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AN UNEXPECTED JOURNEY II



GUEST AUTHOR — 01/06/2017

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Five things you must get right to lead your team on the change journey to a successful forward pharmacist service model

3. Communicate

THE biggest mistake we see around change is lack of communication. The second biggest mistake is poor communication. Tell your people what's going on. Be open and be honest. Get their input. Seek to understand their perceptions and emotions. Ensure you communicate clearly and check-in to make sure your team interprets the message the way you intend.

Team meetings are a “must have”, with no less frequency than once per month. Fortnightly/weekly meetings are even better.

Rotate the staff member who chairs the meeting. Set standard agenda items and then have feature items each month. Get all members of the team involved in leading and contributing to the topics. Make the vision and the change journey updates sacrosanct.

4. Team up

Empower your team to take on the challenge with you. Don't try to do it on your own.

Get the team involved. Develop your people and engage them to take responsibility.

Many Pharmacy owners and managers tell us this is hard and staff don't want to get involved. If you are finding this, go back to steps 1, 2 and 3 – have they been done well?

Spread the load, share the love... There will be a bunch of structural changes required, strategy changes, and training/upskilling to be able to confidently and competently host proactive complete solution conversations.

Getting the whole team involved in making/implementing the identified components of the change will provide for a greater chance of acceptance.

5. Lead

Lead the team through the change. Be the co-ordinator, support them, remind them of the vision and the impact. BE the change you want to see, without trying to do it all yourself.

We refer to two types of Leaders. Transactional Leaders – those who do tasks and keep the current cogs of the wheel going. And Transformational Leaders – those who engage and inspire others to be part of the change. Which are you?

Recognise the “theory of transition” and the emotional roller coaster ride staff will experience in their own unique and different ways.

Lead from the front and show what “doing it” looks like. Understand that any challenging change journey will

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sometimes seem like “two steps forward; three backward”.

Stay ahead of the curve and anticipate.

We all know that now is a time of change for Pharmacies. Competition is increasing and profitability is reducing – there is no option to stay the same. Applying these 5 steps will make a significant difference to your end result. How will you manage the change and lead your team to a bright, positive future?

By Glenn Guilfoyle and Michael Erwin. Glenn is principal of The Next Level

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