issn 2193-1429

Vol. 11 • Issue 1/2017

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Dear Colleagues,

Dr Florin Lazarescu

Every 2 years, the world of dentistry prepares for its own Oscar Ceremony—the International Dental Show (IDS) in Cologne. Companies from all over the world present their best and most innovative products.

In the world of innovation, diversity feels at home and everybody is welcomed. Bright ideas and brilliant minds are pushing forward the world of dentistry.

At IDS, gala dresses and sharp suits are replaced by architect-signed booths, innovative products and world class manufacturers compete to become the attraction of the exhibition. The Show shapes the future of dentistry for the following 2 years.

Dental media prepares its best as well, and the proof of it is now in your hands—the latest cosmetic **dentistry** issue. Prominent authors share their knowledge in this 64-page magazine. Innovation and diversity are also present in the articles' subject matter, covering everything from general aspects, such as illumination in dental surgeries or practice management, to specialised topics, such as new composite materials or advanced periodontal treatment.

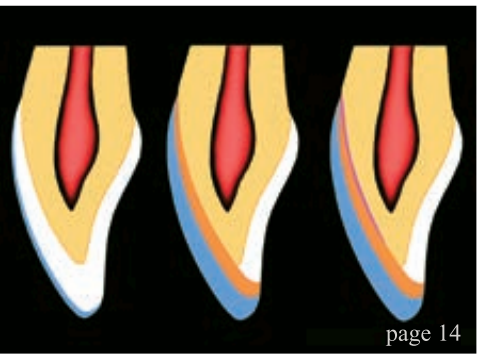
Scientific aspects and innovations presented at the IDS will be debated in the months to follow at the most important scientific events, organised all over the world.

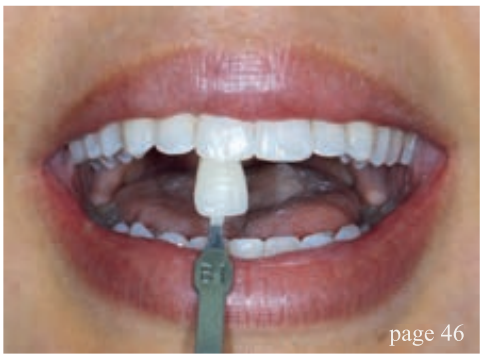
As President of the European Society of Cosmetic Dentistry (ESCD) I would like to kindly invite you to another important event in dentistry—'Heart of Esthetics'—our annual congress, which will take place from 21 to 23 September in Zagreb, Croatia. I have invited the world's top speakers in dentistry to Zagreb, who will provide a review of the scientific literature and present clinical concepts for practitioners during two sessions. Parallel to the scientific sessions, a wide selection of workshops and live demonstrations will be organised; all that in an international, vibrant atmosphere of friendship. You will find more details about the meeting on our website www.heartofesthetics.eu.

I hope you will also find many innovative ideas in this issue of cosmetic **dentistry**!

Sincerely,

Dr Florin Lazarescu
President of the European Society of Cosmetic Dentistry





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Eleven tips for success in your dental clinic

Part II: CAPS & CLIMB

Author: Dr Anna Maria Yiannikos, Germany & Cyprus

After the last issue of cosmetic **dentistry**, we have begun a new journey with our brand new series "Eleven tips to gain desirable success in our dental clinics". In this publication, we are going to continue exploring different parameters that can reinforce our success and professional development as dental practitioners. Today I will share with you the knowledge I have gained within the past 25 years of managing and evolving my clinic so you can always be one step ahead and avoid mistakes I have made in the past.

The third very important tip that I am going to share with you today in order to be and remain successful at your clinics is how to regain your power. We learn a lot of things during our studies in the dental schools. We learn how to make the best fillings with great contours and biocompatible materials; how to treat a tooth that needs a root canal therapy, but do we really learn anything on how to find the best employee that will make our life and daily routine easier?

Firstly we should make a job analysis by listing the CAPS of the candidate. If we do not take the time to complete this process, we will not know from the beginning exactly what we are looking at and by this we will increase the risk of making the wrong choice.

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If, for example, we go to the supermarket without our shopping list, what will we end up doing? We will most probably buy unnecessary things or even forget the things that we went in the beginning there for.

My point here is that when we decide that we need to hire an employee we should know upfront what we are looking for, otherwise we might make mistakes that will cost us money and time!

Let's have a look now what does CAPS stand for:

- Capacities: The mental and physical abilities required to do the job. How smart and how strong (physically capable) must the successful applicant be?
- Attitudes: such as customer service, orientation, team player, reliability, honesty, willingness to follow rules, problem-solving, loyalty, safety-consciousness, ability to follow through—Imagine having a receptionist who, although she is doing the job without a mistake, complains about everything all the time. Is that a person that you would love to have as part of your team?
- Personality: traits such as competitiveness, assertiveness, attention to detail and sociability—Also search whether the person will manage his or her personality to get the job done, since as social scientists declare about 60 per cent of our personality traits are inherited and most of them are set by age nine. In other words: personality can't be taught and it doesn't change much over time.
- Skills: Expertise required to do the job—Skills are the easiest job requirements to identify. We could do that by asking the candidate to perform certain tests. For example, if we are trying to find a receptionist we could ask her to translate an article, or through role playing to check how she responds in certain scenarios.

Have always in mind the quote 'we hire them for the skills but we fire them for their attitudes'!

So finally we found our A-star employees and now what do we have to do in order to keep them? The fourth very essential tip of today's article that I would love to share with you is the different ways that we can use to retain our A-star employees. Apply CLIMB to retain your team!

Now let's explain a little what does exactly the acronym CLIMB stands for:

- Challenge: Studies have shown that the main reason that our employees resign is that they are dissatisfied with their tasks. That's why we should give them challenging duties to accomplish. And what will the result be? They will feel useful and they will find it difficult to leave from a job that offers them different and unique experiences.
- Loyalty: Be human with your employees and do not be afraid that you will lose your power. Show interest in their problems and lay back in times that they cannot handle any more pressure.
- Investment: Invest time and money to them so they will feel appreciated. During my lectures I get regularly the question that we reward them by giving them bonus and still they are not motivated enough, what shall we do? My answer here is that you must renew your reward system regularly. Sometimes you can give them cash (as bonuses) or maybe you can offer them other kind

of incentives, like buying them a free trip for vacation on Christmas, for example. Research has proven that the more powerful and effective incentives are the ones that are specific, tangible and noncash. Also please remember to 'Reward not the best in sales but the best.' A major mistake that we usually do is to only reward the ones that bring money to our clinics. Instead we should reward the best in our practices, the ones that are completing their tasks in excellence unconditionally to what this task is.

- Measurement: Conduct a fair performance appraisal every six months.
- Building: Demonstrate your commitment to them by showing them opportunities of career development.

During the next issue we will analyse two new tips that will reveal new opportunities and potential of our dental clinics. Till then, remember that not only are you the dentist in your clinic, but you are also the manager and the leader.

You can always send me your questions and request for more information and guidance at: dba@yiannikosdental.com or via our Facebook account. Looking forward to our next trip of business growth and educational development!_

Editorial note: This article is the second one from the series. Part I appeared in Cosmetic Dentistry 1/2016.

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