

# Hire, train and retain amazing staff with Vision in this New World

-Dr. Diana Canto-Sims

How we hire, onboard, train, and retain staff members in our optometric practice has changed dramatically in this new World. Here are some tools and resources to help you navigate the onboard process like a pro. Soon, you'll be on your way to attracting excellent staff in no time.

## Checklist:

- Make sure everyone in your practice is stationed in the "right seat." Meaning, is everyone in the office doing a job that is aligned with their zone of genius? Personality tests are great to establish which seats to put each staff member, re-organize your staff and establish if you need to onboard new staff. Two of the most popular personality tests are DISC and Myers-Briggs<sup>1</sup>.
- Pay more and offer better benefits and perks than your competitor.
- Empower your staff. Offer training and development opportunities -Train your staff well
- Performance reviews twice a year. New staff every quarter the first year.
- Automate your on-boarding process as much as possible with technology\*.
- Create a description of who and what you're looking for to complete your dream team. When writing the description or Ad, really speak to the staff member you want to attract. A generic description or ad will speak to everyone but attract no one. Example: Looking for a reliable, punctual stylist optician with a passion for fashion in all things eyeglasses, sunglasses, and contact lenses.

## Five steps to onboarding Amazing Staff with Vision:

1. Application with link to schedule a phone interview (email)
2. An email with link to schedule face-to-face interview
3. Boot camp training (paid) 4 hours (train in clusters for time efficiency)
4. Implementation period (paid) 1-3 hours, 1-3 days
5. Discovery session (one-on-one)

## Recommended books:

The Good Job Strategy by Zeynep Ton  
All Gino Wickman books on EOS (Traction, Get a grip, what the heck is EOS?)  
Dare to lead by Brene Brown  
The five dysfunctions of a team by Patrick Lencioni  
Scaling up Excellence by Robert Sutton and Stanford colleague Huggy Rao

**Scheduling platforms with automation:** Acuity Scheduling\*, Calendly, Apptoto

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<sup>1</sup> <https://cmoe.com/blog/personality-tests-develop-employees/>

\*Dr Diana Canto uses