



HAKIM
GROUP

How To Huddle

Practice Guidelines

It is part of our culture at HG that each practice team take part in a weekly / monthly and quarterly team huddle.

Based on best practise, these regular meetings will result in improved communication, transparency, consistency and ultimately performance at all levels. We have provided you with a simple framework so the nominated person can report back to each team member on a weekly basis in the suggested format.

To support you we have created a PowerPoint template to plan, prepare and document your huddles

Preparation and Planning

For the teams who already do this consistently, we have seen improvement in engagement levels. We want to encourage all team members to give their best each day, commit to our values, our culture and are motivated to contribute to our success. This level of communication also generates an enhanced sense of own well-being and happiness in the practice working environment and will aid personal development.

At the end of each month & quarter, the monthly / quarterly review will take place as part of the weekly team huddle. This will include a full review of all team objectives and performance.

Spend the time preparing for the huddle to maximise the time you have with your team. Keep a note of items that arise during the week. If you are using 30 minutes of their time - make it productive. Discuss anything that is working better elsewhere that you may have heard about and that you could implement in your practice. Have your huddle early in the week so you can implement changes sooner rather than later.

We would also like to share some best practice and top tips with our practices on how to deliver a brilliant huddle. Part of this will also look at the common questions being raised by team members and how you can best answer them.

Monthly Huddle structure

To support you we have created a framework and structured approach to conduct your Huddles in the month.

Topics for discussion for week 1- 4

Week 1

Week Performance
Previous Week
Team Takeover

Week 2

Week Performance
Previous Week
Keeping Safe
Customer Journey
Team Takeover

Week 3

Week Performance
Previous Week
Keeping Safe
Social Media/Marketing
Team Takeover

Week 4

Week Performance
Previous Week
Keeping Safe
Learning Together
Team Takeover

Breakdown of review points:

Week Performance

Week Performance v Week Target
Month to Date v Month Target
Quarter to Date v Quarter Target (during second half of quarter)
Half to date v Half Target (during second months 5/6 of half)
Year to date v Year Target (during months 9-12)
Health Index

Month Performance

Share KPIS – EE, DER, ADV
Deeper look at individual KPIS from PT/Power BI/Optix BI
Discussion around what worked well, improvements to be made, areas of focus with actions for next month
Audiology KPIs
NPS score and share comments with team
Update on goals set at planning meeting

Previous Week

Update on actions carried forward from previous week/weeks
Pick up on any discussions/questions raised in huddle comments
Update on messages from HGHQ – see Shark and Fish Weekly Digest

Team Takeover

Open up to team for them to share ideas, concerns, process queries, anything great

Keeping Safe

Use this section to select one policy/SOP and share with team
Post the policy to the huddle notes

Customer Journey

Select one part of the journey and discuss what you do well, how it could improve, what does your excellent look like

Team can take turns selecting areas to work on
Search out Grohawk comments relevant to the area you are working on

Social Media/Marketing

Update team on current and upcoming campaigns
Feedback from team on campaigns and marketing – what worked well, customer comments
Share ideas and plan for next 4 weeks
Use time to take photos, shoot videos etc. for upcoming posts

Learning Together

Use external suppliers for training on products

Ask team members to prepare a short 10 min presentation e.g., Optoms share interesting OCT images, refresh on prescreening equipment, FOH diary efficiency, dispensing staff on frame fashions etc.

Use content from learning resources such as HG Academy

Sharks and Fish Weekly Digest

Here at HGHQ, we want to aid each of the practice huddles by giving an overview of group initiatives and key practice updates from our HQ departments. This will also include awareness of any key events and deadlines to ensure that the practice teams are planned and prepared for any business-critical actions for the month ahead.

We are now providing you a new support document called the 'Sharks & Fish Weekly Digest', which will contain all key HQ updates and calls to action for the practices. It also will show what was shared in the previous week, as well as the week ahead. This information will be posted on basecamp at the beginning of each week in the Docs & Files area of RHINOFishTank > Basecamp, for you to share with the team during one of your weekly huddles.

Other useful resources

Social Media Training video – HelpHub [CLICK HERE](#)
Marketing Planning and Tools – HelpHub [CLICK HERE](#)
Policy area (PAG) – HelpHub [CLICK HERE](#)
ISMS policy area (PAG) – HelpHub [CLICK HERE](#)

Structure

Decide on how you want to make up your huddles and create a format that is repeatable. If your team know what you are going to discuss every week, they will bring more ideas and interact much more - get rid of the 'unexpected' that may scare them. Always refer to what the point means for the team member and how this directly affects them.

Routine

Huddles should be carried out every week, even in the SHARK/FISH's absence. If there is a structure in place, anyone can step in and encourage the discussion. Weekly huddles mean actions are followed up and problems can be addressed.

Follow Up

Huddles should be posted to practice basecamp project on the same day. This is important for your team to see huddles are not just done to tick a box - it encourages individuals to take ownership of actions. Ensure everyone acknowledges the huddle or answers any questions raised. Always ask your team members to go to the huddle project after it has been posted and reply back to the message with a reply that they have read it.

Involve

Huddles are not just about the SHARK/FISH - they are about the whole team. You need to make it their huddle, let them go off schedule a bit, mix it up now and again, make them want to huddle. Ask your team members to make at least one suggestion for improvement and how you will track this the following week to see how it worked out.

Be patient

Happy huddlers may not happen overnight! Involve unhappy huddlers by asking them to plan parts of the huddle. Make the huddle your practice's huddle - do it together.

Be consistent

HUDDLE EVERY WEEK - even if there is one person in the huddle, the importance of this cannot be stressed enough

Huddle by yourself if you must!

