




# Practice Culture It Takes A TEAM

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# Be prepared for your homework at the conclusion!

## Listen – Think - Write It Down

- One FUN event that you could help lead for team culture

**And**

- One FUN event to drive a program, initiative or something new in your practice for profitability or increased patient care.

**And**

- What is a “Thank You” for someone on your TEAM?

**Be thinking and making a note over the next few minutes!**



**What is culture?**

**What does GREAT culture look like?**

**What is your culture?**

**Culture is the core to a great workplace!**

**Who is responsible for creating a great culture?**

**The Team!!!!**

**You, doctors & your patients!**



**All that walk through  
the doors of the  
practice can really be  
seen as part of the  
team.**

**All that walk through  
the doors of the  
practice want to be  
on “That Team”!**



**WE GOT  
THIS  
BEST TEAM  
EVER**

# How to Create a Fun Culture

- Hire 1<sup>st</sup> for happiness and passion
- Experience & credentials 2<sup>nd</sup>
- Tend to the weeds & show leadership
- Work hard, play hard
- Be ambitious, have BIG plans & goals
- Create interactive space



Finishing up my second week at [WSAudiology](#)! I have to thank [Kaitlyn Maehr](#) and [Toyin Powell](#) for making me feel so welcomed and appreciated before I even started and every day since! I couldn't be happier about being a part of the team and I'm looking forward to accomplishing great things together.



# A great team begins with training on a few important items.

Like the....

Practice mission.....

Gold Standard Service.....

Staff training.....

National certification.....



## Support each other – Mentor each other

# Why Have a Staff Development Program?

- ✓ Give your practice a competitive edge
- ✓ Greater practice efficiencies
- ✓ Increased patient care
- ✓ Great staff contentment and pride

**Equals a great place to work!**

# Increased Learning & Productivity

- A lot of research to support a fun work environment increases productivity
- Encourages creativity





## How do you take advantage of the creativity?

- Staff meetings
- Team retreats

Use the creativity to see things from a patient's perspective



# Increased Job Satisfaction

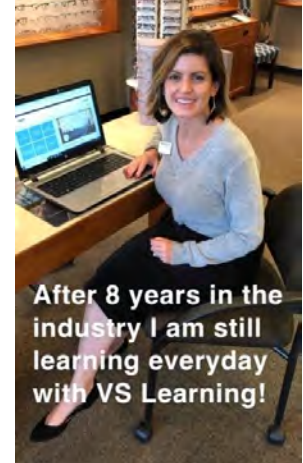
- Employees quit people, not the job
- Create a culture where if your employee won the lottery, they would still want to hang out
- Counters burnout
- 80% of Fortune 100 Companies rated as “great” by employees report their work environment is fun



Staff training  
= Increased effectiveness  
= Increased patient Care  
= Increased Satisfaction  
= More FUN!



Find and create an educational pathway.



# Talk about the FUN.....

## What can be FUN?

What do you do or see other companies doing that make for a fun environment?





Vision Source Of Bowling Green

4h · 🌐

We don't need a special holiday to show our staff how much we appreciate them!! We do like to surprise them with fun signs and catered lunch from @localtacobg 🤗 We are blessed with the best staff ever!! ❤️



**"Supported teams  
are successful teams and  
leaders are only as  
successful as their  
teams."**

**Leadership First**



# A clear pathway with cheerleaders along the way.....



## Cross country ... a true fan sport.



### Staff Training and Development Plan

#### Prior to Day #1

- Create an office email for the new staff person
- Create a user in My Insight – My Offices – Personnel on Vision Source Insight
- Log into staff person's newly created email account
  - Find the email generated from My Insight to create the password on Insight for the new staff person
  - Login to Insight and click on the VS Learning Navigation tile
- If your new staff person is an optician with no experience, or little experience in the optometric profession, order the New To Optical Onboarding Participant's Guide that can be found on VS Learning under Learning Tracks.

*Vision Source new staff person to set up with account to login to and VS Learning!*

#### Day #1

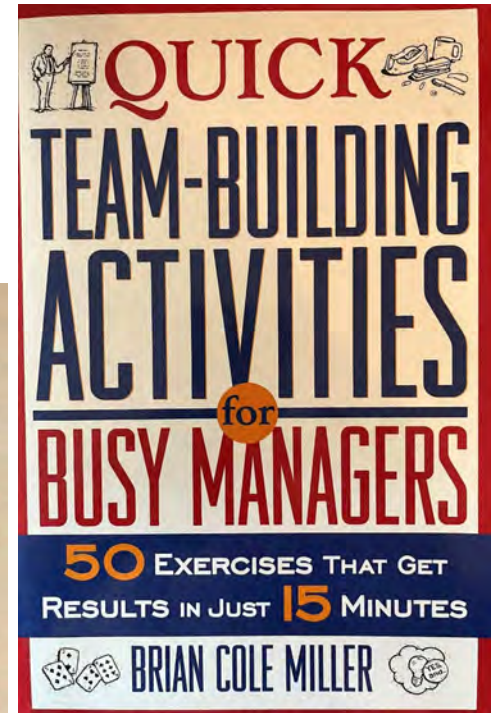
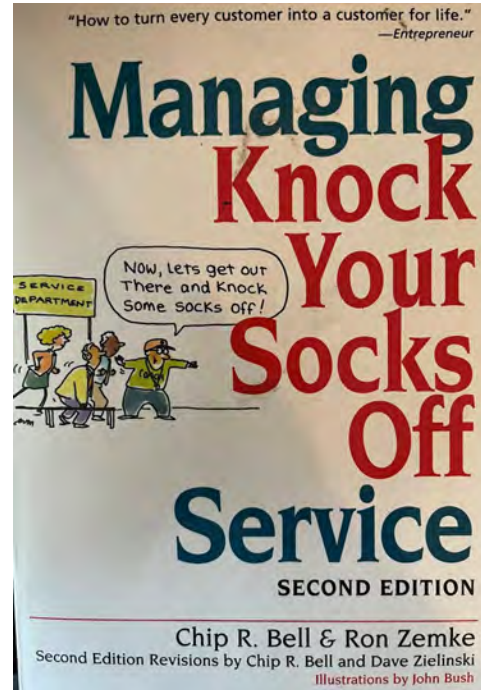
- Introduce the new staff person to the existing staff. Make them feel welcome and excited to be a part of your eyecare team.
- Have a conversation with the new staff member telling them how excited you are to have them onboard and happy they have chosen this as their new "Career". Explain national certification (ABO and/or AOA-CPC) to the new staff member and the value of increased competency for the practice and an increased level of patient care by holding national certification.
- Give the new staff person their office email, password and walk them through logging on to Insight and clicking on VS Learning. Encourage the Insight App for the phone.
- Based on their assigned job role in the practice, have the new staff person enroll in the appropriate Learning Track on VS Learning. Example: a receptionist would be expected to complete the Front Desk Learning track. Likewise, an optician new to the optometric field should enroll in New To Optical Onboarding.  
*Note: Course(s) can be assigned to the new staff person by either the doctor or the Vision Source Learning manager.*
- Set a date that the Learning Track is expected to be complete by.

#### Continued Education for the Practice

- Have an expected continuing education protocol in place for ALL staff in the office. Example: All staff are expected to complete one VS Learning course in reference to their responsibilities in the practice on a quarterly basis. The Certificate of Completion that can be printed off VS Learning – History & Transcripts, and is due to the office manager by the end of the current quarter.  
*Note: New staff will complete multiple courses as they begin their new career with the practice.*
- At the new employees first progress review, around the 2 weeks to 1 month time frame, review the employee's staff training progress.  
*Note: The doctor or Vision Source Learning manager can access the VS Learning reports to review the progress prior to the review with the new staff person.*
- At weekly staff meetings, on a rotation schedule, a staff member should share a tip/idea/pearl from their quarterly VS Learning with the entire staff. If the staff is large, in order to have all staff participate, possibly share two staff persons' learning tips each staff meeting. This builds a culture of continued learning in the practice to be able to provide a higher level of patient care.

Find your resources for great ideas.....

Books..... Other Practices .....



# Staff Connections are huddles, staff meetings, retreats, or gatherings.

Who owns staff training?

You all as a team. With and without the doctors

Morning Huddles.....

Easy to get “too busy”... A basketball team does not go out on the court without a game plan and a huddle..... It is a must!



Let the FUN BEGIN!



# Can the day, or those team huddles start with a bit of fun?

Music? Team Dance?

Share a good Google Review!

A cheer together as you leave morning huddle –Laurie Sorrenson  
“Let’s go wow some patients and have some fun!”

How about a little 1-minute mid day inspiration?

Team cheerleader – Mid day stretch???



**WORK  
HARD.  
PLAY  
HARD.**

- Plan quarterly events outside of the office
- Share ideas of possible activities
- Free to Extravagant
- Document with pics, keep in break room
- Lunch & Learns – staff led, rep led

# Ideas for events outside the practice.....



Alliance Booster Club

Oct 8 • 🌀



Thank you Webb Eye Care!! We appreciate your assistance in the concession stand tonight! And to Alliance Family Dental (we forgot a pic) on Tuesdays middle school game! Great business like these help make the Alliance Activities Booster Club successful!!!



# Talk about BIG goals.....

How about a trip for the  
practice to Orlando  
Florida in January?

Work with your company  
reps to hit BIG goals!

They worked at this as a  
TEAM!

Tune in to find out the 2020 winner for the Best in  
Marketing Transitions Innovation Award!

Learn more about the [#InnovationsAwards](#) at  
[TransitionsPRO.com/Awards](https://TransitionsPRO.com/Awards)  
[#TransitionsOptical](#)





# Philanthropic projects – Giving back to your community as a practice..... A TEAM!



This month as our random act of kindness we delivered goodie baskets to nurses at our local hospitals!

We appreciate everything you do to keep our hospitals running!

#webbeyecare #randomactsofkindness #nursing  
#nurses #supportlocal



Celebrate.....  
Celebrate.....  
Celebrate!!!!

- Anniversaries
- Birthdays
- New Hires
- Continuing Education
- National Certification

Both in office and in  
social media!

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Happy 5th Webbiversary to our Vision Therapist Kelli!!  
... See More

HAPPY WEBBIVERSARY!

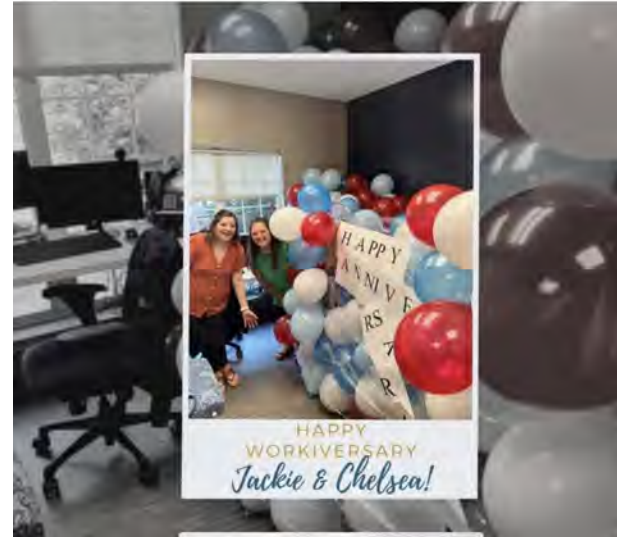


Celebrate.....  
Celebrate.....  
Celebrate!!!!

When you go on vacation the week of your work-iversary, don't tell your work bestie to remind your boss not to forget. Or they might just conspire to leave you a surprise when you return...

In the end a questionable plan with a supply run or two + a trip home for an air compressor + a few hours trading off balloon assembly and staging = team building that will continue to be laughed about for quite a while!

[Behind the wall of balloons is a chair, desk, monitor, keyboard and mouse all wrapped in moving plastic wrap. : ) That was surprise #2!]



# Staff Professional Connection & Development

Find those ways to create opportunity for the staff in your office.

Watch trade posts, magazines, etc.

How can you create opportunity and professional goals for each other as leaders?

Builds the staff professionally and builds the practice as a whole!



Webb Eyecare

Sep 3 · 🌐

Exciting things are happening at Webb Eyecare!!!

Our very own Shana made it into Eyecare Business magazine for her role as a [Transitions lenses](#) change agent!

Looking Fabulous Shana!! We are so proud to have you on the team!

[#webbeyecare](#) [#transitionslenses](#) [#changeagent](#)  
[#womeninoptometry](#)





## Homework time!

Write down one FUN event

**And**

One FUN event to drive a program,  
initiative or something new in your  
practice for profitability or increased  
patient care.

Now write "Thank You"! Plan to put  
that on a coworker's desk!

# Share!!!!





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**Senior Director Staff Learning & Development**

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**Now take your  
ideas back to the  
office and  
GET CREATIVE!**

