



Compete With Culture: Building a Practice Worth Working For

In an era where quality team members seem to be in high demand but in short supply, dental practices are finding it difficult to compete for top talent. The question is: *Is Your Practice One Where People Want to Come to Work?*

Answering this question begins with another one: *What is your organizational culture and, specifically, your reputation as a place to work?* It's more important now than ever before to make your practice culture a positive part of your "employer brand". And believe it or not, you do have control over this.

Putting time and effort into clarifying your organizational culture and employer brand, i.e. your "Unique Employment Proposition", can pay huge dividends.

Join us to:

- Understand how your practice culture impacts your bottom line
- Reimagine how you onboard and train new hires – and keep them!
- Learn best practices for attracting and retaining talent in the post-pandemic environment
- Understand the benefit of benefits and what team members are expecting
- Know what motivates your team members, the role of practice leaders in the psychological contract, and how to communicate expectations for a successful team