, have a systems manual for each role that contains all the information necessary to perform the duties associated with each position, including training and cross-training considerations. There is no need for reactive behavior to "put out fires" in these situations because the system itself solves the problem.

An organized systems plan not only helps when someone else in the practice has to fulfill duties of another, but it helps you to be more organized in your own role. With out a list, I find myself jumping from one thing to the other in no particular order. An organized chart or list helps me to be much more effective in my day-to-day tasks. I'm also much more consistent with the tasks that are required weekly, monthly or quarterly.

When faced with the complexity of a growing practice, I often see overwhelmed dentists and teams hire another person to relieve that stress. This can be disadvantageous in several ways, and can sometimes complicate matters more, especially if the right systems are not in place.

Success as a common denominator

Our practices are really no different than other successful businesses from a systems standpoint. We need to operate in a similar manner—even though we don't have deep fat fryers in our practices – ha!

What's the best way to come up with a systems manual for each role in the practice?

1. **Write down all of the tasks fulfilled in your role.** It might be best to keep a journal for a week and record everything that you do.

2. **Set up a calendar for your tasks** – some are done daily, some weekly, some monthly, quarterly, etc.

3. **Prioritize your tasks** – what are the MIT's (most important things). These are often what Stephen Covey refers to as *'important, but not urgent'* things that when we neglect create urgent situations.

4. **Write detailed written instructions for each system**, step-by-step, as if a 3rd grader would be attempting the task – be thorough! Utilize photos and video to supplement the written resources. You can even set up a private YouTube channel, just for your practice with training videos.

Assistant Role **Name** _____

Write down all of the tasks fulfilled in your role.

The first three rows are for the 'MIT's'. Most important tasks in your role that must happen every day, no matter what.

TASK	FREQUENCY	SYSTEM CREATED

Front Office Role **Name** _____

Write down all of the tasks fulfilled in your role.

The first three rows are for the 'MIT's'. Most important tasks in your role that must happen every day, no matter what.

TASK	FREQUENCY	SYSTEM CREATED

Hygienist Role **Name** _____

Write down all of the tasks fulfilled in your role.

The first three rows are for the 'MIT's'. Most important tasks in your role that must happen every day, no matter what.

TASK	FREQUENCY	SYSTEM CREATED

Doctor Role **Name** _____

Write down all of the tasks fulfilled in your role.

The first three rows are for the 'MIT's'. Most important tasks in your role that must happen every day, no matter what.

TASK	FREQUENCY	SYSTEM CREATED

Use the following template to write detailed written instructions for each system, step-by-step, as if a 3rd grader would be attempting the task – be thorough! One system per form.

Utilize photos and video to supplement the written resources. You can even set up a private YouTube channel, just for your practice with training videos. Attach photos and/or video links to this page.

Role _____ **Name** _____

System _____ **Date Created** _____

Frequency/Schedule _____(daily, weekly, monthly, quarterly, etc.)

SYSTEMS CALENDAR

ROLE _____ MONTH _____

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY

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