



**Innovative Veterinary  
Management Solutions**

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Member

**SPEECH &  
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.

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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?**

Learning Objectives:

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

### **Leadership Meetings That Don't Suck**

Learning Objectives:

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

### **Accountability: You Don't Need to Put Your Foot Up Their A%\$, Let Your Team Do It for You**

Learning Objectives:

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

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

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**

Learning Objectives:

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

## **Culture: How Can You Soar Like an Eagle When You're Surrounded by Turkeys?**

Learning Objectives:

- Foster a positive and collaborative work culture.
- Identify and address toxic behaviors.
- Promote team engagement and morale.

## **Core Values: More Than Corporate Fluff**

Learning Objectives:

- Define and integrate core values into daily operations.
- Align team behavior with core values.
- Enhance organizational commitment and cohesion.

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## **Hiring: Warm Bodies Are Like Putting a Cow in a Horse Race – Learn the Secret to Hiring to Your Values**

Learning Objectives:

- Identify candidates who align with your core values and company culture.
- Develop effective interviewing techniques to uncover value-based traits.
- Implement a hiring process that prioritizes long-term fit and team synergy.

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# Workshops

## Team Core Values (Part 1) 2 hr

- 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 Collaboration and Accountability (Part 2) 1 hr

- Open Communication: Fostering a culture of transparent communication within the team.
- 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.

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## **Creating the Vision and Goal Setting 1.5 hr**

- 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.

## **Measuring and Controlling Performance 1.5 hr**

- 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.

## **Hiring: Warm Bodies Are Like Putting a Cow in a Horse Race – Learn the Secret to Hiring to Your Values (1.5 hr)**

- 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

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