IVMS | INNOVATIVE
VETERINARY MANAGEMENT SOLUTIONS

VetPartners™
Member

SPEAKER & WORKSHOP DESCRIPTION

Inspiring Stories, Real Impact:

I create an emotionally and visually stunning experience that is never canned, always deeply personal, and highly actionable for your audience.

Leveraging my experiences as a practice owner, serial entrepreneur, and thought leader, I aim not only to teach but to inspire your audience and empower them with the tools and proven strategies they need to implement.

My goals are simple: to send your audience back into the world with actionable tools, confidence, and the power to fully step into the roles of leaders, collaborators, changemakers, and communicators their company wants to create.

My speaking topics are story-driven, derived from real problems from real clients, and packed with tools and strategies.

Welcome to a series of lectures designed to shake things up and tackle the real issues head-on. Get ready for a lively journey with a dash of humor and a whole lot of practical wisdom.

Speaking Topics of Interest (50 min)

Goal-Setting: Stop Slaying Dragons That Don't Exist – Are You a 'Gonna' Person or a 'Doing It' Person?

Session Summary:

Discover how to set realistic, actionable goals and break free from unproductive habits. Learn to differentiate between meaningful tasks and time-wasting distractions while implementing proven strategies to stay focused and achieve your objectives. Whether you're stuck in planning mode or ready to take action, this session will help you shift from "gonna" to "doing it." Transform your approach to goal-setting and start making real progress today!

Learning Objectives:

- Develop realistic and actionable goals.
- Differentiate between productive tasks and time-wasters.
- Implement strategies to achieve set objectives effectively.

Have Meetings That Are Engaging, Not Boring

Session Summary:

Say goodbye to boring, unproductive meetings! This session will introduce you to a proven framework for running engaging and effective leadership meetings that keep your team aligned, motivated, and accountable.

Learn how to structure your weekly agenda to tackle key issues, track progress, and maintain focus, all while fostering a collaborative and positive environment. With tips for facilitation, interaction, and follow-up, this approach ensures every

meeting drives results and keeps your team energized. If you're ready to transform your meetings into a tool for success, this session is for you!

Learning Objectives:

- Conduct efficient and engaging meetings.
- Foster open communication and active participation.
- Create actionable agendas and follow-ups.

Let Your Culture Be the Bad Cop—It's the Best Tool for Accountability

Session Summary:

Discover how to build a culture of self-accountability where your team takes ownership of their responsibilities. Strategies to empower team members, foster collaboration, and implement peer accountability systems that drive results. Learn how to step back and let your team hold themselves accountable, creating a more motivated and self-reliant workplace.

Learning Objectives:

- Build a culture of self-accountability.
- Empower team members to take ownership.
- Implement peer accountability systems.

Vision Quest: Do You Even Know Where You're Going? If You Don't, How Does Your Team?

Session Summary:

Learn how to clarify your practice's vision, effectively communicate it to your team, and align their goals with your company's purpose. Discover strategies to inspire and motivate your team towards a shared mission, ensuring everyone is moving in the same direction with purpose and enthusiasm.

Learning Objectives:

- Clarify and communicate your vision.
- Align team goals with the company vision.
- Inspire and motivate your team towards a common goal.

Performance Metrics: Because Your Gut Isn't Always Right No Matter How Big It Is.

Session Summary:

Make smarter decisions by using data, not just instinct. Identifying key performance indicators (KPIs) that matter most to your practice, leveraging data to inform your decisions, and implementing strategies to track and measure progress effectively. Gain the tools to turn metrics into actionable insights and drive sustainable growth in your practice.

Learning Objectives:

- Identify key performance indicators (KPIs).
- Use data to make informed decisions.
- Track and measure progress effectively.

The Invisible Cost of Your Team and the $$ You Forget About

Session Summary:

Your team costs more than just their salaries. Uncover the hidden expenses of your workforce, including benefits, taxes, and overhead. Learn how to calculate the true cost of each team member to your practice and develop strategies to manage and optimize these costs effectively—all while maintaining team morale and operational efficiency.

Learning Objectives:

- Discover hidden costs beyond salaries and wages, including benefits, taxes, and overhead.
- Calculate the true cost of each team member to your practice.
- Create strategies to manage and optimize team costs while maintaining efficiency and morale.

How Do You Know When You Are Winning? You Look at the Scoreboard

Session Summary:

If you want your team to perform like winners, they need to know the score. This session breaks down how to build effective scoreboards for your practice, one for your team and one for leadership. You'll learn how to identify and set revenue levers that actually drive results, create visual scoreboards that boost accountability and motivation, and develop a culture where every team member knows if they are "winning".

Learning Objectives:

- Distinguish between team scoreboards and leadership scoreboards (coaching vs. playing).
- Set revenue levers that impact performance at both team and practice levels.
- Design visual and actionable scoreboards that promote transparency and engagement.
- Align team behaviour with practice goals through consistent scoreboard tracking.
- Foster a winning culture through real-time feedback and measurable progress.

Bonuses: Yay, Nay, or Fluff? – Use Levers That Produce Results

Session Summary:
Bonuses can feel like a quick win, but are they really creating the outcomes you want? This session will help you drill into the levers that grow your top line and influence your bottom line, separating the feel good fluff from what actually drives performance. You will learn how to design a bonus structure that matches your vision and moves the business forward. Whether you offer bonuses now or are considering them, this session will help you build an incentive program your team sees as a win.

Learning Objectives:

- Identify when bonuses add value—and when they don't.
- Design a bonus structure that aligns with your business vision.
- Build incentive programs that drive performance and feel like a win for the team.

Great, So You Have Core Values—Now What?

Session Summary:
You've got your core values—awesome. But now what? It's time to turn those values into action. From hiring to firing, team meetings to client interactions, your values should be more than just words on a wall—they should dictate every decision you make. In this session, you'll learn how to embed your values into the daily rhythm of your practice so they guide decisions, shape culture, and hold your team (and yourself) accountable.

Learning Objectives:

- Learn how to use core values to guide behavior, not just inspire it.
- Understand how to apply values in hiring, leadership, and feedback.
- Create real-world systems that bring your values to life in daily practice.

Benchmark Your Core Values – You Have a Standard of Care… Why Shouldn't Culture Be the Same?

Session Summary:

You have medical protocols and a standard of care for your patients—but what about for your culture? Explore how to measure your culture and your people using your core values, just like you assess clinical consistency. You'll learn how to benchmark cultural performance, evaluate your team, and close the gaps between what's written on the wall and what's actually happening in the halls. Your culture deserves the same level of attention and accountability as your medicine.

Learning Objectives:

- Benchmark your core values like you do your clinical standards.
- Evaluate how well your team is aligned with your culture.
- Create consistent systems to measure and uphold cultural expectations.

Let It Go, Let It Go (Without Losing Control)

Session Summary:

Delegation isn't about handing off tasks and hoping for the best—it's about clear communication, trust, and accountability. Learn how to delegate with purpose and structure so your team steps up, and you stop drowning in to-dos. Learn how to hand over responsibility without dropping the ball, so you can focus on the work that moves the needle.

Here's the real question: Do you know how much that task is costing you? You might love spending two hours on it—but if someone else can do it just as well for a third of the cost, is it really the best use of your time?

Learning Objectives:

- Identify the tasks you should stop holding onto.
- Delegate with confidence using clear expectations and follow-up.
- Empower your team while maintaining visibility and trust.
- Understand the true cost of holding onto tasks you shouldn't be doing.

DVM Salary: Know Your Budget, Have Them Slice the Pie
Make Compensation a Conversation, Not a Guessing Game

Session Summary:

Salary discussions shouldn't feel like a standoff—or follow a one-size-fits-all template. Learn how to approach DVM compensation with transparency and flexibility. If you know your budget, how it gets divided should be up to them. Know your numbers, present the pie, and let your DVMs help decide how it's sliced—salary, CE, bonuses, time off, and more. When both sides understand the budget and work together to build the package, you create buy-in, trust, and long-term sustainability.

Learning Objectives:

- Know how to break down your budget to determine what's available for compensation.
- Present options that allow DVMs to customize their own package within your means.
- Create clarity and transparency around salary discussions to boost retention and trust.

Budgeting for Today and Tomorrow

Session Summary:

A budget isn't just about keeping the lights on—it's your roadmap to stability, growth, and being cash flow positive. Ever get a tax bill you weren't expecting? Or how about that piece of equipment you thought would last two more years… and didn't? Learn how to build a budget that serves today's realities while planning for tomorrow's goals and those inevitable oh-oh's. Break down your expenses, anticipate future needs, and make confident financial decisions that support your team, your practice, and your long-term vision.

And remember—just because there's money in the bank today doesn't mean it'll be there tomorrow.

Learning Objectives:

- Build a budget that reflects current operations and unexpected expenses.
- Understand how to categorize and forecast expenses with intention.
- Use budgeting as a proactive leadership tool to stay ahead, not behind.

1960's Leadership No Longer Works. Become a Coach Not A Manager

Session Summary:

Top-down leadership is outdated, and if you're still relying on control, compliance, or hierarchy, your team has probably already checked out. Today's practices need connection, coaching, and trust. This session will explore why traditional command-and-control models are failing in a purpose-driven world. You'll learn the difference between managing and coaching, and how to shift from being the one in charge to the one who inspires. Because leadership isn't about holding power, it's about empowering others.

And remember, your team doesn't need a boss. They need a coach.

Learning Objectives:

- Understand why top-down and command-based leadership no longer work in the modern workplace.
- Learn the key shifts from managing to coaching, motivating to inspiring, and controlling to trusting.
- Walk away with practical tools to elevate trust, unlock team potential, and lead with intention, not intimidation.

Systemize The Predictable So You Can Humanize The Exceptional
(Co-Presentation with Anne Tomisc, Founder of [Preventive Vet](#))

Session Summary:

Learn how to build a consistent client experience that does not depend on who is working that day. We will use simple, real-world examples to show why consistency wins trust, then map your current client journey from first contact to follow-up. From there, you will build a proven process, a predictable sequence of steps, language, and handoffs that your team can follow every time. The goal is not to make your practice feel scripted. It is to systemize what should be consistent so your team has the time and space to humanize the moments that actually matter.

Learning objectives

By the end of this session, participants will be able to:

- Map the client journey in order and identify where inconsistency shows up.
- Define what is predictable in your process and what should be humanized.
- Build a proven process, a simple checklist of steps, handoffs, and language that creates a consistent experience.
- Set clear standards so the experience stays consistent no matter who is working.

Practice Health: Become a Business Owner, Not an Operator. If Your Business Runs Because of You, It's Time to Shift to Ownership

Session Summary:

Is your business reliant on you to function? It's time to make the shift from operator to true owner. In this session, learn how to conduct a thorough health check of your practice, align your team and operations with core values and strategic goals, and develop actionable strategies to enhance culture, boost efficiency, and increase profitability. Take control of your business and let it work for you!

Learning Objectives:

- Conduct a comprehensive health check of your practice.
- Align team and operations with core values and strategic goals.
- Develop actionable strategies to improve culture, efficiency, and profitability.

How to hire for your culture, not just a warm body

Session Summary:

Hiring isn't just about filling a position—it's about finding the right fit for your practice's culture. Learn how to craft job ads that reflect your values, filter candidates effectively, and design an interview process that mirrors your practice's operations. Discover why hiring for values over resumes leads to stronger teams and how a strategic onboarding process sets the foundation for long-term retention.

Learning Objectives:

- Your Job Ad is a Representation of Your Culture
- Filtering Your Candidates
- The Interview Process is How Your Practice Operates
- Hire Your Values, Not the Resume
- The Onboarding Process Will Determine Your Retention Rate

Workshops

Team Core Values (Part 1) 2 hr

Session Summary:

Discover how to build a culture of self-accountability where your team takes ownership of their responsibilities. This session will explore strategies to empower team members, foster collaboration, and implement peer accountability systems that drive results. Learn how to step back and let your team hold themselves accountable, creating a more motivated and self-reliant workplace.

Learning Objectives:

- Develop a Strong Culture: Strategies to build a cohesive and positive workplace culture.
- Develop Core Values: How to identify and articulate core values for your practice.
- Hiring to Core Values: Techniques for finding team members who align with your values.
- Right People, Right Seat: Ensuring team members are in roles that suit their skills and values.
- Accountability to Goals and Values: Holding the team accountable to the practice's goals and core values.
- Engaging Team Reviews: Methods to keep team members engaged and motivated during reviews.

Team Fit Analyzer and Accountability (Part 2) 1 hr

- Open Communication: Fostering a culture of transparent communication within the team.
- Defining what is the core value standard.
- Effective Teamwork: Promoting collaboration and teamwork among staff.
- Team Accountability: Strategies to ensure team members are accountable for their actions and contributions.

- Roles and Responsibilities: Clearly define and assign roles and responsibilities within the team.
- Conflict Resolution: Techniques for resolving conflicts effectively.

Creating the Vision and Goal Setting 1.5 hr

Session Summary:

Discover how to build a culture of self-accountability where your team takes ownership of their responsibilities. This session will explore strategies to empower team members, foster collaboration, and implement peer accountability systems that drive results. Learn how to step back and let your team hold themselves accountable, creating a more motivated and self-reliant workplace.

Learning Objectives:

- Defining the Vision: Crafting a compelling vision for your practice.
- 5-Year Plan: Developing a strategic 5-year plan with clear milestones.
- Quarterly SMART Goals: Writing Specific, Measurable, Achievable, Relevant, and Time-bound goals for each quarter.
- Department Scorecards: Creating scorecards for different departments to track progress towards goals.
- Systemization: Implementing systems and processes to ensure consistency and efficiency.

Performance Metrics: Because Your Gut Isn't Always Right No Matter How Big It Is. 1.5 hr

Session Summary:

This hands-on workshop dives deep into the power of data-driven decision-making for your practice. Learn to identify key performance indicators (KPIs) that matter most, measure and analyze operational performance with precision, and implement strategies for continuous improvement. Discover how to foster a culture of accountability and ownership within your team, ensuring everyone contributes to the success of your practice. Walk away with actionable insights and tools to turn metrics into meaningful results.

Learning Objectives:

- Identifying Metrics: Determining key performance indicators for your practice.
- Measurement Techniques: How to accurately measure and analyze operational performance.
- Improving Performance: Strategies for continuous improvement in operations.
- Accountability: Creating a culture of accountability and ownership within your team.

The Cash Cow Clinic Game

Session Summary:

Cash Cow Clinic is a fast paced, hands on fun game that teaches the business side of veterinary practice through a game. Your team will make real world decisions, see the numbers change in real time, and learn how daily choices impact cash flow, profit, capacity, and client experience. It is fun, competitive, and surprisingly eye opening. No spreadsheets required. Just practical financial literacy your team can actually use the next day.

Learning Objectives:

- Understand how small decisions compound.
- Learn the difference between revenue, profit, and cash flow, and why a busy clinic can still feel broke.
- Practice making smarter decisions around pricing, staffing, scheduling, inventory, and doctor efficiency.