

➤ Identifying Your Practice's Core Values

Tool guide

CORE VALUES: The handful of rules defining culture, which are reinforced through every person on the team on a daily basis.

STEP ONE

1

Identify 1-3 current or former employee(s) that embody what is best about your dental practice. List what specifically makes them so great to a work with and so valuable to the team. These start your list of potential core values.

STEP TWO

2

Identify 1-3 current or former employees that, even if talented, are/were a poor fit for your dental practice. List what specifically makes them a bad fit for the practice. The opposite of these can be added to your list of potential core values.

STEP THREE LOOK IN THE MIRROR

3

Now, taking your list of possible core values, look at each one through the lens of whether you, the dentist and leader, truly embody each value. If YES - keep on the list. IF NO - then it is removed. Those that are removed are likely aspirational values.

STEP FOUR ASK THE QUESTION

4

Look at each potential core value and ask yourself, if the dental industry changed in a way that made this value a competitive disadvantage (example: patient education - even if we wouldn't benefit from it financially if the industry changed), would we still hold true to this value? If you can't honestly answer Yes, then it is a business strategy or operating practice, but not a core value. If you can answer yes - if you would continue to hold true to this value even if it meant a financial loss - it is a core value.

⌕ Core Values ID tool

You should be able to identify 3-5 core values.



LIST THEM HERE:

1

2

3

4

5
