



Hiring, Training & Retaining an Exceptional Front Desk Team

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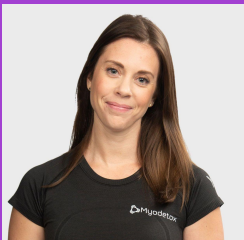
Welcome!

Today's Presentation

- Brief Introduction of Speakers & Myodetox Operations
- Why Invest in Your Operational Team
- Interviewing & Hiring High Potentials
- Training with Efficiency
- Integrating Your Operations Team Into Your Practice
- Q&A



Meet the Team!



Alice F.

Director of
Operations

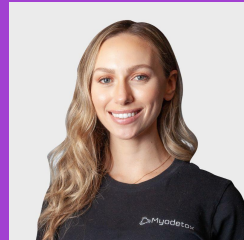
Toronto
Vancouver
Los Angeles



Christine K.

General Manager
Vancouver

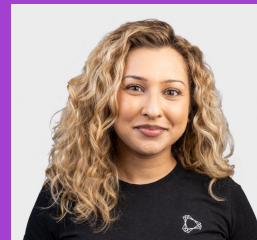
Kitsilano
Main Street
Oak Street
Fraser
Chinatown
North Shore



Jenna K.

General Manager
Los Angeles

West Hollywood
Studio City
Brentwood



Rukia N.

General Manager
Toronto

CityPlace
Yorkville
PATH
Markham

Myodetox Operations

Regional Director — General Manager

Clinic Director — Operations Lead

Therapists — Front Desk Associates



Why **invest** in your
Operations Team.

Client Experience

Exceptional operations translate to amplified client experience and, ultimately, **loyalty**.



Drive Revenue, Control Costs

Operational subject matter experts allow you to run your business more efficiently and effectively.

They are a **built-in business partner**.



Interview & Hire **High Potentials**

Identify your non-negotiables and screen for them.

At Myodetox:

- Availability match
- Wage expectation match
- Start date match



Schedule your interviews with specific goals.

Know the gaps on your team and hire to fill it. Rounding out your team will help specify your search and interview & decision making process.



**Keep your candidates
warm.**



Training with **Efficiency**

Make Training **Predictable** and **Replicable**

Identify all topics you need a new hire to learn and **map it out** knowing how many days or hours are required to complete it.








5 Day Topic Suggested Flow (Subject to Change)

Day 1 5	...	Day 2 4	...	Day 3 2	...	Day 4 3	...
Crafting a Guest Experience		Clinic Orientation		Jane 102		HelpScout	
Product Messaging		COVID-19 Protocols In Clinic		AM/PM/Weekend Checklists		FD Apps	
FD Team Page		Services & Rates		+ New		Jane 201	
Navigating Difficult Conversations		Jane 101				+ New	
Hospitality & Service		+ New					







Make Training Predictable and Replicable

Plan the **what, where and when** of each topic.

Myodetox Service, Hospitality & Client Interactions

 Name	<input checked="" type="checkbox"/> Check When Done!	 Due By	 Where to Complete	+
 Hospitality & Service	<input checked="" type="checkbox"/>	August 16, 2021	In Clinic	
 Crafting A Client Experience	<input type="checkbox"/>	August 23, 2021	At Home/Independent	
 Product Messaging	<input checked="" type="checkbox"/>	August 16, 2021	In Clinic	
 Navigating Difficult Conversations	<input checked="" type="checkbox"/>	August 17, 2021	In Clinic	
+ New				
COUNT 4				

Pricing, Booking and Schedule Management

 Name	<input checked="" type="checkbox"/> Check When Done!	 Due By	 Where to Complete	+
 Services & Rates	<input type="checkbox"/>	August 19, 2021	At Home/Independent	
 Shift Optimization	<input checked="" type="checkbox"/>	August 18, 2021	At Home/Independent	
 Booking Strategy	<input checked="" type="checkbox"/>	August 18, 2021	In Clinic	
+ New				

Make Training **Predictable** and **Replicable**

Check for understanding and **practice, practice, practice**, before moving on.

First:

View the Managing Difficult Conversations module:



➤ [Navigating Difficult Conversations](#)

Then:



Brainstorm! Have you ever had to have a difficult conversation with a customer or client in your previous job? What went well with it? What was most challenging? What might you do differently?



Role Play! With your Training Manager, role play 2-3 scenarios that may come to pass that might give rise to difficult conversation. These might include (but not limited to):

- Late cancellation of a session
- Request to refund charges for FPP
- Dissatisfied with session

Last:

Review with your training manager (for sign off):



Has a thorough understanding of all 6 A's



Completed role play and handled the conversations well



Feels confident navigating difficult conversations with clients

Keep it Consistent!

From clinic to clinic, try to keep your training as standard as possible.

- Mutual learning
- Staff can easily cover shifts
- Optimize operations
- No need to repeat work

Integrating Your **Operations** Team Into **Your Practice**

Break Down Walls.

In order for the entire team to move from good to great, we work to have **a one team, one mindset** approach.



Expand Your Business Drivers.



Expand Your Business Drivers

Engaging your operations team to build the business in simple ways will make everyone connected to **a group win.**

- Schedule management
- Know your therapists
- Cross referrals
- Re-booking practices
- Jane notes

Q&A



Thank You!

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