

How the Socializer Style* HELPS or HINDERS your Success

(Helpful attributes are in GREEN...Hindering attributes are in RED)

* Its Main Value to your practice is to: **Inspire/Persuade Others**

How socializer style *thinking* makes you react—the Socializer Style’s Attributes:

Its *people-oriented* (people are more important than tasks) **Purpose** is **to address our connections**

Its **Symbiotic Emotion** is: **Joy** (whose purpose is *to alert us to our connections*)

Its fast-paced **Sensory Attribute** is: Visual; I think in pictures about the interaction of things

Its **Motivations** are:

- ☺ **Gain/Pleasure:** I seek out gain and pleasure
- ☺ **Possibilities:** I do what seems gratifying
- ☺ **Similarities:** I trust most situations

Its **Attitudes** are: **boisterous**, capricious, carefree, **careless**, charming, creative, enthusiastic, **exaggerative**, exciting, expressive, **generous**, **impulsive**, **inspiring**, inquisitive, **persuasive**, playful, **positive**, **talkative**, **teasing**

Important! The **analyzer** style is **opposite** to the socializer style, whose motivations are:

- ☹ **Loss/Pain:** I avoid any loss or pain
- ☹ **Necessities:** I do what I am obligated to do
- ☹ **Differences:** I distrust most situations

The analyzer style’s opposite Attitudes are: cautious, conventional, **accurate**, **diligent**, **disciplined**, **introspective**, **logical**, **methodical**, **modest**, **negative**, **preparative**, reserved, **respectful**, **self-conscious**, **self-controlled**, shy, **tactful**, **tedious**, thrifty, **touchy**

Thus, when strong in the socializer style and weak in the analyzer style you are doubly strong in the socializer style and doubly weak in the analyzer style, because they can’t balance each other out.

The Doctor’s use of the Socializer Style: The doctor’s job is to manage and promote the practice and treatment.

The socializer style **HELPS** the doctor to do that job by:

- Being enthusiastic, persuasive, inspiring and charming to market the practice and get patients started in treatment
- Lightening up the office to make things seem less serious and making others happy
- Inspiring patients to do their best

The socializer style **HINDERS** the doctor from doing that job by:

- Making the doctor too talkative, interrupting others instead of listening

- This is resolved by stopping and taking a deep breath between thoughts instead of just jumping to another topic
- Making the doctor “fly by the seat of their pants” instead of planning things out
 - This is resolved by having people around the doctor that are responsible for the daily operation of the practice
- Making quick decisions to go for the “possibilities” without considering all of the facts, especially negative repercussions
 - This is resolved by having supervisors and staff responsible for getting the information to the doctor to decide with
- Not completing tasks or not doing what they should because they are distracted
 - This is resolved by concentrating on the details of the task and ignoring what other people are doing

Bottom Line: It is best for the doctor to be *moderate* (not strong or weak) in the socializer style. It also helps it the doctor to *not* be too weak in the opposite socializer style (for selling cases).

The TC’s use of the Socializer Style: The TC’s job is to get patients started in treatment.

The socializer style HELPS the TC to do that job by:

- Being warm, enthusiastic, persuasive, inspiring and charming to sell patients on starting treatment

The socializer style HINDERS the TC from doing that job by:

- Over-talking new patients/family instead of listening to their concerns
 - This is resolved by concentration on the patient/family and allowing them to finish their comments before responding
- Not doing ALL of the procedures necessary to have an effective exam/consult that covers everything and starts patients
 - This is resolved by having the TC be more focused on doing the entire exam, step by step
- Assuming all will be fine and not follow up on will-call-back (WCB) new patients
 - This is resolved by having a daily log of WCB patients and daily procedures to go after them and get them started

Bottom Line: It is best for the TC to be *moderately strong* (never *too* strong and never weak) in the socializer style. It also helps if the TC is *moderate* in the opposite analyzer style.

The Receptionist’s use of the Socializer Style: The receptionist’s job is to control the daily schedule.

The socializer style HELPS the Receptionist to do that job by:

- Being warm, enthusiastic, and persuasive to sell patients on accepting the appointments offered them

The socializer style HINDERS the Receptionist from doing that job by:

- Talking *too* much with the patient/family and holding other up other patients waiting for an appointment
 - This is resolved by being aware of all in front of her and not just the person she is talking to and monitoring her time
- Not following the schedule and giving out inappropriate appointment times to make the patient/family happy
 - This is resolved by realizing that giving out the wrong times will make the rest of her team unhappy
- Not completing her tasks because she is too easily distracted by others
 - This is resolved by being more focused on her tasks and less on others around her

- Half listening and missing the details when someone asks her to do a task and getting it wrong
 - This is resolved by listening fully, waiting for the person to finish and then doing the task immediately without distractions

Bottom Line: It is best for the Receptionist to be *moderate* (not weak or strong) in the socializer style. It is also important that the Receptionist be *moderate* in the opposite socializer style.

The Bookkeeper's use of the Socializer Style: The bookkeeper's job is to control the practice's finances.

The socializer style **HELPS** the Bookkeeper to do that job by:

- Being warm and persuasive to get guarantors to pay for their treatment

The socializer style **HINDERS** the Bookkeeper from doing that job by:

- Not being able to work alone to concentrate on doing financial tasks because she needs to be with others
 - This is resolved by not having a *strong* socializer as the bookkeeper
- Not being diligent, methodical or detailed enough to avoid mistakes when working on accounts
 - This is resolved by not having a *strong* socializer as the bookkeeper

Bottom Line: It is best for the Bookkeeper to be *weak* (but not too weak) in the socializer style. It is also important that the Bookkeeper also be *strong* in the opposite analyzer style.

The Dental Assistants' use of the Socializer Style: The DA's job is to assist the doctor in the patient's treatment.

The socializer style **HELPS** the DA to do that job by:

- Being warm, enthusiastic, persuasive to make patients happy and getting them to cooperate in their treatment
- Lightening up the office to make things seem less serious and making others happy

The socializer style **HINDERS** the DA from doing that job by:

- Talking *too much or over-talking with the patient/family instead of completing her treatment and other tasks*
 - This is resolved by being aware of her time and concentrating on completing the task on time
- Not completing her tasks because she is too easily distracted by others
 - This is resolved by being more focused on her tasks and less on others around her
- Half listening and missing the details when someone asks her to do a task and getting it wrong
 - This is resolved by listening fully, waiting for the person to finish and then doing the task immediately without distractions

Bottom Line: It is best for a Dental Assistant to be *moderate* (never too strong nor too weak) in the socializer style. It is also important that the Dental Assistant be *moderate* in the opposite analyzer style.