

ExecTech Management Consulting

To: Practice Owner

Tips and Ideas

Monday, March 2, 2015

You Get What You Reward

Imagine you own a gift shop. Two sales people work for you, Jill and Susan.

Jill is attractive. She dresses well, is very social and loves to chat with customers and her friends.

Susan is not attractive. She is friendly, but does not chat with customers. She likes to arrange the gift displays, fill out inventory forms and stock the shelves. She knows details about every gift in the shop.

You decide to open a car wash down the road and need a manager for your gift shop. Your friend says, "Jill is the best choice for the manager. She dresses well and everyone likes her!"

You still can't decide between Jill and Susan. So you check the numbers and find Jill's sales are not very good. Perhaps she spends too much time chatting.

Susan's sales numbers, on the other hand, are much higher. Even though she is not as charming as Jill, she is selling twice as many gifts as Jill.

Whom should you promote to the manager position?

Unfair Management

Employees complain loudest when they are treated unfairly; when people are rewarded or penalized because of factors that have nothing to do with the practice.

Unfair managers reward or penalize people because of their ages, genders, political beliefs, accents, skin colors or body sizes.

Fair Management

If you reward people who are good producers, everyone has an honest chance to succeed. The best people stay with the practice and the losers eventually quit. The practice becomes more productive.

If you own the gift shop in the above example, and reward Jill with the promotion, your sales will drop. Customers and staff will stand around chatting and looking attractive, but not buying. With Jill in charge, you lose money.

If you reward Susan with the promotion, your gift sales increase. You make more profit.

What Do You Want?

When you reward employees for doing things you do NOT want, you get more of it. For example, if you reward health or personal issues with paid time off or scheduling preferences, you get more issues.

If you reward employees for doing things you DO want, you get more of those things. For example, if you reward great performance with benefits and bonuses, you get even more great performance.

Most employees love bonus plans as they can control their own pay. They feel good about working much harder than ever. And they REALLY enjoy being acknowledged for their performance improvements

Recommendations

1. Select the statistics you want to increase. Examples: New patients, production, percentage of kept appointments and so on.
2. Write a plan that rewards your people for increasing those statistics to NEW levels.
3. Help them increase those statistics and give them the rewards.

For maximum efficiency and production, arrange a bonus plan for every employee.

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