

Practice Culture Whiteboard Exercise

Facilitator Instructions

What You'll Need

- Space sufficient for all participants
- 1 copy of the Our Practice Culture worksheet
- Participant Worksheets for all participants
- Whiteboard or oversized notepad and markers
- Laptop computer
- Projector and screen

Ground Rules

- **Everyone participates.** Make sure to call on everyone to either suggest a word or describe how that word is lived out within the practice.
- **No "eye-rolling."** If someone seems disengaged or is taking away from the presentation with "under their breath" comments, call on them immediately to share what they were saying or to participate.
- **We all want to make this the best possible place to work.** Get the entire group to agree and reinforce this statement throughout the workshop. Getting buy-in on this will effectively eliminate the lack of participation and "eye-rolling."

Create a Stronger Team By Defining Your Practice Culture

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Delivering the Workshop

1. Welcome the group and thank them for participating!
2. Hand out the Participant Worksheets. Once they're filled out, they're given to the practice leadership.
3. Play the video up to the point that says, "This is a whiteboard exercise" (approx. 11 min). Pause the video at that point, so the directions are visible.
4. Conduct the exercise as follows:
 - a. **Each team member suggests words that describe the practice culture.** As each example is brought up, write it on the whiteboard. Every answer should be put up – it will be narrowed down later.
 - b. For each word that is put up, invite a team member to **describe what it means to them.**
 - c. **Work with the team to narrow the list down to about 5 that everyone can remember;** this is usually done by asking which values are most important or which words are similar enough to eliminate one.
 - d. Once the list is narrowed down, have everyone in the room **committed to living these values in the practice.**
 - e. Push "play" and allow the video to finish playing (approximately 2 minutes)
 - f. Copy the final culture values to the worksheet titled "Our Practice Culture" and **have the team sign it to show commitment. Snap a photo of the page and email it to culture@geniusvets.com** so we can send a special "thank you" to the practice.
5. **Congratulate the participants. This is an important accomplishment** – make sure they recognize it!
6. Thank everyone for their participation.