

VALUING WORK, LEADING BY EXAMPLE, RECOGNIZING SUCCESS

Company name : CABINET D'ORTHODONTIE BECKER & ASSOCIÉS

Activity sector : Santé humaine et action sociale

Company category : Fondation, Association, ONG

Description of the action

BECKER & Associés Orthodontic Firms are partners of the French Ministry of Equal Opportunities and actively participate in the Positive Actions program, particularly in the 3 pillars of Equal Treatment for Men and Women, equality in decision-making, reconciliation of private and professional life, with a particular focus on Diversity. Note action: implement concrete actions to value people, their success and contribution to the firms, in order to increase their job satisfaction and sense of belonging.

Context

They must therefore be given the means to flourish in their daily work. Elements of context to be taken into account: the orthodontic practices have 10 orthodontists and 43 employee(s) including mobile care teams spread over 5 practices in the Grand Duchy and 1 practice in Germany, and central teams for logistics, quality management, equipment maintenance, computerization, billing, patient administration, etc.

Approach

Give priority to internal recruitment when filling vacancies rather than systematically looking for external candidates.

- Trusting employees: we start from a positive assumption of accountability and have implemented a management model of 'responsibility under control'.
- Create an intermediate position and show staff professional development opportunities and perspectives. For example, through the recent creation of a Praxis Manager position for each orthodontic practice, which represents a new level of hierarchy and a new challenge.
- Formalize the welcome of new recruits and a personalized 'Welcome': warmly welcome new recruits with a personalized welcome email highlighting them, and proceed to the visit of the orthodontic offices, the presentation of employees, the delivery of the Welcome Booklet, etc...
- Enrich the workstations with more variety and diversity of tasks -Foster internal professional mobility with geographical exchanges of workstations and changes of assignments within the practices -Develop the versatility of the workstations. For example, through certain mergers or the formalized organization of back-up between cross-sectoral people
- Recognize the success and professional progress of individuals by various means: official announcements, congratulatory emails, awarding of the 'Employee of the Year' prize based on objective criteria displayed, nominative congratulations from the orthodontist during the debriefing at the end of the clinical day.

Objectives

Recognize the achievements of deserving employees, and reward the excellence of their work and contribution through internal visibility. This approach reinforces their motivation, contributes to their fulfillment at work, sets an example for other staff members and strengthens their pride in working at Becker & Associates Orthodontic Firms.

Impact

Perception result: a satisfaction survey of 43 employees was conducted by the Ministry of Equal Opportunity in 2019 to reassess the effectiveness of our positive actions carried out on the 5-year program, with a participation rate of 91.2% Result of this survey :

- 93% of women and 100% of men developed a sense of autonomy in their work (ability to plan and organize their work).
- 97% of women consider that parental leave is not a hindrance to the advancement of their career at the firm In a previous survey for our European Great Place to Work Award in 2017.
- 97% of staff said that the firm's management 'appreciates and values work well done and any extra effort.
- 97% of the staff said that their 'professional activity has a special meaning' for them and that they 'do not consider it just as a job'.
- 97% of the staff is 'proud to tell others that he/she works at BECKER & Associates Orthodontic Firms'
- 97% of the staff confirms that 'everyone's merit is recognized within the practices'.

« To do »

Valuing the work of the staff objectively, without preferences or discrimination 'Lead by example' by ensuring the quality of management Communicate this policy to staff members and the Personnel Delegation

« Not to do »

Avoid categorical measures that would exclude some employees - the same recognition for all according to individual merits, based on objective and pre-announced criteria.