

# Case study

## Practice Doctor

Dr Graham Barnby runs Practice Doctor Limited, a company offering help with business planning, customer care training, team coaching and making dentistry fun. He has 35 years experience of NHS and private dental care, is a life and business coach as well as an NLP Practitioner.

Practice Doctor works with dentist surgeries.

“Vision setting plays an important part of what we do, we ask practices where they want to be in the future. What do you want your practice to look like in five years time? It all comes down to team culture, the different people that make up the team. We profile the dentists within the practice. This starts them discussing what they are. We look at their strengths and limitations. We identify what their lead strength is and how they can work on their limitations to compensate. Do they need to become better at people skills? Do they need to be better on the telephone.”

Practice Doctor use PPA to help clarify the practice's vision of where it is going and what people comprise the surgery.

PPA assesses an individual's behaviour in the work environment. It can answer questions such as - What are their strengths and limitations? Are they self starters? How do they communicate? What motivates them? The PPA enables people to become more self aware, which in turn gives them the means to consolidate their working strengths and compensate for their limitations.



The PPA is a series of 24 questions on a forced choice “first impressions” basis, taking no longer than seven minutes to complete. The answers are charted on a graph under the four headings of Dominance, Influence, Steadiness and Compliance (DISC).

**“PPA is a great tool to use as people can very easily understand what its all about. The visual nature of the graphs means that people can see their key behavioural characteristics.”**

“Today's dentist can be quite a complicated role - they can be the owner, sole income provider, budgeter as well as working as a dentist. Because a dentist is both a provider and a manager it means that management is fitted in between patients or at the end of the day. They may well have a vision of how they want the practice to develop but they don't always share that with the other people they work with.”

“We did some work with a small private practice in the North of England as they were recruiting a part time practice manager. We profiles one of the short listed candidates. The PPA indicated she had excellent skills and would work to win team support rather than take a dictatorial approach. She was systematic and diplomatic - both excellent traits in a manager. How the management style of the principal was very confrontational. Because we could see these characteristics in the profile we were able to have an honest dialogue with the principal and explain that if he continued to manage in this fashion, she would not stay with the practice for very long. Four years later they are still working together.”



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