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What your employees want you to know: how to increase employee retention?

Abstract:

Many in the dental industry are plagued with labour shortages and employee retention issues. As a result of being unable to find/retain needed staff, practitioners find themselves unable to offer their same services and operating hours- having a direct impact on their business revenue and customer satisfaction. Dental professionals find themselves struggling to understand how to improve hiring practices, and frustrated their efforts are not resulting in long term employee commitment to their clinics.

This presentation offers a unique perspective into what employees need employers to understand about how they make their choices to apply, remain with, or leave dental firms. To exemplify their perspective, insight has been gathered and sourced from potential new hirers, existing employees, and those that have already left the dental industry. The presentation highlights the issues that dental practitioners are facing and offers a deeper understanding into root causes resulting in staff migration to other clinics and/or other fields of work. These unique perspectives provide clear insight into what staff need and want from their employment experience. The presentation then utilizes this information, to offer the dental industry viable strategies that can be immediately implemented to increase employee engagement and proactively improve hiring success.

Biography:

Carrie-Lynn Hotson holds a B.A (Hons) in Psychology and Law and a CHRL Designation with the Human Resources Professional Association. She has 25 years of experience as a Human Resources Specialist, Senior Leader, Mediator, College Professor and Facilitator. Carrie-Lynn is the author of "Knowing Who You Lead"- providing leaders with a deeper understanding of why issues occur and how to effectively address them. Carrie-Lynn owns an HR consulting and coaching business entitled Inspiring Organizational Growth designed to support teams and leaders as they improve communication, trust, and engagement in their organizations. She also owns a Job Interview Coaching Business, which provides her with a unique opportunity to meet candidates who are currently leaving and entering professional employment settings.



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