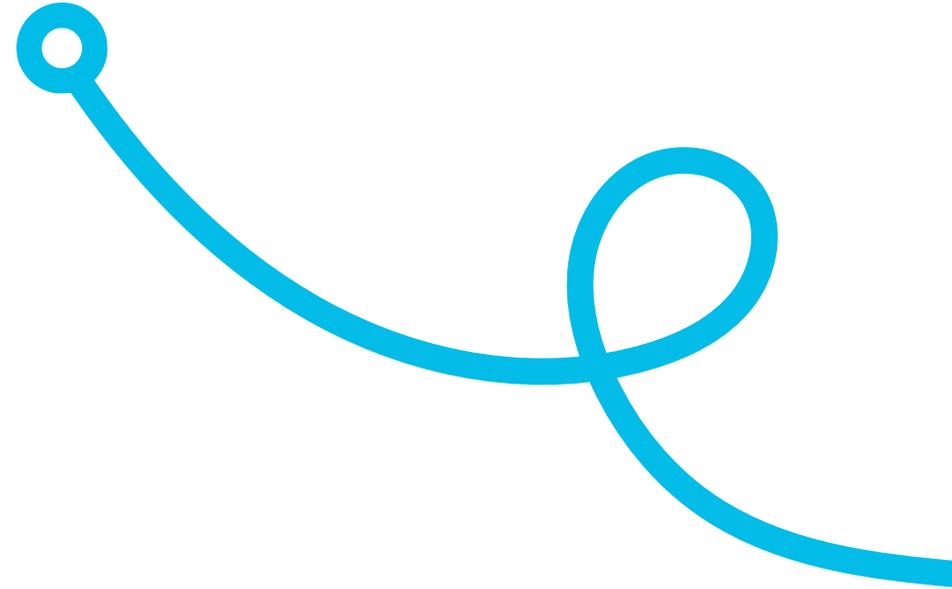


The Dental Manager's Guide to Building a Positive Workplace Culture



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Introduction

2022 saw record-breaking labor shortages for North America, and the dental industry was no exception.^{1,2} It's more crucial than ever to create an environment where employees want to come to work each day because they feel valued and heard. That's why for our first guide in 2023, we wanted to take you through some steps that you can take in order to build a positive work culture for your dental team.

A workplace where every single team member loves coming to work? Huh, imagine that!

While this might sound like a fantasy, it is so much more attainable than people realize. And while there isn't exactly a magic recipe for creating such an environment, there are a few key ingredients that are critical to the success of any dental practice. Let's take a look!

1 (2022, November 18). Description: Labour shortage trends in Canada. Retrieved January 5, 2023, from https://www.statcan.gc.ca/en/subjects-start/labour/_/labour-shortage-trends-canada

2 Wagreich, I. (2022, December 28). Understanding America's Labor Shortage: The Most Impacted Industries. U.S. Chamber of Commerce. Retrieved January 5, 2023, from <https://www.uschamber.com/workforce/understanding-americas-labor-shortage-the-most-impacted-industries>



Set a Clear Company Vision



Set a clear company vision

A company's culture is the most important part of its success. It has a direct impact on the productivity and profitability of your business. If your employees aren't happy, it is unlikely they'll perform their job duties to the best of their abilities.

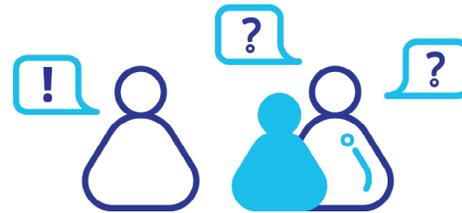
One of the most important steps in building a positive dental office culture is setting a clear company vision. This means having an idea of what you want the dental practice to be like when it grows in size such as:



How many people do you want working there?



What skills and attributes should they have?



What type of workplace culture do you want to implement?



What do you want to be known for?

But it's one thing to know what you want your practice to be, and another thing entirely to get your team on board with the plan. A company vision statement should be both aspirational and inspirational, but also realistic and achievable.

The best way to get your employees on board with the company vision is by making sure they understand how it fits into their personal goals. What do they want out of life? What matters most to them? If you can align those answers with the goals of your practice, then you're well on your way to creating a positive dental workplace culture that everyone wants to be a part of.

Helping Your Employees Find Flow



Helping your employees find flow

In [a recent study](#), Gallup found that employees who are “engaged” at work are more likely to be top performers than those who aren’t.

But what does it mean to be engaged? And how can you help your team members find flow in the office?

According to Mihaly Csikszentmihalyi, author of *Flow: The Psychology of Optimal Experience*, flow is “the process of achieving complete focus on one thing and losing yourself in it.” When this happens,

people feel a sense of intense absorption in whatever they’re doing — a feeling that is so enjoyable that they want to repeat it.

Flow isn’t just about making sure your employees are happy and productive; it also helps them build positive relationships with their coworkers and supervisors. When people enjoy working together, they create an environment where everyone can do their best work without fear or anxiety.



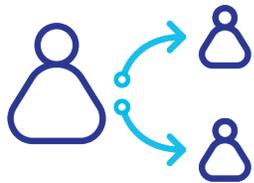
The role of automation in finding “flow”

Let’s face it- having to perform manual, repetitive tasks on a daily basis can be extremely draining, and “administrative burnout” is a real thing. Your employees play a crucial role in the dental patient experience, but all the manual tasks they need to complete by end-of-day leaves little time to interact with patients further than a “hello” or a “good-bye”.

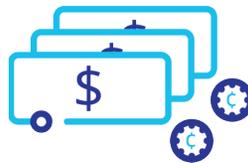
But don’t panic, while there are a few ways to solve this, the one we know best is by automating routine tasks. The benefits of automation include:



Eliminating routine tasks that eat up your employees time and energy



Reduced human error



Lower overhead costs



Increased productivity



Encouraging your team members to focus on what aspect of their job matters most to them - such as providing excellent patient care!

Create a workplace
culture that breeds
positivity



Create a workplace culture that breeds positivity

A company's culture is a reflection of its values. It's something that is often discussed but rarely defined or measured in any meaningful way.

Culture matters because it defines the way people do things and how they interact with each other. And in addition to setting the tone for your dental practice as a whole, culture has a powerful impact on employees retention and productivity. Employees who feel like their workplace culture aligns with their own personal values are more likely to stay with their practices for longer periods of time, which

translates into higher retention rates and lower hiring costs over time.

There are many ways to define company culture - but a positive dental workplace culture is one that has been cultivated and nurtured. It's one where everyone is happy and engaged, where there is a sense of camaraderie and teamwork.

This kind of culture is certainly not the norm in [most dental practices](#), but it doesn't have to be difficult to create.



“I have always believed that the way you treat your employees is the way they will treat your customers, and that people flourish when they are praised.”

Sir Richard Branson, founder of Virgin Group

4 tips for creating a positive dental workplace culture:

1

Make your employees feel valued

Employees who feel valued and comfortable will carry out their daily tasks and patient interactions with more effort, which translates into getting more done in less time — and happier patients!

2

Help employees establish work/life balance goals

A good work/life balance is essential for a happy, healthy and productive workforce. Many studies have shown that a healthy balance can lead to more than just improved productivity and employee retention.

The benefits of a positive work/life balance are many:

- Employee loyalty improves when they feel that they are cared for.
- Employee satisfaction increases. Having a better sense of control over their lives leads to happier employees who will be more engaged in their jobs and perform better.
- Employee stress levels decrease. A healthy work/life balance allows employees to rest up after long days at work or provide time for themselves during the week, which can help reduce stress levels associated with work-related problems.

4 tips for creating a positive dental workplace culture:

3

Encourage open communication

Allow employees to speak freely about their feedback without fear of retaliation. Employees should feel comfortable approaching their supervisors with concerns, whether they're related to management, other staff members or patients. Open communication can also help prevent conflicts from arising in the first place.

4

Keep your dental team connected

Create a sense of community in the dental practice by regularly taking time to connect and bond outside of work. Dental practices are often fast-paced and it can be difficult to find time to get to know all your co-workers with so little time. Regular team-building activities or dinners can help overcome social barriers that some may face at your workplace.

A little bit about Intiveo...

While we take great pride in being communication specialists for patient engagement here at Intiveo, our workplace culture and company values are at the heart of who we are. We are all about supporting each other, embracing our truest selves, and growing individually as well as together.

Finally, we want to thank you for taking the time to read this guide and for allowing us to help you shine a light on the real superheroes of your dental practice - your team!

“Whatever the project, it’s all hands on deck to ensure our teammates feel supported in achieving their goals.”

Josh DeVries, CEO of Intiveo

