

Strengthen the Infrastructure of Your Medical Practice to Obtain Increased Business Success Outside of Insurance Companies

By Loraine R. Dégraff

Rome wasn't built in a day and, guaranteed, it wasn't built haphazardly, either. Several strategic events marked the transition from Roman Republic to Roman Empire. Rome's very infrastructure—erected from within—led to it becoming one of the greatest empires in world. Its influence on the history of central Europe is still apparent today.

Alternative physicians and practitioners trying to survive independent of insurance companies will do well to take a lesson from the establishment of the Roman Empire. Its power and longevity was derived from a solid foundation—its unique infrastructure.

Michael Crom, executive vice-president of Dale Carnegie Training Institute, encourages doctors to harness greater business success by building a better, stronger business, starting in-house. A strong infrastructure is key to business prosperity.

In-house Business Success Starts with Increased Employee Engagement

According to a study conducted by Dale Carnegie and MSW, only 29% (3 out of 10) of the American workforce is actively engaged in their company's development. This means a whopping 71% percent are not. Employee engagement consists of the emotional and functional commitment an employee has to his or her organization. A low percentage of employee engagement substantially hinders business success as approximately eleven billion dollars is lost annually due to employee turnover resulting from disengagement.

Mr. Crom reports that increasing the level of employee engagement within the company increases the chance of greater business success. Engaged employees are enthusiastic, inspired, empowered, and confident and allow for more than 200% better performance.

Increasing employee engagement is vital to business success and is based on the following keys:

1. Satisfaction with immediate supervisor
2. Belief in senior leadership
3. Pride in organization and what he or she is doing within the company

Once employees are working together amongst themselves and with leadership, the company has a greater chance of moving forward and accomplishing financial goals.

How Carnegie Training Can Help Strengthen Your Business Infrastructure

The Carnegie premise is simple: no matter who you are and what you are doing, you can be better. The Training Institute offers several skill-building programs, including live on-line training, to help businesses grow and prosper. The programs were developed to help individuals tap into their inner strengths and communicate more effectively. The Carnegie *Skills for Success* program, in particular, focuses on building important communications skills as well as essential leadership skills. All of the courses take a holistic approach, dealing with issues from an individual point of view and can be tailored to meet a practice's specific needs.

Michael Crom relays five essential skills everyone needs:

1. Rapport-building
2. Curiosity
3. Ambition
4. Communication
5. Conflict Resolution.

The Carnegie Programs not only help determine which skills are lacking in your organization, they are instrumental in the development of the missing skills.

The Carnegie Institute believes great leaders are passionate individuals, confident in the work they do, and concerned with inspiring others. Dale Carnegie's Leadership Training vision extends from corporate training and team building, to improving the leadership qualities within each individual. Mediocrity in the workplace will produce mediocre business success. A strong infrastructure resulting from strategic teamwork defines the making of an empire.

Founded in 1912, Dale Carnegie has evolved from one man's belief in the power of personal development to a global workplace learning and performance organization with offices in over 80 countries. The company's focus is on improving the performance of companies by improving the performance of the team. Training programs and pricing can be found by visiting their website at www.dalecarnegie.com.