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5 Ways to Attract & Retain High Performing Team Members

Presented by:

Robyn Reis

Director of Hiring Service | Mastery Coach

robyn@allstardentalacademy.com

1. **Current Job Description** – this is your “recipe for success”
 - a. Ensures both existing team members and potential new hires understand the expectations of the role in *your* practice
 - b. Provides guidance for writing job posts to attract talent
 - c. Provides guidance for writing meaningful interview questions
 - d. Provides guidance for onboarding, growth and performance conversations

 2. **Attractive Job Posts** – research says 250-300 words; mobile sites 150 words or less
 - a. Job seekers say compensation, qualifications and daily duties attract them
 - b. Use key words that align with practice’s vision and values to attract those that connect with your practice culture
 - c. Test, adjust and re-test with headings, titles, description to find what works

 3. **Effective Interview Techniques** – have a written plan on who will ask what questions
 - a. Four common themes to look for – Achiever, Woo, Team, Discipline
 - b. Be aware of what NOT to ask to avoid conflict with employment laws
 - c. Choose the methods that work best for your practice – phone, video, in-person – to determine culture-fit and culture-add to the team

 4. **Irresistible Job Offers (and Due Diligence)** – make it easy to say “yes” to your offer
 - a. Make the offer verbally and then follow-up in writing
 - b. Conditional Offers vs. Regular Offers
 - c. Trust but verify – due diligence pays off
 - d. Benefits of personality profiles (not a test)

 5. **Onboarding & Ongoing Engagement** – it pays to have a structured plan
 - a. 69% of new hires will stay on average 3 or more years with structured plan
 - b. Onboarding covers organizational, technical and social areas
 - c. The power of 3 – benchmarks for ensuring new hire success
 - d. ‘Quiet Quitting’ – be aware of danger signs
 - e. Stay Interviews & check-ins – keeping engaged with team on a regular basis to gauge motivation, head off issues, and keep person connected to organization
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Sample Phone Questions

- **Achiever** – *Tell me about a recent accomplishment you're proud of*
- **Woo** – *Tell me about a time when you had to learn the names of a lot of people*
- **Team** – *What do you think is essential for the effective operation of a team?*
- **Discipline** – *Tell me about a time where you struggled through a tough time at work*

Sample Video Questions

- **Achiever** – *What was your work ethic like as a teenager?*
- **Woo** – *Can you tell when someone is avoiding you? How does that make you feel and what do you do about it?*
- **Team** – *What do you personally do to maintain good working relationships with the people with whom you work?*
- **Discipline** – *Do you make a spending plan and stick to it? How do you keep yourself organized at work?*

5 Core 'Stay' Questions – *from Richard Finnegan of Finnegan Institute, Society for Human Resource Management (SHRM)*

1. What do you look forward to each day when you commute to work?
2. What are you learning here and what do you want to learn more about?
3. Why do you stay here?
4. When is the last time you thought about leaving, and what prompted it?
5. What can I do to make your job better for you?

Additional Engagement Questions

- What do you like most—or least—about working here?
- If you could change something about your job, what would it be?
- How do you like to be recognized?
- What talents are not being used in your current role?
- What can I do to best support you?