

# TWO KEYS TO MAKE POSITIVE ACKNOWLEDGEMENTS COUNT

By Amy Morgan, CEO, Pride Institute



Most team members feel they are under-acknowledged by their leader for the things they do on a daily basis that go above and beyond their job description. When you ask the orthodontists if they are demonstrating appreciation with their team – the answer is mostly, “yes.” Where’s the break down?

The biggest motivation problem that we see in orthodontic practices across America is – doing things right is expected, but doing things wrong is immediately noticed and jumped on, almost always. The dirty secret is, “what gets acknowledged gets repeated.” So if you as leader notice only negatives... be prepared to deal with a great deal more! So please, acknowledge your team and do it right!

## KEY 1 - A SIMPLE THANK YOU OR GOOD JOB IS NOT ACKNOWLEDGEMENT, IT IS PRAISE.

When you generally praise a team member you are losing an opportunity to focus on the specific behavior or outcome that deserves to be positively

reinforced. Try this: I saw what you did (in specifics), here’s how it ties to our vision and goals, here’s how it makes me feel and then... the THANK YOU!

## KEY 2 - NEVER, EVER USE YOUR JUDGMENT (GOOD OR BAD) IN FEEDBACK. WHEN YOU TELL SOMEONE, YOU’RE THE BEST ASSISTANT, EVER – THAT AND .25 CENTS WILL GET YOU NOWHERE!

Ask yourself, “what behavior, skill, ability or result did I see, that lead me to the conclusion that she’s the best assistant ever?” Acknowledge the behavior, not the person and they will feel more appreciated and motivated to do it again.

Your team can create miracles for you, your patients and your practice. They deserve to be appreciated and have a leader who knows how to inspire. Why should you do it? Because this “motivational stuff” (when it’s sincere and not manipulative) works.



**AMY MORGAN**  
*Dental Consultant*  
*CEO of Pride Institute*



*Amy Morgan is a top dental consultant and CEO of Pride Institute, a nationally acclaimed, results-oriented practice management consulting company. Amy has revitalized thousands of dental and speciality practices using time-proven management systems, so they become more secure, efficient and profitable. Pride Institute is the premier consulting organization for dentists/specialists and their teams who want to acquire the skills necessary for running a successful practice. Pride Institute offers a nationally acclaimed, results-oriented management program, accredited continuing education management and marketing workshops, on-site training and telephone consultation support.*

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