

WARING VISION INSTITUTE

The art and science of assembling and fostering a world-class team.

BY GEORGE O. WARING IV, MD, FACS

The Waring Vision Institute was founded with the following mission statement: To provide a world-class client experience by fostering a culture of mutual trust, respect, and collegiality. Our mission statement is reviewed at

every team meeting, and it is shared at every educational event that we host for our prospective clients.

Over the years, our friends and mentors have taught us the value of staff satisfaction. In short, staff satisfaction drives client satisfaction.

To this day, this has been our driving principle, and we are laser focused on it.

It stands to reason that a world-class client experience starts and ends with a world-class team. Therefore, we set out to assemble a world-class team (Figure 1). This is evidenced by our clients who leave online reviews to celebrate our staff along with their new vision (Figure 2).

GROWING THE WARING VISION FAMILY

The following seven observations have led to the assembly and growth of our work family.

- ▶ **No. 1: Hire the smartest people, period.** I have found the single most predictive factor in workplace performance to be academic performance, including advanced degrees. One of my mentors taught me to surround myself with people smarter than myself, and I have found this to be great advice.



Figure 1. Members of the Waring Vision Institute team.



DR. WARING AND HIS TEAM WERE SIMPLY AMAZING! I LOVE HOW EASY EVERYTHING WAS FROM START TO FINISH! I COULD NOT HAVE IMAGINED A BETTER EXPERIENCE FOR GETTING LASIK DONE. FROM THE MOMENT I WALKED IN FOR MY CONSULTATION, TO ALL MY POST OP APPOINTMENTS, I FELT NOTHING BUT CARE AND COMPASSION. I WOULD 100% RECOMMEND DR. WARING AND THE WARING VISION INSTITUTE FOR ANY OF YOUR EYE NEEDS. I LOVE MY NEW VISION!

— JANIECE J.



DR. WARING AND HIS AMAZING TEAM HAVE CHANGED MY LIFE IN WAYS I NEVER THOUGHT POSSIBLE! THEY MADE ME FEEL COMFORTABLE THROUGHOUT THE ENTIRE PROCESS, AND EVERY APPOINTMENT WAS ON TIME. MY CATARACT SURGERY WAS EFFORTLESS. ON THE FIRST DAY I HAD BETTER THAN PERFECT VISION. FOR THE FIRST TIME SINCE I CAN REMEMBER, I CAN NOW READ WITHOUT GLASSES! I WOULD WHOLEHEARTEDLY RECOMMEND DR. WARING TO HANDLE ALL OF YOUR EYE CARE NEEDS!

— PEGGY W.

Figure 2. Client testimonials from the gallery on the Waring Vision Institute website (<https://www.waringvision.com>).

► **No. 2: Hire based on academics, healthy lifestyle, personality, and ambition.** Anyone can be trained to learn a skill set, but few can be trained on these intangibles.

► **No. 3: Create a culture in your vision.** Your team represents three things: you, your brand, and your practice. Build a culture that is consistent with both your brand and your vision.

► **No. 4: Make the team's health and wellness priorities.** We have incorporated the health and wellness of our team into our company culture. We hire team members who live healthy lifestyles, and we promote health and wellness in everything we do.

► **No. 5: Empower your team; it is your most valuable currency.** We promote from within, and we play to people's strengths and interests.

► **No. 6: Publicly promote your staff.** Do so at every opportunity, even in your clients' presence, and teach your staff to promote each other.

► **No. 7: Push your team members to their highest potential.** Our goal is to support them to be the best version of themselves.

CONCLUSION

Providing a service for a quality-of-life improvement such as vision correction is enormously satisfying. But assembling and fostering a world-class team can be even more gratifying. We are only as good as our team, and our world-class team at Waring Vision Institute has been the catalyst in creating a world-class client experience. ■



GEORGE O.
WARING IV,
MD, FACS

- Founder and Medical Director, Waring Vision Institute, Mount Pleasant, South Carolina
- Member, CRST Executive Advisory Board
- gwareing@waringvision.com
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