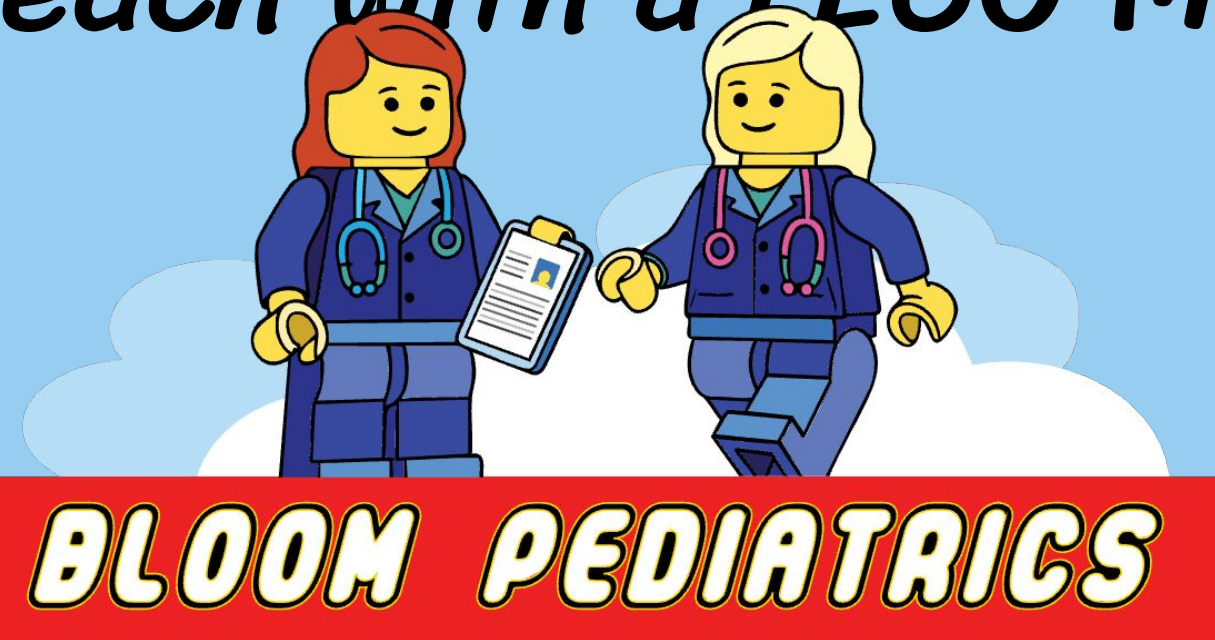


Brick by Brick

Building Practice Culture and Community

Outreach with a LEGO Mindset



Anna Groebe, DO

Katie Schafer, DO

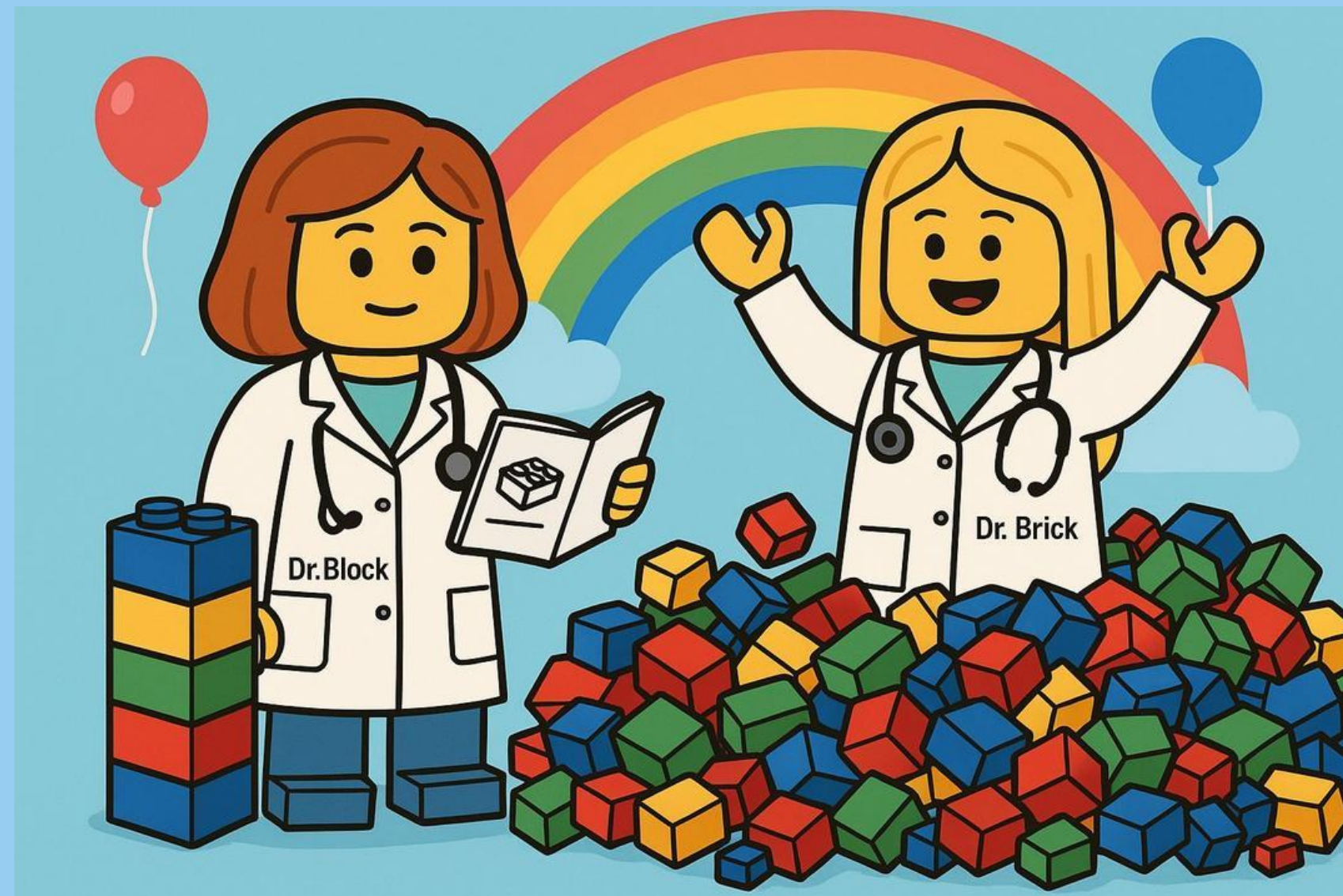
Building a Pediatric Practice Brick by Brick



A story of chaos, clarity, and community!

Meet the Builders

*Dr.
Block*



*Dr.
Brick*

Meet the Builders

Dr.

- *Precise*
- *Planner*
- *Follows the manual*

Dr.

- *Creative*
- *Chaos*
- *Builds on instinct*

Both love kids.

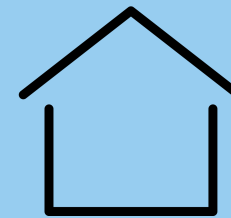
Both build culture--just in a different way!

Why Culture & Community Matter

Patients feel it



Staff live in it



Communities trust it



“Culture eats strategy for breakfast.” -Peter Drucker

Why Culture & Community Matter



Why Culture & Community Matter





Running a pediatric
practice...

*...is just like building a
LEGO!*

Doesn't this feel like
Monday morning?



The LEGO Metaphor



Strategy



People/Values



Practice Culture



Creativity

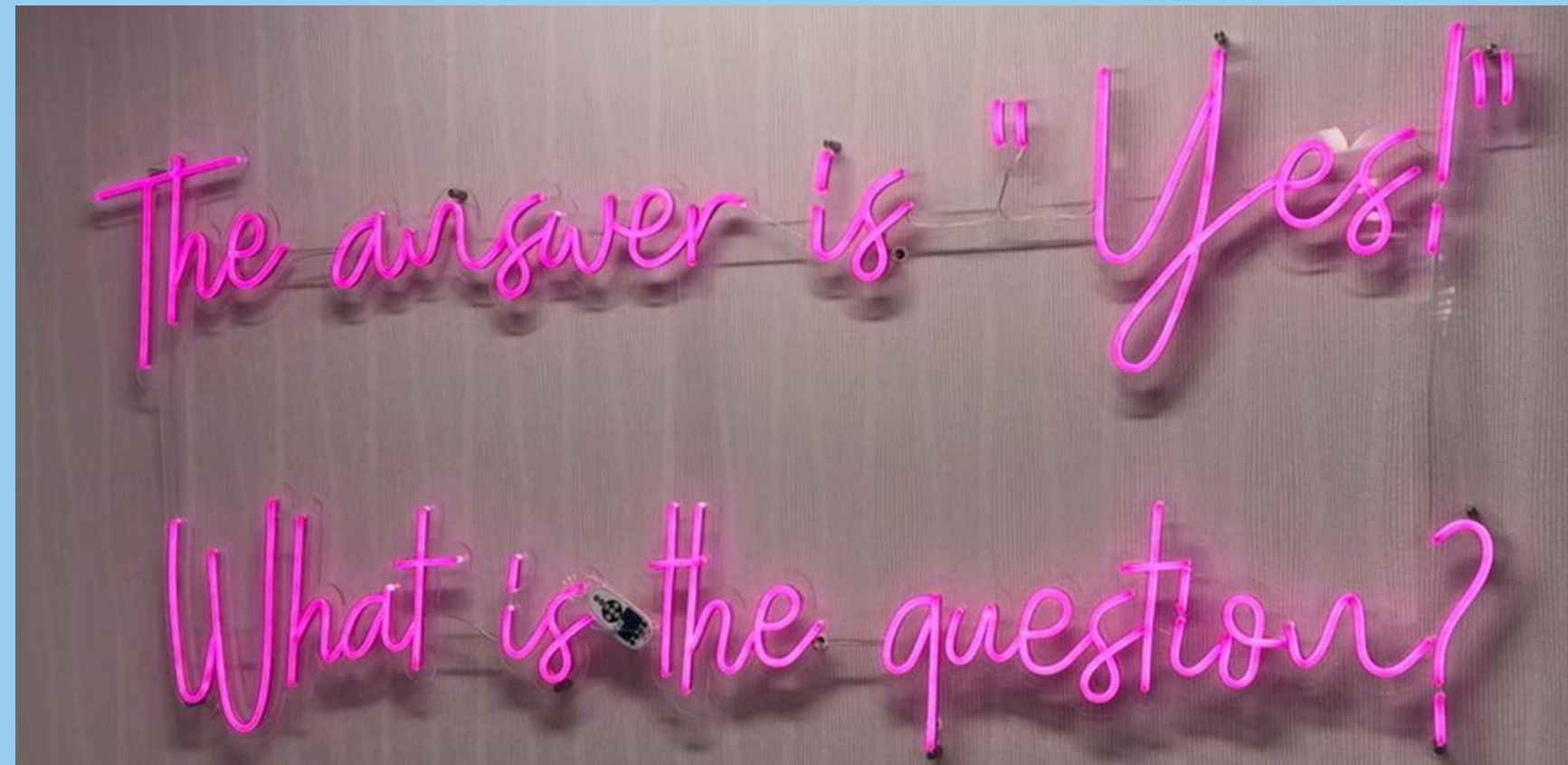
Foundation Matters

Culture is the baseplate--without it nothing sticks.

Start with the base and build from there!

Building Internal Culture

Shared language



Building Internal Culture

~~Same bricks (or same shirts?!)~~



Collaboration is Key

Just like no single LEGO brick makes a castle...

No single staff member defines a practice.

Collaboration is Key



Community Involvement

*We collectively believe community involvement
helps to build our brand, expand our outreach,
and engage with our staff in meaningful ways.*

Culture Beyond the Walls

Your culture is evident to your patients and your staff in and out of the office



Culture Beyond the Walls



Community Involvement

Dr. Brick's Style

Jump In! The water is warm!

Build with the community

Unscripted partnerships

Spontaneous mobile clinics

Magic in the mess!



Community Involvement

Dr. Block's Style

Partnerships with budgets

Outreach campaigns with timelines

Grant proposal with objectives

Foundation built on stability

Building Together



Culture built in real time

Passion-driven chaos

Dr. Brick's Approach

Cons: Confusing, unstable, messy

No rules, all ideas welcome

Pros: Fast, fun, flexible



Dr. Block's Approach

Culture by design

Policies, org charts, vision statement

Clear onboarding and expectations

Pros: Reliable, scalable

Cons: Slower to adapt, can feel rigid





The Hybrid Model

Embrace the duality: chaos + order

Celebrate creative friction

Make room for experimentation & structure

Culture isn't one size fits all-it's modular



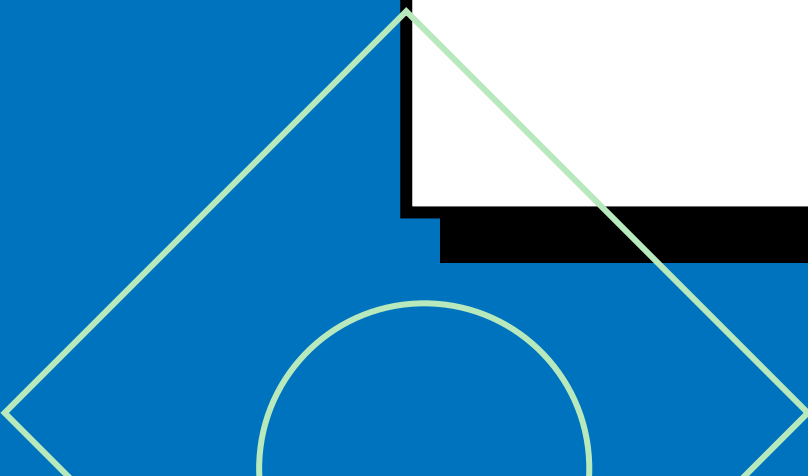



Where They Align

*Shared goal: a practice that supports kids,
families and employees*

Mutual respect

*Different bricks, same foundation:
compassion, equity, fun!*



Culture Maintenance

- *Even sturdy builds need repairs (dusting too!)*
- *Staff burnout, miscommunication: unstable structure*
- *Rebuild with transparency, team check-ins, and play!*



Build Together

Invite Staff Input: What kind of LEGO builder are you?

Map your culture: Where's the chaos? Where's the structure?

Build a "Culture Model" out of real LEGO bricks with your team

Prompt: What does our ideal practice look like?

Lessons from the LEGO bin

- *Flexibility (pile) Intentionality (book)*
- *Know your bricks (your people)*
- *Every piece has a purpose-even the weird ones
(but weed out the Duplos)*
- *Dont' be afraid to break and rebuild*
- *Instructions aren't a limitaiton-they're a launchpad*

What are you building?

CALL TO ACTION to reflect on your own style!

Who's helping you build?

What are you building toward?

***Whether you're a Dr. Brick or a Dr. Block...
just keep building!***



Thank You!
Questions?

