

EP. 15 The Importance of Tracking

Tracking is your only measuring tool for success.

You must set goals that are SMART – Specific, Measurable, Achievable, Results-Oriented, and Time Bound

Specific – Don't be vague! State the goal in a positively and in a concrete manner helps to ensure it will happen.

Measurable – Where have you been and where are you now?

Achievable – The goal must be reasonable. It should be a stretch but attainable.

Results-Oriented – Tie the goal to a results. At the end of the day, you should be able to see if the goal was achieved based on the results you see.

Time Bound – You need to re-evaluate and see if you met your goal. It cannot be open-ended for it to be effective.

Break down monthly goals into daily goals to make it more achievable!

Track on a daily basis and have each hygienist track their own numbers for accountability.

Have an end of day report that displays each hygienists production numbers from that day.

Finally, celebrate hitting the goals!