Team Culture
You Can't Afford to Ignore It!
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Workplace culture
- How do you define?
- Do you take an active role in shaping the culture?
- Have you created a vision for your culture?
- How do you maintain your culture?

Culture Defined
- A blend of the values, beliefs, taboos, symbols, rituals and myths all companies develop over time.
- Culture is often aligned with the organizational values and mission, and plays a key role in how the company markets their products, services, recruits and retains employees.
- A company’s culture can be the factor that makes or breaks an organization’s success.
- Therefore, it is imperative for organizations to define their culture, and make it a mission to ensure that their culture is understood, and practiced by all employees.

Culture

How to shape culture
- I believe your culture is the most important key to your company’s success
- We work hard to protect our culture
- You must explain your vision for your company
- Hire the right people
  - Orientation
  - Mission Statement
  - Office meetings
  - Should be at least twice/month
  - Frequently discuss your vision

Mission Statement

- It is a statement of the purpose of a company; its reason for existing; a written declaration of an organization’s core purpose and focus that normally remains unchanged over time.
- Properly crafted mission statements:
  1. Serve as filters to separate what is important from what is not,
  2. Clearly state which markets will be served and how, and
  3. Communicate a sense of intended direction to the entire organization. A mission is different from a vision in that the former is the cause and the latter is the effect; a mission is something to be accomplished whereas a vision is something to be pursued for that accomplishment.
- The mission statement should guide the actions of the organization, setting the standards that permeate a firm and define what constitutes success. Without a mission, an organization’s strategies are formulated.

What is a leader?

- Integrity
- Servant
- Humble
- Visionary
- Decisive
- Disciplined
- Passionate
- Loyal
- Listener
- Influential
- Driven
- Compassionate

What is an entrepreneur?

- Risk Taker
- Visionary
- Passionate
- Driven
- Work Ethic
- Creative
- Out of the box
- Determined
- Courageous
- Motivated
- Learner
- Maverick

What is an EntreLeader?

- Passionately Serving
- Maverick with integrity
- Disciplined risk taker
- Courageous while humble
- Motivated visionary
- Driven while loyal
- Influential leaders
Does your team know what motivates them?

Zappos Family Core Values
- Deliver WOW Through Service
- Embrace and Drive Change
- Create Fun and A Little Weirdness
- Be Adventurous, Creative, and Open-Minded
- Pursue Growth and Learning
- Build Open and Honest Relationships With Communication
- Build a Positive Team and Family Spirit
- Do More With Less
- Be Passionate and Determined
- Be Humble

Invest in your team
- Online training
  - https://ecpu.com/
  - Encourage them to read online articles
  - Review of optometry
- AOA Para Optometric
  - Certified Para Optometric
  - Certified Para Optometric Assistant
  - Certified Para Optometric Technician
  - Certified Para Optometric Coder
Team Culture
- Our office culture requires positive attitude, teamwork, respect and compassion. We embrace this culture so that we have a wonderful work environment where we get to help others.
  - We are here to serve
  - Positive attitude
  - Respect
  - Teamwork
  - Compassion
- Positive attitude
  - We treat our patients as we would have visitors coming into our home
  - Be grateful
  - Keep your “internal conversation” positive
  - Leave your “baggage” at home
- Respect
  - Treat every person we encounter with dignity
- Teamwork
  - Work together towards the goal of serving our patients
  - Constant communication is essential
- Compassion
  - Approaching a situation with an open heart without bias
  - Assume them positive
  - View the situation from the other person’s point of view

Fundamentals of Service
- Perfect Product
- Delivered on time
- By friendly and concerned people
- Having a service recovery plan in place

Team Culture
- Is your office on your team?
  - A team is a group working together towards the same goals.
  - Although everyone has individual tasks everyone is charged with the same goal.
  - The practice owner
    - Viewed as the coach
    - Also may act as the team captain

Communication
- Good Communication takes more words
- Excellent service requires Great Communication
- Use more words!

Hello’s & Goodbyes
- Greetings are essential for setting the tone for the day
  - Make sure everyone is greeted every day and when we depart
  - Our mind always remembers the first and last thing of every encounter.
  - Make your Hello’s and Goodbyes positive!
Communication

- **Conflict Rules:**
  - No name calling
  - Assume each person is doing and meaning their best
  - No yelling, crude, or profane language.
  - Do not use the words "never" or "always".
  - Deal with one, current, specific issue.
  - Do not interrupt one another.
  - Bring an open mind to the conversation and willingness to listen and consider different perspectives.
  - Be sure it’s a good time for a productive conversation.
  - Avoid HALT
    - Hungry, Angry, Lonely, or Tired
  - Remember, you are trying to remove an obstacle so that we can all work and succeed together.
  - The goal is not to be "right".

Communication/Service

- **The Credo**
  - The Ritz-Carlton Hotel is a place where the genuine care and comfort of our guests is our highest mission.
  - We pledge to provide the finest personal service and facilities for our guests who will always enjoy a warm, relaxed, yet refined ambience.
  - The Ritz-Carlton experience enlivens the senses, instills well-being, and fulfills even the unexpressed wishes and needs of our guests.

Communication/Service

- **Ritz-Carlton Three Steps Of Service**
  - A warm and sincere greeting. Use the guest’s name.
  - Anticipation and fulfillment of each guest’s needs.
  - Fond farewell. Give a warm good-bye and use the guest’s name.

Gossip

- Gossip is a destructive force and it can undermine productivity and morale.
- Gossip is an exchange of negative information between two or more people about someone who isn’t present.
- In order to build trust with one another and create positive change, do not tolerate gossip. If a team mate makes a negative comment about another team mate, remind them to deal with their conflict/concern directly with the person involved and end the conversation.

Gossip

- What motivates
What motivates
- Professional work environment
- A feeling of being important or needed
- Empowerment
- Complements
- Recognition
- Having friends at work
- Having fun!

Professional work environment
- Have all the tools necessary
- Workstations/ wireless options
- Demonstration devices
- Lab tools
- Comfortable work environment
- New Chairs
- Predictable actions
- Uniforms
- Language

Language
- Say This
  - Team Members
  - You’re Welcome
  - Instruments
  - Images
  - Temples
  - Eye wear
  - Thank You!
- Not That
  - Girls/ Co-worker
  - No problem
  - Machines
  - Pictures
  - Arms of glasses
  - Glasses/ Spectacles
  - Silence

A feeling of being needed
- Make someone the expert in one part of your office
- However others should be cross trained to help out
  - Customer Service Specialist
  - Optician
  - Billing
  - Head Technician
- Have them report each week at meeting

Empowerment
- We want to challenge our team to stretch themselves.
- They should have the skills to solve most problems without guidance.
- Allow them input on decisions
- We want our team to be problem solvers
  - We allow them to make decisions $200 or less to make things right for a patient
  - Have a predictable environment

Cheering on your team!
Complements

- Specific
  - Recognize the individual(s), not a group
  - Make sure to recognize the specific event or action
  - Don’t generalize
- Timely
  - Don’t wait for the next office meeting, give the complement that same day!
- Heartfelt
- Frequent!
  - Get in the habit of having everyone complement each other
  - This starts with the leadership

Recognition

Friends at work

- Orientation Day
- Pay for your team to go to lunch with the new team member

Have Fun!

End your year with a celebration!

- Take time to acknowledge everyone’s achievements

Thank You

- Best wishes in developing an exceptional office culture!