



## 4. *Synergistic Team Building and Exceptional Patient Communication* (two-part course)

Presented by **Terry Goss**

### A) *Synergistic Team Building*

The most practical investment you can make in growing your practice is investing in your team. A strong team is an absolute prerequisite to success. Friction can develop among even the most skilled and personable staff members, keeping your practice from reaching its full potential. Without team synergy, employees can end up working inefficiently and at cross-purposes, resulting in an unhealthy and unhappy work environment.

A well-trained, synergistic team works in harmony, with every individual effort supporting and reinforcing every other. Not to be confused with cooperation, *synergy* requires a well-developed framework and a specific set of skills and it yields far greater rewards. With the unity of vision, mutual reinforcement and advanced communication, that team synergy provides, your team becomes newly capable of addressing even the most complex and difficult issues with creativity and grace.

#### *Learn new strategies to help you...*

- ◆ Utilize the five essentials to building a strong synergistic team
- ◆ Understand Impact and Influence
- ◆ Overcome barriers by enhancing your team's commitment to action
- ◆ Significantly improve the financial success of your practice
- ◆ Fully utilize conflict resolution skills, the '*Power of the Debrief*,' and the Collaboration Pyramid
- ◆ Realize a level of trust, security and confidence you never imagined possible in your office, your staff, and your self



Part 2 of 2

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### B) *Exceptional Patient Communication*

Patients who feel valued, understood and empowered make healthy choices for themselves. Well trained team members who can communicate more effectively with patients dramatically increase acceptance of treatment and generate enthusiastic referrals. These are just a few of the benefits even advanced teams reap by learning how to better communicate with patients.

Skilled facilitators effectively build trust, ask the right questions, and understand what patients say and what they don't say. Well-trained team members help patients clarify their short and long-term goals, know all their options, and fully understand the implications of their choices. After this workshop, each of your team members will see how they can inspire greater patient participation in creating the optimal health plan, skyrocketing patient satisfaction and word-of-mouth.

#### *Topics to be included...*

- ◆ The Three Levels of Listening
- ◆ The Six Phases of Facilitation
- ◆ Developing Curiosity and Courage
- ◆ Asking Powerful Questions
- ◆ Understanding Impact and Influence
- ◆ Compliance vs. Commitment
- ◆ The Three Levels of Desired Outcome
- ◆ Bridging Cognitive Dissonance
- ◆ Advocating for Health and Aesthetics
- ◆ Gaining Commitment to Action

#### *Who should attend...*

- ✓ Dentists who want a dynamic and harmonious team committed to providing an exceptional experience for patients
- ✓ Team members who want to enhance their interpersonal and health-advocacy skills, and make a significant difference in patients' lives