

The Generational Divide:

LINKING THE GENERATIONS

Strategies for Generational Synchronicity in the Dental Practice

When a practice that was once staffed primarily by Baby Boomers starts to hire newer, younger employees, “We’ve always done it this way” is a common refrain. Younger employees don’t want to hear that; they want to know why there’s no WiFi, and who chose those wall prints from the 1980s, anyway? Meanwhile, patients from all generations may get lost in the conflict.

Effective management of the generational divide is vital to practice longevity and success. Understanding and appreciating each generation’s unique values, communication preferences, ethics, team dynamics, relationships, management styles and customer service expectations is a key to providing customized care tailored to each patient’s needs.

Learn best practices for engaging both patients and team members across the generations. Gain actionable strategies and integrated tools that build rapport, camaraderie, and cooperation among team members. Capitalize on the strengths of the team to develop a care process that creates stronger relationships and opportunities for the best oral health outcomes for your patients.



Learning Objectives:

- Learn how each generation differs in learning styles, values, perceptions, and preferences
- Explore strategies for improving multi-generational team performance
- Understand how and why to attract, retain and create relationships with each generation of patients to help them move forward with care
- Improve inter-generational communications and increase case acceptance by understanding differences and how to match preferences
- Develop verbal and relationship skills to manage generational differences that increase quality and productivity, reduces conflict, and maximizes the contributions of all team members
- Describe systems, tools, procedures, and processes that help to bridge the generational divide in the modern dental practice for greater workplace satisfaction and practice profitability

Suggested Audience: Dentists, Office Managers, Full Team

Suggested Format: Full or Half Day; Lecture, Workshop, Keynote

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