

## **Survey for Dental Team**

In today's work environment, many staff members value the opportunity to give their input, express their opinions and ideas, use their initiative. The savvy dentist sets aside time for meaningful discussions about the business of the practice, service to patients, marketing and such. Asking your team members to answer questions on the following survey can mean the difference between average service in an average office and outstanding, super-effective service in a top notch office — service that far surpasses patients' expectations, stimulating them to exclaim to others about your outstanding office and the excellent care they receive there. Keep in mind that almost 75% new patients come from referral by current satisfied patients. You and your staff want to create "raving fans" as Ken Blanchard and Sheldon Bowles call customers who refer others in their book, *Raving Fans, A Revolutionary Approach to Customer Service*.

## TEAM COMMUNICATION

Communication must occur for communication to improve. This statement sounds redundant, but it is not. The **Staff Survey** and **Staff Communication Focus** are two excellent tools for use at staff meetings or retreats. Allow at least 24 hours for completion before discussion.

## STAFF SURVEY

Please read and answer the following questions:

1. What do you enjoy most about your job?
2. What do you enjoy least?
3. Are you allowed to do everything you feel competent to do?
4. Do you feel you are asked to do things you should not do? If so, what?
5. Are there things you would like to do, but are not allowed to do because of lack of knowledge or experience? If so, what?
6. Do you have any suggestions to improve the working conditions and/or the atmosphere? If so, what?
7. Do you have any suggestions to improve the physical layout of our office?
8. In a minimum of 100 words, please write about your long range dental career plans.