

EyeSystems




Motivating Your Team

Now More Important Than Ever
A Step by Step Guide


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Position

- Evaluate the skills necessary for:
 - Front Desk
 - Technician
 - Optician
 - Contact Lens Tech
 - Supervisor
 - Office Manager
 - Doctor




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Attributes 1- 10



- Verbal communication skills
- Organizational skills
- Multi-tasker
- Detail oriented
- Creative
- Problem solver
- Flexible
- Assertive
- Calm
- Professional

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Personalities

- Technocrat
- Yuppie
- Lone Ranger
- Entrepreneur
- Security/Stability
- Advocate
- Challenge seeker
- Family

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TECHNOCRAT

- **ATTRIBUTES:**
- Driven to excel
- Likes to continue to build skills
- Likes to be known as the expert



- **MOTIVATIONS:**
- Use technical skills
- Continue to learn new things
- Specialize in particular areas

- **RECOGNITION:**
- Continuing Ed

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YUPPIE

- **ATTRIBUTES:**
- Likes promotions/money
- Likes to climb the career ladder
- Likes increased authority



- **MOTIVATIONS:**
- Cross train in all areas
- Allow them to make decision
- Visibility – praise/promotion

- **RECOGNITION:**
- Money
- High visibility project
- Prestigious job title
- Promotion

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LONE RANGER



- ATTRIBUTES:
 - Freedom
 - Does NOT like rules
- MOTIVATIONS:
 - Give direction and get out of the way
 - Allow freedom to define position
- RECOGNITION:
 - Let them do their OWN THING

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SECURITY – STABILITY

- ATTRIBUTES:
 - Likes routine
 - Likes predictability
 - Wants clearly defined policies and procedures



- MOTIVATIONS:
 - Tell them what to do
 - Tell them how to do it
 - Assign repetitive tasks
 - Keep change to a minimum

- RECOGNITION:
 - Take them out to lunch
 - Inform them about the direction of the practice
 - Regularly encourage

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ENTREPRENEUR

- ATTRIBUTES:
 - Easily bored with routine
 - Likes to develop new systems,
- MOTIVATIONS:
 - New projects – growth areas
 - Allow them to be creative



- RECOGNITION:
 - Allow them to lead a project
 - Coordinate a new process

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ADVOCATE

- **ATTRIBUTES:**
 - Like to make a difference
 - Not looking for money or promotion
- **MOTIVATIONS:**
 - Impact to patients lives
- **RECOGNITION:**
 - Allow them to direct community oriented projects
 - Holiday drive
 - Health fair
 - Career counseling



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CHALLENGE SEEKER

- **ATTRIBUTES:**
 - Easily bored with routine
 - Likes tough challenges
- **MOTIVATIONS:**
 - Competing with others
 - High goals
 - Challenging projects
- **RECOGNITION:**
 - Allow them to seek out new opportunities
 - Projects
 - Technology
 - Knowledge



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FAMILY



- **ATTRIBUTES:**
 - Family oriented
 - Works to live – does NOT live to work
- **MOTIVATIONS:**
 - Flexibility to family needs
 - Working helps meet family needs
 - Work from home
 - Tasks completed not hours worked
- **RECOGNITION:**
 - Time off with family
 - Plan practice events - picnics


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ADDITIONAL IDEAS

- Encourage peer recognition
- Flowers
- Thank you notes
- Doctor praise
- Cater lunch
- Employee of the month
- Verbal praise
- Time off
- Variety in duties
- Autonomy
- Gift certificates
- Tickets
- Lunch with Dr.
- Job titles
- Weekend away
- Unusual activity



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AGE MATTERS

Ask Staff What's Important to Them

- Boomers 1946 – 1964 - Flower Child
- Generation X 1965 - 1980 - Latch-Key Kids
- Millennials 1980 – 2000 - Tech Guru
- Generation Z 2001 – 2012 - The Unknown

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Characteristics

- BOOMERS – 60 - 70's
 - Money work ethic
 - Work first
 - Expect to manage
 - Loyal to employer
 - Care deeply what others think
 - Wants others to work with them
 - Tech challenged
 - Lip service to mission
 - Chain of command




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Characteristics



- GENERATION X
 - Money principle
 - Work – Life Balance
 - Lead and follow
 - Loyal to worldview
 - Care about what others think
 - Want others to work with them
 - Tech comfortable
 - Care about mission – big issues
 - Chain of command and independent

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Characteristics

- MILLENNIALS
 - Principle/Satisfaction
 - Lifestyle first
 - No need to lead
 - Don't follow
 - Loyal to skills
 - Don't care what others think
 - Prefer to work alone
 - Tech savvy
 - Individual first




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Characteristics



- GENERATION Z
 - Principle/Satisfaction
 - Lifestyle first
 - Will lead
 - Follow competence not title
 - Loyal to peers
 - Want to please others
 - Will tolerate small groups
 - State of the art tech
 - Must have mission
 - Individual first

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Back to your staff list

- Evaluate your staff
- Set a plan
- Take action



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