



# IRON-OUT YOUR COMMUNICATIONS

## I MPRESSION

- 7-11 RULE- PEOPLE EVALUATE YOU IN 7 SECONDS

## R ELATIONSHIPS

- PEOPLE-CENTRICITY BUIDS RELATIONSHIPS

## O PPORTUNITIES

- WHERE ARE THE OPPORTUNITIES FOR IMPROVING FIRST IMPRESSIONS?

## N EEDS

- FOCUS ON PATIENT WANTS FIRST, THEN NEEDS

## M ANAGEMENT

- PRACTICE BI-DIRECTIONAL LEADERSHIP
- CUSTOMIZE GENERATIONAL APPRECIATION

## A CTION

- ALWAYS GIVE A STRATEGICE CALL TO ACTION

## N URTURE

- FOLLOW-UP ON VARYING COMMUNICATION PLATFORMS
- INTERACT WITH\_ALL COMMENTS

## TEAM ACTIVITIES

### ACTIVE LISTENING

Speak-Listen-Pause-Answer

### GRATITUDE JAR

Express gratitude regularly to reduce negativity, boost wellbeing, and performance.

## Checklist



# LANGUAGE IS A BRIDGE TO TRUST

## Language

- Cleaning
- Flossing
- Deep Cleaning  
Scaling / Root Planning
- Gum Disease
- A Little Bleeding  
Bleaching
- Recall
- Cavity
- Confirm

## Choices

- Dental Wellness Visit
- Interproximal Plaque Removal
- Periodontal Therapy  
Inflammatory Therapy
- Oral Inflammation
- Hemorrhage  
Whitening
- Maintenance Therapy
- Active Tooth Decay
- Remind

*People will go above and beyond what's expected IF they feel appreciated!*



## TRAVELING TROPHY

Every Friday a team member passes a 'trophy' to another team member in recognition of a job well done.

## CTA FOR TEAM AND PATIENTS

Close meetings or conversations with a **Call To Action.**  
Follow the **WHO, WHAT, WHEN** pattern.

