

# Practice Management School 2021

EQUIPPING TODAY'S  
LEADERS

NEW IN  
**2021!**

DIGITAL PRACTICE  
MANAGEMENT  
SCHOOL OPTION

LEADERSHIP | HUMAN RESOURCES | MARKETING | FINANCIALS

With special thanks to our program sponsor



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CRAMPTON



Consulting Group

# NEW IN 2021!

## CHOOSE FROM TWO DELIVERY MODES!



### OPTION 1:

#### Digital Practice Management School

Our ever-popular program is now available online giving you the flexibility to join the program from anywhere!

This highly engaging online program combines interactive live digital workshops, independent online learning and one-on-one coaching to provide an engaging and interactive learning experience.



### OPTION 2:

#### Live Practice Management School

Join other industry leaders and professionals at our signature face-to-face program. We invite you to join us for our premiere practice management program. Providing essential leadership and business management training and support to leaders in the veterinary industry. Grounded in practical learning and real-life examples, our coaches will guide you to be the best you can be!

## WHICH MODE IS RIGHT FOR YOU?

Keep reading to find out more about each program.

# DIGITAL PRACTICE MANAGEMENT SCHOOL



## WHAT'S NEW?

### **Online delivery**

Interactive digital workshops, independent online learning and one-on-one coaching delivered over an 12 week program. Attend without the need to travel!

### **More one-on-one coaching!**

4 x individual coaching sessions to support implementation and troubleshooting

### **Online learning hub**

Access all of your program content, materials and implementation templates at the click of a button



This continuing education activity is eligible for 21 points

## DIGITAL PROGRAM OVERVIEW

### **Exceptional content**

5 essential business management competencies all successful business managers need

### **Industry leading coaches**

Learn from the best! Industry-experienced and highly sought-after coaches.

### **Flexible Program**

Join us for individual competencies, or the full suite - it's up to you!



This course is approved for CPD points under the AVNAT Registration Scheme [www.avnat.org.au](http://www.avnat.org.au) Established by the WCA

The Australian Veterinary Nurse and Technician (AVNAT) Regulatory Council has allocated up to 21 AVNAT CPD points to this continuing education activity

# YOUR QUESTIONS ANSWERED

## ***How does the program work?***

Each competency incorporates pre-work, attendance at the digital workshop and / or completion of the online course (as relevant), provision of support and implementation materials, and one-on-one follow-up coaching. It's this combination of elements that provides a thorough learning experience.

## ***Can I enrol for individual competencies?***

Yes! Our program has been designed to offer you complete flexibility.

## ***What if I can't attend the digital workshop?***

No problem! Our digital workshops will be recorded and all participants sent a link to watch / rewatch the workshop. As our workshops will be interactive, we do highly recommend attendance to ensure we can support you and provide you the best learning experience as well as provide interaction with other attendees.

## ***What if I've been to Practice Management School before?***

We'd love to see you again! Our Digital Practice Management School is ideal for brushing up your skills and gaining some extra support from our coaches where you need it most.

## ***Are there any assessments or exams to complete?***

No. We've designed this program with easy, practical and supported application and implementation in mind. Our follow-up one-on-one coaching sessions will support you to take your theoretical learning and put it into practice straight away.

## ***Is this program eligible for CPD points?***

Yes! As points will vary according to the competencies you complete, please chat to CCG about the number of points your program will be eligible for.

## **MORE QUESTIONS?**

Contact our friendly team on 07 3621 6005 or [ccgenquiries@provet.com.au](mailto:ccgenquiries@provet.com.au)

# DIGITAL PROGRAM OVERVIEW

Competency	Overview	Trainer & Coach	Delivery Mode	Delivery Date
<b>Competency 1: Leadership Communication &amp; Self-Awareness</b>				
Part 1: Leadership Fundamentals	Understand the foundations of good leadership and the role of emotional intelligence in leadership		Online Course	Flexible (Prior to Part 2)
Part 2: Self-Awareness and Leadership Flexibility	Discover how are you perceived as a leader and how this should change your approach	Tania Gover Vicky Koks	Digital Workshop	14th Sept 10am AEST
Part 3: Communication in Leadership	Learn techniques on communicating to get the best outcomes for you and your team	Tania Gover Vicky Koks	Digital Workshop	14th Sept 1pm AEST
<b>Competency 2: Managing People, Performance and Change</b>				
Part 1: Performance Management and Coaching	Develop your coaching skills and learn tips to master challenging performance conversations.	Sue Crampton	Digital Workshop	28th Sept 11.30am AEST
Part 2: Managing Change	Understand the theory of change management and discover practical tips on leading people through change and making it stick!		Online Course	Flexible
Part 3: Employee Retention	Set up strong foundations for lasting employment through the recruitment and selection process and motivating induction systems.		Online Course	Flexible
<b>Competency 3: Marketing for Results</b>				
Part 1: Marketing to Build your Client Base	Understand how to create a marketing plan that works!	Tania Gover	Digital Workshop	12th Oct 10am AEST
Part 2: Marketing with Social Media	Learn how to manage and build your social media presence	Tania Gover	Digital Workshop	12th Oct 1pm AEST
<b>Competency 4: Bonding People to your Practice</b>				
Part 1: Make or Break Moments	Understand the key moments in your clients' journey through your practice, and how to keep them returning time and again.	Deb Render	Digital Workshop	28th Oct 11.30am AEST
Part 2: Transforming a Cost Mindset into a Value Mindset	Learn how to build value in your client's mind and increase client commitment.		Online Course	Flexible (Prior to Part 3)
Part 3: Standards to Make your Team Shine	Discover how to create customer service standards and tips to maintain a consistently high service delivery across the team.	Deb Render	Digital Workshop	4th Nov 11.30am AEST
<b>Competency 5: Improving Practice Profitability</b>				
Part 1: Cost Management	Understand the real costs of business and how maximise profit.	Mark Hardwick	Digital Workshop	9th Nov 11.30am AEST
Part 2: Discounting	Learn how discounting really impacts your business and what to do instead.		Online Course	
Part 3: Inventory Management	Discover practical inventory management techniques that reduce your expenses and save time.	Tania Gover	Digital Workshop	16th Nov 11:30am AEST

# DIGITAL PRACTICE MANAGEMENT SCHOOL

## Registrant 1

Surname: .....

Given name: .....

Position: .....

Email: .....

Mobile: .....

AVA Number (if applicable): .....

## Registrant 2

Surname: .....

Given name: .....

Position: .....

Email: .....

Mobile: .....

AVA Number (if applicable): .....

## Practice Details

Practice name and address: .....

Phone: .....

Practice Management Software currently used: .....

## Please select your program choice: (Early bird expires 15th July)

Full Digital Practice Management School | Commences 1st Sept | AU\$2650 per person (Early bird AU\$2250)

### Or create your own program by selecting from the below individual competencies.

**Please note:** The Managing People, Performance & Change Competency builds on the skills within the Leadership Communication & Self-Awareness Competency. For this reason, we strongly recommend that they be completed together.

Leadership Communication & Self-Awareness | Commences 1st Sept | AU\$760 per person (Early bird AU\$660)

Managing People, Performance & Change | Commences 28th Sept | AU\$760 per person (Early bird AU\$660)

Marketing for Results | Commences 12th Oct | AU\$690 per person (Early bird AU\$590)

Bonding People to your Practice | Commences 28th Oct | AU\$760 per person (Early bird AU\$660)

Improving Practice Profitability | Commences 9th Nov | AU\$760 per person (Early bird AU\$660)

## Paying by Provet Plus Points?

I, ..... Account Number: .....

ABN: ..... authorise for Provet Plus Points to be deducted from my account for the above programs. I have confirmed with my Provet branch that my account has the required points.

Signature: .....

## Paying by Credit Card?

Credit card type ( ) Visa ( ) Mastercard

Card # .....

Name on card .....

Expiry date ...../.....

Amount to be deducted .....

Cardholder signature .....

Invoice to be made out to .....

**YOUR PRIVACY.** The information you provide is collected for the purpose of processing your registration or for use in a CCG product or service. It may also be used for the related purpose of keeping you informed of upcoming CCG events and assisting us in improving and marketing our services to you. As part of the arrangement between CCG and supporting companies, CCG will issue each partnering or sponsoring company with the name of all participants and their participating practice. By submitting the registration form, your details will be added to the CCG database and used to address specific promotional material to your attention. If you do not wish to receive further information from the CCG please tick here \_\_\_\_ CCG acknowledges and respects your privacy and the confidentiality of the personal information you have provided.

**PLEASE NOTE OUR CANCELLATION POLICY:** Cancellations received up to five working days before the Practice Management School are refundable - minus a AU\$300 service charge. Cancellations received less than five days prior to the Practice Management School and non-attendance will be considered as non-refundable.

Program proudly delivered by:

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# LIVE PRACTICE MANAGEMENT SCHOOL



## LIVE PROGRAM OVERVIEW



### Exceptional content

4 days jam-packed with essential skills all successful business managers need to know



### Industry leading coaches

Learn from the best! Industry-experienced and highly sought-after coaches



### One-on-One Coaching

Get all of your questions answered in our one-on-one coaching sessions



### Flexible Program

Join us for the full program or individual days - it's up to you!



### Easy Implementation Tools

Receive templates and resources for easy implementation of learning back in practice



### Network with industry professionals

Program incorporates networking opportunities



This continuing education activity is eligible for 27 points



This course is approved for CPD points under the AVNAT Registration Scheme  
www.avnat.org.au  
Established by the WVCA

The Australian Veterinary Nurse and Technician (AVNAT) Regulatory Council has allocated up to 27.75 AVNAT CPD points to this continuing education activity

# YOUR QUESTIONS ANSWERED

## **Who is Practice Management School relevant for?**

Our program is perfect for those in leadership and management positions within the veterinary practice. Whether you're a Practice Owner, Practice Manager, Supervisor or Team Leader, we invite you to join us!

## **What support will I receive?**

Individual coaching sessions with our coaches are offered throughout the program, as well as follow-up coaching via phone once you return to practice. We want to see you thrive in your role with all of your new knowledge and skills!

## **Can I enrol for individual days?**

Yes! Our program has been designed to offer you complete flexibility.

## **What if I've been to Practice Management School before?**

We'd love to see you again! Our Practice Management School is ideal for brushing up your skills and gaining some extra support from our coaches where you need it most.

## **Are there any assessments or exams to complete?**

No. We've designed this program with easy, practical and supported application and implementation in mind. Our follow-up one-on-one coaching sessions will support you to take your theoretical learning and put it into practice straight away.

## **Is this program eligible for CPD points?**

Yes! As points will vary according to the competencies you complete, please chat to CCG about the number of points your program will be eligible for.

## **MORE QUESTIONS?**

Contact our friendly team on 07 3621 6005 or [ccgenquiries@provet.com.au](mailto:ccgenquiries@provet.com.au)

# LIVE PROGRAM OVERVIEW

## Day 1: Leadership Intelligence

- Theories of successful and ethical leadership
- Self-awareness and emotional intelligence skills
- Using DISC to increase communication flexibility
- Managing unhelpful tendencies under pressure
- Using mindfulness to make better leadership decisions
- Fostering assertive thinking as a leader
- Breaking through the 'threat response' as a leader

Delivered by:  
Sue Crampton &  
Tania Gover

## Day 2: Leading and Managing Others

- Performance management systems
- Designing motivating induction systems
- Workforce planning for objective recruitment decisions
- Designing recruitment and selection criteria
- Developing your skills as a coach
- Mastering challenging conversations about performance
- Understand change management

Delivered by:  
Sue Crampton &  
Vicky Koks

## Day 3: Marketing & Customer Service

- Key steps for building a marketing plan
- Building your social media presence
- Understanding customer behaviours
- Assessing your customer service systems
- Setting your own customer service standards

Delivered by:  
Andy Readdy &  
Deb Render

## Day 4: Practical Profitability

- Create fee structures and fee-capturing processes
- The true cost of doing veterinary business
- Explore the dangers of discounting
- How to avoid and overcome discounting in your practice
- Practical tips to better inventory management

Delivered by:  
Mark Hardwick &  
Tania Gover

## WHAT HAVE OTHERS SAID?

We love hearing how we've helped our attendees, and we're sure you will too! The following testimonials are from real people who attended our program in 2020.

LOVED this course so much. I have grown as a person and manager so much. I feel more confident in my ability to lead my group and bring out the best of them for our practice. I feel like I can now go back to practice and be the manager I am needed to be.

**Molly Dron**  
VetLove Billinudgel  
Class of 2020

Thank you so much for an amazing, fun and information filled 3 days! The content was exciting, industry relevant, helpful and an absolute revelation for not only the vet industry but practice managers all across Australia.

**Tarryn Kallio**  
VetLove Southside  
Class of 2020

The content provided and support has been exceptional. There has been so much information to digest and apply to practice.

**Nikita Lysaght**  
Marsden Veterinary Surgery  
Class of 2020

# LIVE PRACTICE MANAGEMENT SCHOOL

## Registrant 1

Surname: .....  
Given name: .....  
Position: .....  
Email: .....  
Mobile: .....  
AVA Number (if applicable): .....

## Registrant 2

Surname: .....  
Given name: .....  
Position: .....  
Email: .....  
Mobile: .....  
AVA Number (if applicable): .....

## Practice Details

Practice name and address: .....  
Phone: .....  
Practice Management Software currently used: .....

## Please select your program choice:

- 4 Day Live Program | AU\$4650 per person (Early bird AU\$4250)  
 Past attendee rate (previously attended full 4 day program) | AU\$2900 per person  
 Individual day rate | AU\$1650 per person (Early bird AU\$1500)

## Please select your location choice:

- Tamworth 9th - 12th Early bird offer expires 15th September

## Paying by Provet Plus Points?

I, ..... Account Number: .....

ABN: ..... authorise for Provet Plus Points to be deducted from my account for the above programs. I have confirmed with my Provet branch that my account has the required points.

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Card # .....  
Name on card .....  
Expiry date ..... / .....  
Amount to be deducted .....  
Cardholder signature .....  
Invoice to be made out to .....

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