

GMCP Ep. 078 - Zero to One Hundred Practitioner Induction

[INTRO MUSIC]

This is the Grow My Clinic Podcast by Clinic Mastery where we help you deliver amazing client experiences to grow your clinic.

BEN: Welcome to another episode of the [Grow My Clinic](#) podcast. My name is Ben Lynch. Today, we've got a short, punchy one. We're going to discuss the induction and training of a new practitioner into your team. Whether you've just hired or you're looking to hire a new practitioner because you're growing, you want to make sure that they get the best possible start.

You've probably invested some money, time, and emotional energy in acquiring or attracting some talent - a new practitioner to join your team, and to help service the demands of your client. It's in your best interests. It's in their best interests that they get off to an absolute cracking start.

If you just look at the hiring process, from the moment that you really decide that you're going to hire. You put out your job ad. And you go through the application process, the interview process, referees, deciding, bringing them onboard. They have to give notice. It can take a number of weeks, if not months for that person to get to Day One. And then it begins.

You want to make sure that in those first few weeks, those first few months that they get the best possible start. Now, traditionally, there's about a three-month process or timeline, traditionally known as a bit of a probation period, whereby you really want to make it work. But if it doesn't during that time or at about that time, you might go your separate ways, if it proves that that person is not the right fit, or for whatever reason.

One of the great distinctions I love from Shane Davies whose on the team here at Clinic Mastery, is that he calls it an **education period**. Really, they're learning about us. We're learning about them, and we want to make it work. You want to get to that point, perhaps your first real review and go, "You know, we kick some real goals here," and if you didn't, you want to go, "or at least we gave it everything." So that there are no 'ifs,' and 'buts.' Or "if we did this, it could have worked," or "if we did that, it might have been better." No, we don't want to get there and have any

regrets that we could have done things better. We want to give them the absolute opportunity to succeed. And what that requires is **structure**.

When a new team member is coming onboard, there's a lot of uncertainty. They're not familiar. They're not comfortable in their environment just yet. Even if it's like, "I've never used this practice management software before," or "I don't know if I'll get along with my teammates," or "I wonder what type of clients I'll get to see. Will they be the type that I really like to see and serve?"

There are so many questions, so much doubt, so much uncertainty. And a lot of what we do in that first part is about creating certainty. Because if you create certainty, which is also confidence and comfort, they can succeed. They don't have to hold back. They know exactly where they stand.

They know exactly how to perform their role at a high level. They have the mentoring guidance and support of you or any other team member. They know where everything is. They know how it all works, and they can just go about their business, and do their best.

Traditionally, what happens is we might have a bit of a tipbox system, a structure maybe for their first day or week. Usually, they are admin things like setting up an email, making sure they've got their registration insurance, first day. Here are the exits, the life vest in under the seat. I say that tongue in cheek.

But that sort of stuff that you do maybe in the first week with a new team member, a practitioner we're talking about here. You know it's the same for admin, but let's just keep it practitioner.

After that, maybe they just formed part of the regular CPD schedule with your team. And maybe if you thought ahead, you've got at least some accommodation of every week, or every fortnight. We're going to meet for half-hour or an hour, and do some sort of mentoring or case studies where you bring your challenging clients and we'll workshop it, which is great, definitely required.

But what we want to do is really recognize that there are so many elements to this person that you've brought on to the team. And that we really, in the true sense of the word, need to give them a holistic experience with us. Our team members provide a lot of value to the rest of the team and the culture. And they also provide a lot of value to the clients that we see as part of our community. And so, we want

to make sure, we really do, we want to make sure that they feel fulfilled. They feel stimulated. They feel cared for, supported, and nurtured as part of this team.

Now, even though there's a few different ways, one of the distinctions that we have made is that there's the practitioner. There's the person, and there's the practice member. So, what we look to do is through that first three months, or about hundred days, is support them with a structure to grow each of those three areas that run parallel to one another.

The **practitioner**, being, their core objective is to look after patients. They want to get the results, the outcomes for their patients, and do it in a great way. Give them a great experience. So, we need to develop things like tests, assessments, treatment modalities and techniques, and equipment.

We want to make sure that they understand all of those things. Perhaps if you've got a particular way that you go about it, they need to be upskilled in those areas. So there's the practitioner element.

There's also what we've distinguished as the **personal element** - the actual human being that is there, and that contributes to the culture of the team, that they feel like they are a part of it, that they feel like a human. They feel like you care for them. So, we actually use a great thing called "**The Wheel of Life**" that has come from many different sources.

One in particular is **Tony Robbins**. The Wheel of Life that encompasses a few different areas that we look to grow that person over that particular period of time. I'll go through that in a moment.

The other string being the **practice member**. Things like: Are they doing networking? Are they doing content? Are they doing workshops or group assessments? Are they representing the practice? Those sorts of things. Are they contributing to the evolution of the systems around the practice? They are the sort of things that we want to carefully define and add structure to, so that we don't go, "Well kid, you haven't really contributed on our practice level."

What have we actually done in a structured proactive manner to guide that? Have we helped them with their marketing? Have we helped them with their operations? Have we helped them contributing as a team member? So, to go back there on "The Wheel of Life," which is looking at a few different areas.

Number one, their **role position or career** and that they feel absolute certainty, and an element of growth in that area. They're not doing the same thing every day. That they actually see a progression and we have a progression for them. So, that is something that we like to work on.

The other area is their own **health and fitness**. Depending on what industry you're in, you have networks whom you might be able to engage, exchange, provide value, or at least nothing else. That person - If they're feeling sluggish, you know what it's like.

We preach it to our clients that they've got to change some of their routines and habits. So if there's a way to engage the health and fitness of that individual, maybe even in the collective team. That is a way great to do it. A good classic one is go get a massage on us, and we'll pay for a massage for that particular person.

The other side is **fun and recreation**. They get some enjoyment, satisfaction, some variety perhaps, in their day, in their life. They can be something as simple as bringing a joke to the team huddle. It can be doing some sort of social activity with the team—that fun and recreation, we want to develop that.

The other side and point is **me-time/spirituality**. Now, maybe this is getting a little too touchy feeling for some of you out there. But, me-time/spirituality really comes back to that we want to make sure that person doesn't face the burn out that a lot of health professionals do.

Perhaps, they need some guidance or mentoring. Perhaps, you found some actions or triggers that help you. We want to make sure that if nothing else, we give them some good education about taking care of themselves. It does link into the health and fitness, but me-time/spirituality is just connecting back to yourself.

Whatever that maybe. It might be just going for walk or a stroll, listening to a particular podcast, meditation or yoga, whatever it might be. We might just encourage that for that particular team member.

The other side and point to the Wheel of Life is **self-mastery and personal growth**. If we're not growing, we're dying. We're stagnant. It's very boring. We're looking at how can they continue to master their craft, master themselves, really grow personally and professionally as well?

The other side to that wheel is **relationships**, looking at how they can continue to stay connected to their inner circle, broaden their circles indeed, and encourage them to do that. That can be personally or professionally. Whether it's on the referral networks you've got, or just even deepening the connection that they have to you and other team members that maybe present.

So it's called The Wheel of Life. It's a really great format. Not an original work by us, but something that we use as a filter through which we will help develop, guide and grow team members.

Essentially, what we have is those three streams: **practitioner, personal, and practice member**. Each week we have certain key tasks, activities that we are doing to help develop, evolve, and grow those particular areas for one hundred days—three months.

Every week, those three streams: practitioner, personal, and practice, are being worked on by us, in conjunction with our new team member, so that they get the ultimate growth in three months.

Now, the beautiful thing is, you may not have all that content available to you. You may not have developed it all. However, you can outsource some of these in terms of you can get them to watch a particular video, or listen to a specific podcast. You can get them to read a book or read an article that has influenced you personally or professionally. You can get it for them. Give it to them.

It doesn't have to always come from you, especially if you're time strapped. You can get them to watch, listen, digest, and reflect on some of these other things that other experts have created, and are really knowledgeable in so, that is some beautiful way to do this.

This particular guide is something we've actually created for our Business Academy members. So they get this. It's all done—a hundred days-worth of stuff with links involved. And there's probably half a dozen other supporting resources and documents that they can just use, plug and play. And they are, "ready, set, go!" with this. You don't have to develop it from scratch. If that is something of interest, please reach out. Perhaps the [Business Academy](#) is something for you.

But there's a lot of work involved in this. In fact, it took a lot of work to develop it,

and it continually evolves. It's based on the feedback of our team members. "How are you going with this?" And we notice things, and we add it in, so the next person gets an even better experience.

You know how much it takes to invest in a new team member. It's in your best interests to make it work. And structure—being deliberate about it is the way to do it. You can change the mechanics of how you do it, but there needs to be a structure. You get to that first three-month review with your team member and they are just kicking goals.

They're kicking goals provided you've gone through that hiring process and done the right things as well. But, this is the way to absolutely provide the structure, and certainty that a new team member needs, to feel cared for, to feel part of the team, and to succeed. Give it a crack. If you want to lean on our work, hit us up. We'd love to help you out.

If you found this valuable, tag a friend. Share it with a friend. We would love nothing more than someone else to benefit from this work here that we've done. Perhaps, this structure is a catalyst for the ideas, or something different that you all do in your clinic. And that impacts the life work of a new team member.

How powerful is that, when they come back, in the years to come, how they've already placed out, evolved, and they said, "The start that you gave me in my career, or at least the start you gave me in your clinic was like nothing else. No one has ever cared for me like this."

That's what we're talking about. We often say—we want to lead inspired teams to deliver amazing client experiences. And it starts with a structure. Have an awesome day guys.

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