Genghis Khan and how he can help your dental team

Dental Tribune reviews the sequel to Managing a Dental Practice the Genghis Khan Way: Developing your dental team’s management skills the Genghis Khan way

In 2012, Dental Tribune reviewed Managing a Dental Practice the Genghis Khan Way by Michael Young; now he’s joined forces with his wife and published a follow-up – Developing Your Dental Team’s Management Skills the Genghis Khan Way. Continuing with the Genghis Khan theme, this series of books focuses on his strategies such as intelligence gathering, successful people management and quick ability to learn and adopt new ideas, rather than Mongol invasions and massacres.

Michael is a former dentist, practice owner and teacher of clinical dentistry. Now a full-time author, he wrote the prize-winning book Managing a Dental Practice the Genghis Khan Way and the critically acclaimed How to Be an Effective Expert Witness. Linda was a senior manager for a customer-oriented international company for more than 20 years, and developed, wrote and delivered a diverse range of training materials and courses. With such a wealth of expertise, these two know their stuff and this is evident throughout Developing Your Dental Team’s Management Skills.

This book is designed to be used alongside the first book but has a completely different approach – being more like a textbook with activities for the reader to work through rather than a book that sits on your bedside table.

Resource
It is a resource that can be used by anyone who wants to train, develop or mentor those people working in a dental practice. It will enable the team to develop a better understanding of how their workplace should function, and help all members build their knowledge and skills, giving them the confidence to grow as a professional. As Ann Gilbert says in the foreword, this resource recognises that training, continuing education and implementation of policy and procedure is crucial in a modern, successful dental practice.

The sections of this resource follow the order of the first book: Preparation, People, and Planning. It is set out in short, manageable sections which include background reading, suggested activities for the student to complete. This easy-to-follow set up allows the student to refer back to the text and activities when needed, making it useful in the long term.

Preparation is all about understanding what management is, with the aim of teaching the student the stages of the management process, as well as enabling them to understand their strengths and weaknesses. Expectations The People section is divided into three parts: the patient, the employee, and the practice manager. In this section, students will learn about patients’ expectations, the necessity of good communication, and why a customer care programme is so important – both for the patient and those working in the practice.

Students will learn about the process in recruiting an employee, the employee’s journey through the workplace, keeping employee records and what is needed for a good, solid team in the workplace. Further, this section will provide students with knowledge in practice management, including all of their duties and responsibilities.

The third, final, and biggest section of the book is all about Planning. This section covers everything from the nitty gritty legal and regulatory aspects of running a dental practice, to a good presentation practice, skills, mission statements, personal and business objectives, strategic planning, business plans, planning for disasters, policy and procedure, and managing change.

Useful
Everyone in the dental practice will find this resource useful, both at an individual and team level. It can be used to deliver training within all types of practices – from the single-handed practice to NHS practices and corporate dental bodies. A must-have for all dental practices.

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Reader Offer
Dental Tribune readers can get 20% of all of Mike Young’s books, including Developing Your Team’s Management Skills the Genghis Khan Way, when you order via Radcliffe Health’s online shop. Go to www.radcliffe-health.com and use code YOUNGBC. This offer expires March 31, 2014.

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