

Coach Ron's Top-10-Ten



Ronald F. Arndt, DDS, MBA, MAGD

TOP TEN WAYS TO TAP YOUR TEAMS BRILLIANCE

Frequently, team meetings produce more silence than ideas. When asked for ideas, team members look around the room hoping not to be called on or hoping someone else will come up with some brilliant idea.

Karen Robinson, a public relations manager in California, suggests to get everyone involved and generating valuable solutions to business issues, assign a “writer” who can jot down everyone's ideas while you move around the room encouraging participation. To get your brainstorming on the right track and encouraging creativity consider the following Top 10 steps:

- **SHOUT OUT YOUR IDEAS** – Get excited, shout'em out. This is no time to be formal and proper.
- **HAVE FUN** – Enjoy yourself, laugh, have a great time. “Lightness” is encouraged.
- **ANYTHING GOES** – Take off the limitations and blinders. Every idea that is offered up during the brainstorming is a good one.
- **THINK TEAMWORK** - This is not a competition and success is based on team play.
- **QUALITY OF IDEAS NOT IMPORTANT** - Silly answers, outlandish words, crazy ideas are all welcome and encouraged.
- **QUANTITY OF IDEAS IS IMPORTANT** – Encourage as many ideas as possible and as quickly as possible. The more ideas the better. Sooner or later, one of them will be the one!
- **ENCOURAGE WILD IDEAS** – The crazier the better. Eliminate all inhibitions.
- **BUILD ON THE WILDEST IDEAS AND SEE WHERE THEY GO** – Be adventurous, be bold, look for the different or extraordinary. Let your mind guide you to new solutions.

- **NO NEGATIVES** – Eliminate comments like “that won’t work.” Don’t edit any ideas offered up by any team members. Encourage, encourage, encourage.
- **BRING A HARD HAT** – Be prepared, you’re going to get pummeled with ideas.

Finally, to get everyone involved, go around the room and ask for one word or one solution from each person in the group. When everyone has spoken, go around the room again and again until all ideas have been exhausted. Keep in mind, there are no right or wrong answers in a brainstorm, The objective is to have fun while generating a huge number of possibilities.

Dr. Arndt is a Dental Coach. He works with and helps dentists who prefer to be in control of their practice rather than their practice controlling them. The result is that the doctor thinks, acts and behaves like a CEO.....where they lead more, manage less and they are much more profitable in less time. As a businessman and entrepreneur, he blends 20 years of clinical dental practice, five years of executive corporate experience in the financial planning and investment management industry with his graduate business training and hands-on experience. He delivers his highly personalized Coaching to doctors throughout the United States utilizing scheduled telephone calls, e-mail and fax. To learn more about his telephone Coaching techniques, his group TeleClasses or to subscribe to his newsletter, contact Coach Ron at

THE DENTAL COACH

Ronald F. Arndt, DDS, MBA, MAGD—Master Certified Coach

“Solutions 4 Business

Voice: **440-748-6161** Fax: **866-355-1212**

E-mail: DrRon@DrArndt.com

WEB: www.DrArndt.com

Blog: www.coachmeron.com

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