

How Do I Motivate My Team Without Threatening, Nagging, or Burning Them Out?

1-2 hours | \$150 30-day Automated Incentive Program included

Dental teams aren't lazy, they're just no longer wired for "do this or else" leadership and vague, end-of-year promises. This session introduces a modern performance model built around **micro-incentives**: small, frequent, meaningful rewards that reinforce the exact behaviors you want repeated, without the burnout, resentment, or quiet quitting that fear-based management tends to produce.

We'll start with the psychology behind micro-incentives, why they work, how they shape habits, and how consistent recognition builds something most practices are accidentally starving: **felt appreciation**. Then we'll connect the dots to the generational shift (Gen X/Boomers managing Millennials, Gen Z, and the emerging Alpha mindset), using third-party workplace research to explain what's changing and what needs to change with it. From there, we'll move into **implementation models and dental-specific examples** showing how micro-incentives can increase follow-through, production behaviors, and team engagement when designed correctly. You'll leave with practical frameworks, plug-and-play incentive ideas, automation strategies, and simple software tools that help practices run these programs cleanly without turning your office manager into the Incentive Police.

View a video breakdown from Adrian to learn more about this presentation.



LEARNING OBJECTIVES:

- Explain the psychology of micro-incentives and how frequent, specific reinforcement improves habits, motivation, and team behavior more reliably than fear, threats, or delayed rewards.
- Identify generational motivation patterns (Millennials, Gen Z, and emerging Alpha) and apply a leadership mindset shift that helps Gen X/Boomer-led practices communicate expectations in a way that actually lands.
- Design a micro-incentive system aligned to practice goals, including what to incentivize (behaviors vs. outcomes), how often, and how to keep it fair, simple, and energizing.
- Implement production-linked incentives ethically and effectively, understanding the difference between rewarding time vs. rewarding value creation and how to do this without damaging culture or patient experience.
- Build an automation-ready rollout plan, including scorecards, tracking methods, and software options that keep incentives transparent, measurable, and positive, without adding operational chaos.