

# WE HAVE TO BE LIKE SKYSCRAPERS FLEXIBLE & STRONG

MEMBER ARTICLE | BY ROSANNE KASSAB-PERNO, MAADM



While reading my daily meditation book, I was reminded that "sway" is built into tall buildings so they don't break. It makes skyscrapers a little more "flexible", so to speak. It is hard to imagine that those buildings are actually moving ever so gently and still standing so strong. Think about that...they are flexible and strong!

## BEING FLEXIBLE DOESN'T MEAN BEING INDECISIVE.

Being flexible means we adapt. We change our plan to meet challenges set before us.

For us to be flexible, we need to be prepared so we can adapt. As office managers (OMs), we create systems and train our teams, which will allow us to be ready to handle the many unexpected circumstances that may arise. Cross-training our team is one way we can be prepared for some of those challenges.

Being flexible allows us to do what needs our attention at any

moment. When a team member calls out sick, we may be the one needed to step in. If the computers aren't working properly, we stop whatever we are doing and take care of it. The list of challenges that may happen on any given day goes on and on. Flexible OMs successfully meet the challenges presented and then get back on track. Flexible leaders don't let their "titles" get in the way of doing what's needed. They "Just Do It".

This is the "sway"; be the skyscraper.

## BEING STRONG DOESN'T MEAN BEING RIGID.

Being strong means we care, face the challenges and are willing to learn new things to succeed. We pivot. We are flexible.

We wouldn't be in this position if we didn't care. We care about the patients, the team, the doctor and the success of the practice. We

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PEER-TO-PEER ARTICLE

are strong, not rigid, but we are determined.

When I started working with my husband, I had a lot to learn. I didn't have a dental background. I needed to understand his philosophy for his practice. So, my suggestion is if you're new or unsure where to start to be a strong OM, start by speaking with your doctors to understand their vision for their practice. That's where we find our foundation, our strength, the core values and the culture. It's the reason people want to be in your dental practice!

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## MEET THE MEMBER

Rosanne Kassab-Perno, MAADOM has spent the last three decades helping her husband Joe build his practice, Voorhees Family Dentistry.

Rosanne is a proud lifetime member of AADOM and earned her Fellowship (FAADOM) in 2019. Most recently at AADOM's 2021 conference, Rosanne was inducted as a Master (MAADOM), and she is currently working towards earning her Diplomate (DAADOM) designation. Rosanne also serves as Vice-President of the Southern NJ AADOM Chapter.

When she is not managing the practice, Rosanne enjoys spending time with her three daughters and their families, particularly her four grandchildren.

### ...SKYSCRAPERS CONTINUED

Hire the right people. This is your work family.

When given the choice between someone with lots of experience or someone with very little experience who has a great personality, is caring, capable and has a strong desire to continue learning...pick the latter. Hire the person who did their research about your doctor, your office reputation and wants to be a part of your team. The person that fits in with your team culture. I know it's more difficult to find qualified team members today. You know how special you all are, so choose carefully. Stay strong and be flexible, like the skyscraper.

Being strong also means being open-minded. We don't know everything. Engage your team. They want to contribute to the practice's success too!

Be generous and let others take the lead. Let them shine in their area of expertise. This doesn't make us weak OMs. It's what makes us strong. It's teamwork!

Strong, confident OMs are not rigid. They're "flexible"; they

bend, welcoming the insight and feedback from their team and peers, always learning, growing and changing.

### TO STAY FLEXIBLE AND STRONG, DON'T LET THE UNEXPECTED CHALLENGES DERAIL YOU.

Not one of us is perfect, but if we stay flexible and strong, together we can get through anything. One thing 2020 taught us is that there will always be something we didn't prepare for; however, by helping, teaching and supporting each other, we have the strength and flexibility to get through it.

We'll take care of what needs to be done if we embrace the challenges in front of us. We are AADOM strong. Remember, YOUR team and your AADOM Tribe are there to help. You are not going to break! You got sway! You're only taking a new route at that moment.

So, stay focused and positive, and you will get to your desired destination. Tap into your "GPS" or "Good People Skills". You have what it takes to be flexible and strong, like a skyscraper. ■



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