

# CASE STUDY

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## DR. DAVID ALLEN

WHEATON, ILLINOIS



**DUSTIN BURLESON SEMINARS**

**“No advice, no coaching.** It just didn’t exist in the 90s to the extent that it does now. I’ve had different consultants, I’ve had different coaches, but all of that time I’ve never had anyone who really could give me the meats and potatoes, the people to contact. I would say for anybody who’s looking for a good coach, great advice, and trying to find information and resources to go to help accomplish the things you want in your practice, in your personal life, I think Burleson Seminars gives you a great direction. **It’s helped make my life easier.”**

– Dr. David Allen



**DR. DAVID ALLEN’S LIFE IS EASIER.** Burleson Seminars did that for him by teaching him to empower his employees to solve problems for their patients/customers. Now read on for information from Dustin Burleson regarding empowering your employees to make your business the most successful it can be.

**HAVE YOU EVER HAD A BOSS WHO HOVERED OVER YOU?** Recall how that made you feel. Maybe nervous, pressured, and unhappy? Perhaps you grew to resent having that manager around you because you felt like you were always under a microscope. Don’t be that kind of boss!

A helicopter manager, or someone who micromanages, has their heart in the right place. They really do. I get that they are trying to increase productivity and keep employees in line. Sure, that makes sense. But at what cost?

Being a micromanager comes with a high cost that you may not be aware of. In fact, it is a management process that can turn your office toxic.

**While a helicopter manager wants efficiency, they will really end up getting the opposite.** People don’t typically work well with their boss hovering over their shoulder. And even if they do it for a short period of time, there is a good chance they won’t stick around long term.

Your employees don’t want to feel suffocated and under pressure, or to dread going to work each day. So you have to get honest with yourself. If you are a micromanager there is help! You can learn to manage more effectively and turn the propellers off.

**“IT’S NOT THE TOOLS YOU HAVE FAITH IN.  
TOOLS ARE JUST TOOLS. THEY WORK, OR THEY DON’T WORK.  
IT’S THE PEOPLE YOU HAVE FAITH IN OR NOT.”**

**– STEVE JOBS**

## **EMPOWERING YOUR EMPLOYEES**

Having engaged, empowered, enthusiastic employees can make the difference between success and failure. It’s not necessarily always about your employees being good at what they do, but more often about working with people that you trust. You possess the vision, but it’s basically up to your employees to buy in and aid in making a successful company. The trust comes into play when separate team members believe in the challenge and put their skills to use to make it happen.

Having engaged, empowered, enthusiastic employees who you can trust will aid you in using your own time most efficiently. If you possess that trust, you won’t have to ask them to punch a time card or even worry if someone takes 15 minutes longer on lunch. In addition, you won’t have to attend each and every meeting to ensure that they are doing what you need them to do.

So, how do you create engaged, empowered, enthusiastic employees? Here are some sure fire ways to get started.

### **1 ENSURE THAT YOUR EMPLOYEES CARE ABOUT THE THINGS YOU CARE ABOUT**

Hire people who share your vision of the power of orthodontics and bring together diverse groups of people. For some people that means trying people out as temporary hires on a particular project prior to hiring them on a permanent basis. This is a good way to gauge the individual on more than an interview basis and works great.

### **2 SHOW EMPLOYEES A CLEAR PATH TO ADVANCEMENT**

Let your employees know right off the bat, and mean it, that if they do their work well, they will be able to move up within your company. If, on the other hand, there is no room for advancement, let them know that you are willing to help them move on to a better job someplace else if the need arises. Giving your employees a promising career path is particularly key in a company where they must also pitch in and do work that falls outside of their traditional job description. Not related, but of importance, giving your employees free or huge discounts on orthodontics can be a great motivator too.

### 3 CHALLENGE YOUR EMPLOYEES

As an employer, do your best to hire for specific roles. But from time to time, attempt to extend that and give employees projects that your company needs that will also allow the employees to expand their skills.

### 4 LET EMPLOYEES KNOW HOW THEY ARE MEASURED

The worst thing for an employee can be doing something, and not knowing that it actually made a contribution. Employees don't become better unless they know how they are measured.

Every time you hire someone, have an honest conversation with them about what their responsibilities are and how they will be valued. How else will they know if they are successful? Do your best to review your employees and let them know how they are measured within the company. Use this process even for the most low-ranking jobs so that everyone can fully comprehend what the factors are for their success and how they can achieve them.

**“YOUR EMPLOYEES SHOULD KNOW THAT IF THEY DO THE JOB THEY WERE HIRED TO DO WITH A REASONABLE AMOUNT OF COMPETENCE AND EFFICIENCY, YOU WILL SUPPORT THEM.”**

— HARVEY MACKAY

### 5 STAND BACK AND MOVE OUT OF THEIR WAY

Jack Welch said: “There are only three measurements that tell you nearly everything you need to know about your organization's overall performance: employee engagement, customer satisfaction, and cash flow...It goes without saying that no company, small or large, can win over the long run without energizing employees who believe in the mission and understand how to achieve it...”

Give your employees the opportunity to fulfill the role that you hired them for based on their own knowledge and expertise. In other words, give them general goals and let them figure out how to reach those goals. Once you provide the vision, your job is to allow your team to shine and do what they are good at, freeing you up to do what you are good at.

And one of my favorite quotes from Richard Branson: **“Clients do not come first. Employees come first. If you take care of your employees, they will take care of the clients.”** You got this!

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