

Top Flight Friday Night Lights Event: Training Staff

This event was centered around the book “Delivering Happiness: A Path To Profits, Passion, and Purpose” by Zappos CEO Tony Hsieh. In the book Tony states that they offer new hires \$2,000 to quit on the spot and not take the job as a way to make sure they are getting the best hires. So we asked our doctors how do you train your staff so they are so excited that if you offered them \$2,000 to quit, they wouldn’t take it. Here are the results and ideas from this event:

- Interview: Ask what do you know about Chiropractic? Did they take the time to learn about Chiropractic before the interview?
- Give them the history of Chiropractic.
- Have them read DD Palmers book “The Chiropractor”
- Give them the history of you and your clinic.
- Tell them why you got into the chiropractic profession.
- Tell them about the sacrifices you made in order to get where you are.
- Give them your Five Year Plan for your clinic.
- They should want you to do good and want to work to provide you with success.
- Sell the dream of the clinic to reach the 80% and change the health in your community.
- Go over patient testimonials & miracles in your clinic.
- Have YouTube video’s of your miracle patients to show them.
- Get them under care. Let them experience the wow factor themselves from the testimonial office tour to the call after the first adjustment.
- Have them attend and learn the *How To Stay Young* lecture.
- Teach them how to do proxy consultations and how to sign them up for care.
- Have them listen to the Saturday Morning Integrity Conference recordings.
- Have them commit to attending all Integrity Conferences.
- Have them job shadow you for a morning and each department in the clinic.
- Job shadow them to hold them accountable. Tape record them for training purposes.
- Show them how their area and position directly impacts the mission of the clinic. For example: The Front Desk - how to make and keep appointments and effects of both.
- Have them create their own vision board on their part in the clinics Five year plan.
- Where do they see themselves in 5 years? Have them present it to everyone in the clinic.
- Have your staff take them out to lunch.
- Let your current staff tell them how great of a job this is.
- Require or pay for eight hours of community service.
- Do a team building activity.
- Do something fun outside the office with the staff.
- Have a staff comment box - when anyone sees a staff member giving silver platter service, they write it down and put it in the box. Read them to everyone and whoever has the most for the week, gets a “trophy” that sits at their desk.

