

# ExecTech Management Consulting

To: Practice Owner

**Tips and Ideas**

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## **Being a Jerk Is Not Part of Anyone's Job Description**

You get bad results when you are bully. People, who fear you, may seem to cooperate temporarily. But over the long term, being a jerk makes you fail.

When employees are jerks to patients, the patients complain or disappear. When staff members are jerks to each other, morale and productivity sink into the ground. When employees are jerks to practice owners, the boss either hides in the back or says, "You're fired!"

If you believe all people are lazy, stupid and irresponsible, you probably think your only solution is to force people to work. You use threats, anger and intimidation and they appear to get busy. Yet you do not realize the long-term damage you create.

## **Five Reasons Why Bullies Fail**

1. Bullies breed irresponsibility. The employee thinks, "Okay, you want it done your way or the highway, I'll do it your way every time, especially when it messes things up."
2. Bullies inspire revenge. Employees quietly think, "You have been a jerk to me every week. Someday, sooner or later, I'm going to get back at you."
3. Bullies reduce staff members' care and interest in the job. The employee says, "You don't care about me, so why should I care about you or this job."
4. Bullies discourage important information and fresh solutions as they never listen. Employees learn to keep their mouths shut.
5. Employees copy the bully's behavior with patients. "Well, Mrs. Jones, you probably should have thought of that before you came today." "Do you want to schedule an appointment or not?"

## **Managing with Kindness**

If you manage with kindness, you are not a doormat. You are not weak.

Being kind does not mean you are a sucker or a pushover. Your staff members are not allowed to do whatever they wish. You are not easily fooled.

Kind managers are safe. They can be trusted. They understand, respect and appreciate employees.

## **Five Ways to Manage with Kindness**

1. Before flying off in anger, ask questions. "How did this happen? What were you trying to solve?" You might discover that no one was stupid, lazy or irresponsible, but was actually trying to do the right thing.
2. Put yourself in others' shoes. "If I was this employee, how would I like to be treated? What would make me perform at my best?"
3. Continue to be yourself and do your job, but ensure kindness is always in the mix. You can be tough and kind; mechanical and kind; insistent and kind. You can even chew someone out, while being kind.
4. Remove unwilling people. They can make the kindest managers into jerks. Fortunately, most employees are willing and deserve your support and understanding.
5. Act for the good of the practice. The most unkind thing you can do is to let your practice fail as your people then lose their jobs. To succeed, insist that your staff members perform their duties and constantly improve their efficiency and productivity.

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