

# Practice Management School 2024



# A Message from Sue Crampton



I want to extend a warm and personal invitation to you to join us at Practice Management School in 2024.

At Practice Management School, we are wholeheartedly dedicated to your success in your role as a leader. Our program is meticulously crafted to be your guiding light towards achieving not just excellence but true mastery in your role.

Here, you will immerse yourself in a world of invaluable insights and hands-on strategies that have the power to transform your veterinary practice. We're not just offering a program; we're offering a pathway to realizing your full potential.

Your journey toward becoming an even more impactful veterinary practice leader commences right here, and we wholeheartedly encourage you to seize this opportunity. Invest in yourself, embrace the learning, and set sail on a course towards leadership excellence that promises to redefine your career.

Join us at Practice Management School, where your path to leadership brilliance awaits.

Sue Crampton  
Business Manager and Lead Consultant  
Crampton Consulting Group

## Why choose us?

### Trusted and Experienced



Our reputation as the go-to experts in veterinary leadership and practice management is widely recognized in the Australian Veterinary Industry. When you choose us, you're choosing to work with the best.



Our team brings a collective 250 years of experience, offering you unparalleled insights and solutions.



We're not just consultants and trainers; we're your dedicated partners in success. We're committed to lifting you out of the mud, clearing the chaos, and taking your practice to the next level. Your success is our mission.

# Practice Management School

The goal of Practice Management School is to empower practice leaders with the essential skills, knowledge, and strategies they need to excel in their leadership and management roles. Through immersive learning and practical insights, our program aims to foster excellence, promote continuous growth, and elevate the success of veterinary practices.

Our team looks forward to supporting you to achieve your goals and objectives.



**Sue Crampton**  
Business Manager & Lead Consultant



**Mark Hardwick**  
Senior Business Consultant



**Tania Gover**  
Senior Business Consultant



**Tracey Strazzeri**  
Business Consultant



**Deb Render**  
Business Consultant



**Jess Odgers**  
Business Consultant



**Rosie Overfield**  
Specialist Consultant



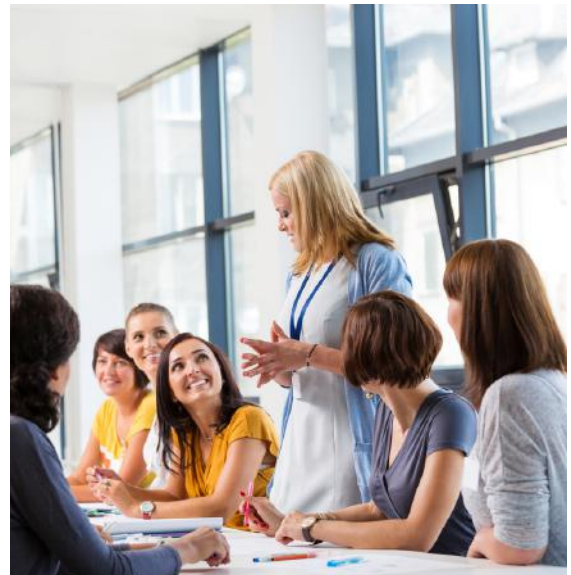
**Andrew Thompson**  
Specialist Consultant



# Program Delivery

## Live Program

Join a community of industry leaders and professionals at our signature face-to-face program – an exclusive opportunity to experience our premiere practice management program. Immerse yourself in this transformative journey, designed to equip you with essential leadership and business management skills tailored for the veterinary industry.



## Digital Program

Embark on a journey of growth and success from the comfort of your own space with our digital program. Our dynamic online program allows you the flexibility to participate from anywhere in the world. Our highly engaging online program seamlessly combines interactive live digital workshops, independent online learning, and personalized one-on-one coaching, delivering a dynamic and immersive learning experience.



# Live Program

Experience the power of real-time learning and personal interaction with our Live Program. Join us for an immersive journey where you'll engage with industry experts, connect with peers, and deepen your understanding of essential leadership and practice management skills. Over four dynamic days, you'll gain practical insights, ask questions, and collaborate in an interactive setting.



## Exceptional Content

Over four jam-packed days, you'll gain essential skills all successful business managers need to know. From leadership skills to marketing strategies and practical profitability, our program covers it all! 5 Day program option available.

## One-on-One Coaching

Have burning questions or unique challenges? Our one-on-one coaching sessions provide personalized attention, ensuring you get the support and guidance you need to overcome any obstacles.

## Easy Implementation Tools

We want you to succeed! That's why we provide you with practical templates and resources that make implementing your newfound knowledge a breeze. Put your learning into action and see tangible results in your practice.

## Networking Opportunities

Connect, collaborate, and build relationships with fellow industry professionals. Networking sessions, allow you to expand your professional circle and learn from others' experiences.

## Essential Competencies

Gain mastery in 5 crucial business management areas that every successful manager needs. Whether it's strategic planning, team leadership, or financial management, we've got you covered.

## Industry Leading Coaches

Our coaches aren't just knowledgeable; they're industry leaders with real-world experience. Get insights from the very best and stay ahead of the curve.

# About the Live Program



4 x 1 Day training sessions



Access to implementation tools and templates



Optional 1-Day Mental Health in the Workplace Session



Comprehensive personalised DISC Behavioural Report



4 x One-on-one coaching sessions post-event



Practical action and implementation planning



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](http://www.avnat.org.au) established by the VNCA

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



# Live Program Overview

## Day One:

### Leadership Intelligence

- Theories of success and ethics
- Self-awareness and emotional intelligence
- DISC for enhanced communication
- Managing under pressure
- Mindfulness in decision-making
- Fostering assertive thinking
- Overcoming the 'threat response'

## Day Two:

### Leading and Managing Others

- Performance management systems
- Motivating induction systems
- Strategic workforce planning
- Recruitment and selection criteria
- Coaching skills mastery
- Challenging conversations
- Change management

## Day Three:

### Marketing and Customer Service

- Building a strategic marketing plan
- Harnessing the power of social media
- Understanding customer behaviour
- Evaluating customer service systems
- Setting high standards for customer service

## Day Four:

### Practical Profitability

- Understanding the true cost
- Navigating the dangers of discounting
- Strategies to avoid and overcome discounting
- Mastering inventory management

## Day Five:

### Managing Mental Health Challenges in the Workplace (Optional)

- Legislative understanding
- Effective conversations
- Performance management skills
- Supportive return-to-work plans

(\*Available in Australia only)



# Day 1: Leadership Intelligence

On day one, we delve deep into the cornerstone of effective leadership—Leadership Intelligence. This enlightening day is packed with insights and practical strategies to empower you as a leader in the veterinary industry.

## Theories of Success and Ethics:

We begin by exploring the fundamental theories behind successful and ethical leadership. Understanding the principles that underpin leadership excellence forms the bedrock of your journey.

## Self-Awareness and Emotional Intelligence:

The essence of great leadership lies in self-awareness and emotional intelligence. You'll learn how to harness these crucial skills to build stronger connections with your team and stakeholders.

## DISC for Enhanced Communication:

Unlock the power of DISC to enhance your communication flexibility. Discover how tailoring your communication style can foster more effective collaboration and understanding.

## Managing Under Pressure:

Leaders face challenges under pressure, and we equip you with the tools to manage unhelpful tendencies effectively. Learn to stay composed and make informed decisions even in high-stress situations.

## Mindfulness in Decision-Making:

Incorporate mindfulness into your leadership toolbox to make better decisions. Mindful leadership helps you navigate complexity with clarity and purpose.

## Fostering Assertive Thinking:

Assertive thinking is a key trait of successful leaders. Discover how to cultivate assertiveness in your leadership style, empowering you to advocate for your vision and your team.

## Overcoming the 'Threat Response':

The 'threat response' can hinder effective leadership. We'll guide you on breaking through this instinctual barrier, allowing you to lead with confidence, even in challenging situations.

Day 1 is a transformative journey into the heart of leadership intelligence, setting the stage for a program filled with invaluable insights and tools that will elevate your leadership





# Day 2: Leading and Managing Others

Day 2 of our program delves into the pivotal role of leadership in guiding and managing others within the veterinary industry. It's a day dedicated to equipping you with the knowledge and skills essential for fostering a high-performing team.

## **Performance Management Systems:**

We begin by unraveling the intricacies of performance management systems. Learn how to design and implement effective systems that drive productivity and accountability.

## **Motivating Induction Systems:**

Induction is the first step toward a motivated team. Discover the art of designing induction systems that inspire new hires and set them on the path to success.

## **Strategic Workforce Planning:**

Make objective recruitment decisions through strategic workforce planning. Understand how to align your team with your practice's objectives for long-term success.

## **Recruitment and Selection Criteria:**

Designing recruitment and selection criteria is critical. We guide you through crafting criteria that identify the right talent to elevate your practice.

## **Coaching Skills Mastery:**

As a leader, your coaching skills are paramount. Develop the ability to mentor and guide your team effectively, fostering their growth and potential.

## **Challenging Conversations:**

Mastering challenging conversations about performance is vital. We equip you with the tools to address performance issues with confidence and compassion.

## **Change Management:**

Change is inevitable, and understanding how to manage it is essential. Explore change management principles to lead your team through transitions seamlessly.

Day 2 is your gateway to becoming a more effective leader who can lead, inspire, and manage your team to achieve peak performance and adapt to the evolving landscape of the veterinary industry.



# Day 3: Marketing and Customer Service

Day 3 of our program shines a spotlight on the critical aspects of marketing and customer service, two pillars that are instrumental in the success of any veterinary practice.

## **Building a Strategic Marketing Plan:**

Begin by unraveling the art of creating a comprehensive marketing plan. We'll guide you through the key steps needed to craft a strategic roadmap for promoting your practice effectively.

## **Harnessing the Power of Social Media:**

In today's digital age, your online presence is vital. Discover how to build and leverage your social media presence to engage with your audience and stand out in a competitive market.

## **Understanding Customer Behaviour:**

Gain insights into customer behaviours and preferences. Understanding what drives your clients' decisions is key to tailoring your services to meet their needs.

## **Evaluating Customer Service Systems:**

Assess the effectiveness of your current customer service systems. Identify areas for improvement and refinement to provide an exceptional client experience.

## **Setting High Standards for Customer Service:**

Exceptional customer service doesn't happen by chance. Learn how to set and maintain your own customer service standards that reflect your commitment to excellence.

Day 3 is your opportunity to master the art of marketing and elevate your customer service to new heights, ensuring your veterinary practice not only survives but thrives in a competitive market.



# Day 4: Practical Profitability

On Day 4, we delve into the critical topic of practical profitability. This day is dedicated to providing you with the knowledge and tools necessary to ensure the financial health and sustainability of your practice.

## **Understanding the True Cost:**

Begin by understanding the real cost of doing veterinary business. Delve into the financial intricacies that underpin your practice's success.

## **Navigating the Dangers of Discounting:**

Explore the pitfalls of discounting. Learn about the potential risks and consequences and how to avoid them.

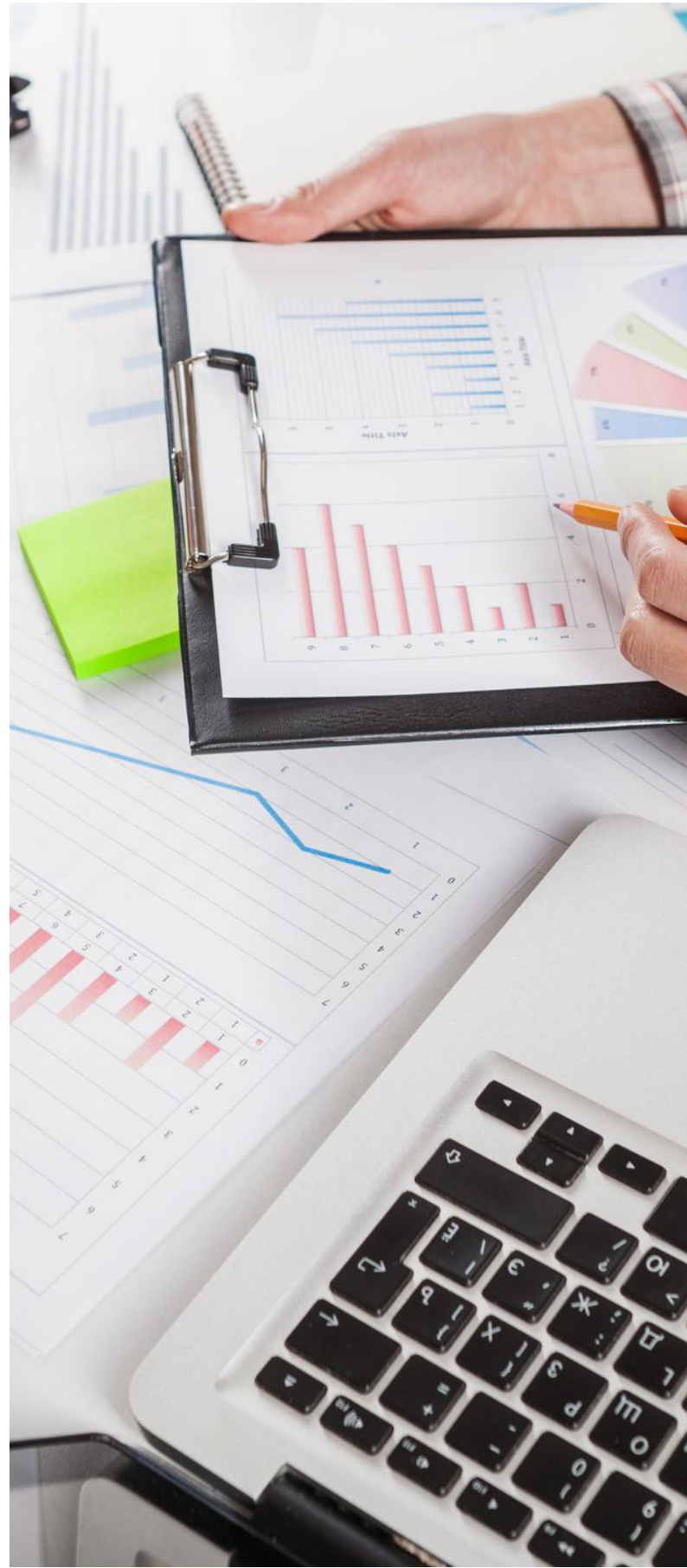
## **Strategies to Avoid and Overcome Discounting:**

Discover effective strategies to steer clear of discounting in your practice. We'll equip you with the tools to maintain profitability without compromising quality.

## **Mastering Inventory Management:**

Practical tips and techniques await you for better inventory management. Optimize your inventory processes to minimize waste and maximize profitability.

Day 4 serves as the culmination of your journey, where you'll gain insights into the financial intricacies of your veterinary practice. Armed with knowledge and strategies, you'll be well-prepared to enhance profitability while delivering exceptional care to your patients and clients.



# Day 5: Managing Mental Health Challenges in the Workplace

Opt in to join us for Day 5, where we will empower you to proactively address and respond to mental health challenges within your team. Please note: Day 5 is available in Australian locations only.

## **Legislative Understanding:**

Gain insights into legislative requirements pertaining to mental health in the workplace, ensuring compliance and fostering a supportive environment.

## **Effective Conversations:**

Equip yourself with a step-by-step approach for planning, initiating, and conducting conversations about an employee's mental health. You'll acquire practical skills to create a safe and supportive space for discussions, drawing upon mental health first aid techniques.

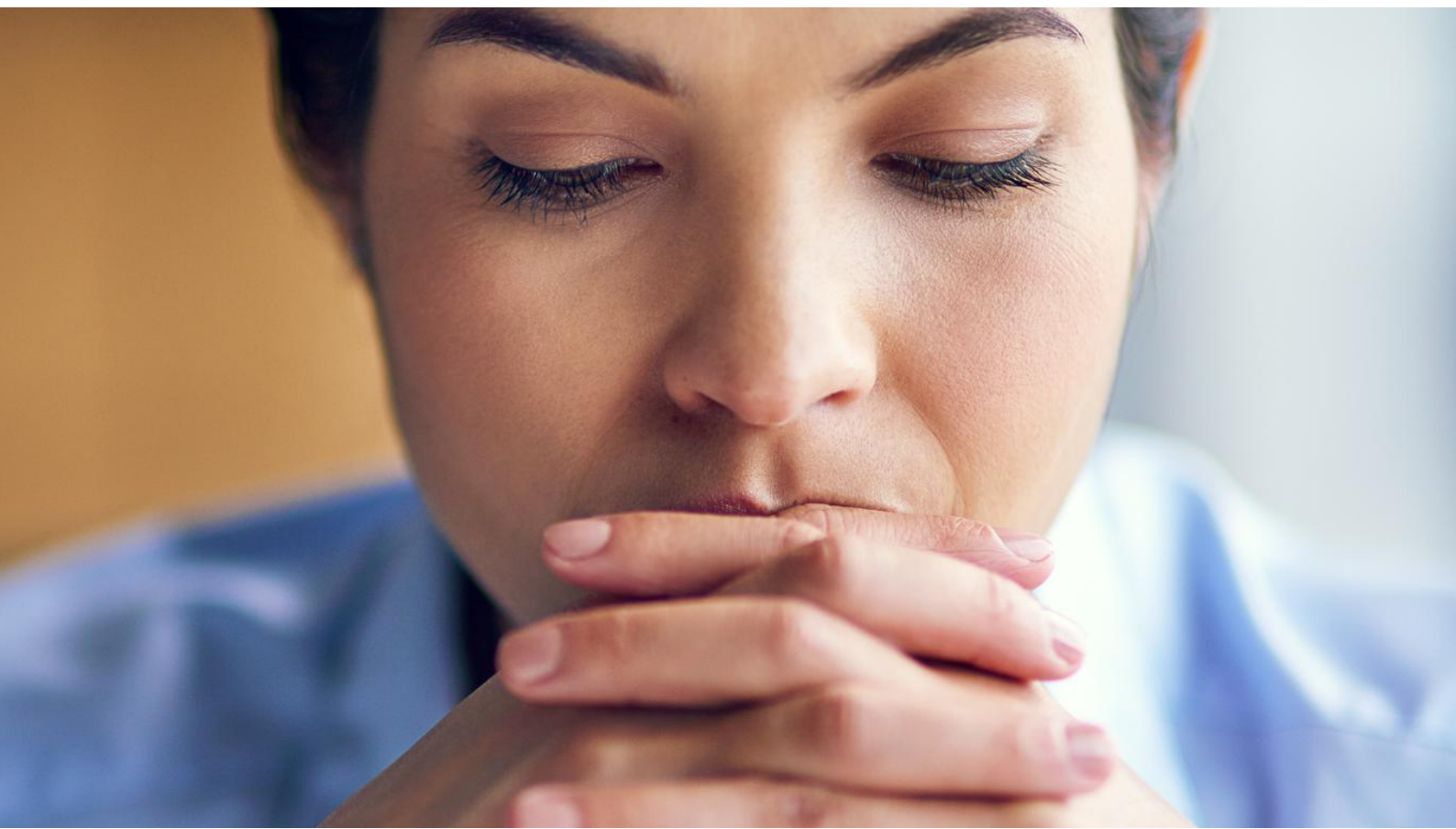
## **Performance Management Skills:**

Learn techniques for effective performance management when dealing with employees, whether their mental health challenges have been disclosed or not.

## **Supportive Return-to-Work Plans:**

Understand the concept of 'reasonable adjustments' and discover how to create return-to-work plans that aid employees in their recovery from mental illness.

Day 4 is dedicated to equipping you with the knowledge, tools, and strategies to create a workplace that prioritizes mental health, promotes open dialogue, and empowers employees to thrive both personally and professionally.



# Live Program Locations



## AUCKLAND

11 - 14th March 2024

Embark on a journey of professional growth in this captivating urban setting, where innovation and excellence in veterinary practice management await.



## GOLD COAST

10 - 14th June 2024

Unlock your leadership potential in the midst of stunning beaches, vibrant entertainment, and a thriving business environment that sets the stage for growth and excellence.



## CAIRNS

8 - 12th July 2024

Escape the winter blues, and discover a world of leadership excellence and practice management mastery in the heart of this tropical paradise, where learning meets stunning natural beauty.



## ROCKHAMPTON

5 - 8th August 2024

Discover the keys to veterinary practice success against the backdrop of this vibrant central Queensland city, where opportunity and learning converge.



## HONG KONG

27 - 30th August

Experience the harmonious fusion of urban sophistication and breathtaking natural landscapes as you embark on a transformative leadership journey in the vibrant heart of Asia.



## COFFS HARBOUR

9 - 13th September 2024

Embrace the perfect blend of professional growth and serene natural beauty as you embark on this enriching journey in this charming coastal town; one of Australia's most picturesque locations.



## PERTH

11 - 15th November 2024

Immerse yourself in the world of veterinary practice management against the backdrop of Perth's stunning natural beauty and vibrant cultural scene.



# Frequently Asked Questions

## **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)

# Past Attendee Reviews

“Absolutely loved my time here. Such knowledgeable speakers & presentation.”

Kate van Dalen  
Greater Whitsundays Vet  
Class of 2022



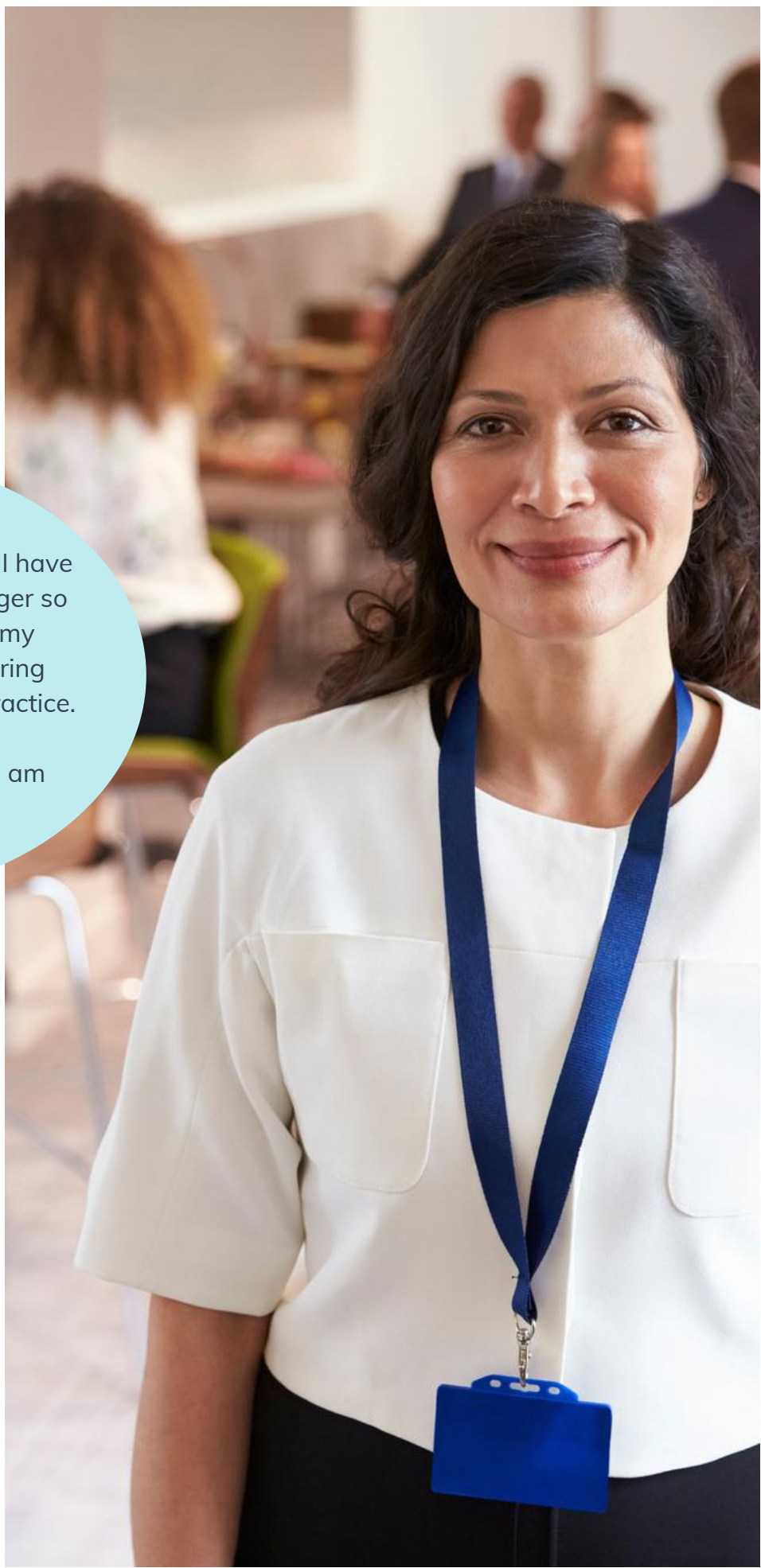
“LOVED this course so much. I have grown as a person and manager so much. I feel more confident in my ability to lead my group and bring out the best of them for our practice. I feel like I can now go back to practice and be the manager I am needed to be.”

Molly Dron  
VetLove Billinudgel  
Class of 2020



“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



# Practice Management School 2024

## Live Program Registration

### 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\$5250 per person (Early bird AU\$4725)  
 5 Day Live Program (Available Australia only) | AU\$6565 per person (Early bird AU\$5910)  
 Past attendee rate (previously attended full 4 day program) | AU\$3495 per person  
 Individual day rate | AU\$1750 per person (Early bird AU\$1575)

### Please select your location choice:

- Auckland 11 - 14th March 2024. Early bird offer expires 15th February  
 Gold Coast 10 - 14th June 2024. Early bird offer expires 14th May  
 Cairns 8 - 12th July 2024. Early bird offer expires 12th June  
 Rockhampton 5 - 8th August 2024. Early bird offer expires 9th July  
 Hong Kong 27- 30th August 2024. Early bird offer expires 31st July  
 Coffs Harbour 9 - 13th September 2024. Early bird offer expires 13th August  
 Perth 11 - 15th November 2024. Early bird offer expires 15th October

### 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

Email to [ccgenquiries@provet.com.au](mailto:ccgenquiries@provet.com.au)

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:





# Digital Program

Access our renowned practice management training from anywhere, at your own pace. Dive into interactive live digital workshops, explore independent online learning modules, and receive personalized one-on-one coaching, all designed to provide you with a comprehensive and flexible learning experience. Whether you're a busy professional seeking flexibility or prefer the comfort of your own space, our Digital Program empowers you to gain essential skills and insights on your terms.



## Engaging Online Learning

Experience the power of interactive live digital workshops, combined with flexible independent online learning. Our program is designed to keep you engaged and inspired throughout the journey.

## Personalised Coaching

Get the attention you deserve with up to 3 individual coaching sessions. Our experts will guide you through implementation and help troubleshoot challenges, ensuring your success.

## Essential Competencies

Gain mastery in 5 crucial business management areas that every successful manager needs. Whether it's strategic planning, team leadership, or financial management, we've got you covered.

## Learn from the Best

Our coaches aren't just knowledgeable; they're industry leaders with real-world experience. Get insights from the very best and stay ahead of the curve.

## Convenient Online Hub

Access all your program materials, content, and implementation templates at your fingertips. It's like having your own virtual business library!

## Tailored Flexibility

Customize your learning journey! Join us for specific competencies or opt for the full suite – the choice is yours!

# About the Digital Program



5 Essential business management competencies



3 x One-on-one coaching sessions



10 x Interactive digital workshops



Comprehensive personalised DISC Behavioural Report



5 x Self-paced online short courses



Practical action and implementation planning



This continuing education activity is eligible for 21 points



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

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



# Digital Program Overview

## Competency One: Leadership Communication and Self-Awareness

- Foundational leadership principles
- Enhancing self-awareness and leadership flexibility
- Effective communication within leadership

## Competency Two: Managing People, Performance and Change

- Effective performance management and coaching systems
- Facilitating difficult conversations
- Effectively managing change
- Improving employee retention

## Competency Three: Marketing for Results

- Marketing to build your client base
- Marketing with social media

## Competency Four: Bonding People to your Practice

- Importance of make or break moments
- Transforming a cost mindset into a value mindset
- Customer service standards to make your team shine

## Competency Five: Improving Practice Profitability

- Accurate fee setting
- Effective cost management
- Practical inventory management



# Competency 1:

## Leadership Communication and Self-Awareness

In this first competency, we will embark on an exploration of Leadership Communication and Self-Awareness—a bedrock of effective leadership. Over the course of three insightful parts, you will delve into the essence of leadership, discover how self-awareness shapes your leadership style, and acquire essential communication techniques. This competency sets the stage for your transformation as a confident and influential leader. Join us as we uncover the art of leadership communication and the power of self-awareness to unlock your true leadership potential.

### **Part 1: Leadership Fundamentals (Online Course)**

Join us for an enlightening journey into the foundations of effective leadership. Gain valuable insights into the crucial role of emotional intelligence in leadership. This flexible online course provides you with essential leadership skills at your own pace, setting the stage for your leadership transformation.

### **Part 2: Self-Awareness and Leadership Flexibility (Digital Workshop)**

Discover how you're perceived as a leader and harness this awareness to refine your approach. In this dynamic digital workshop, you'll explore the intricacies of self-awareness and leadership flexibility. Prepare yourself for an engaging session that will reshape your leadership style.

### **Part 3: Communication in Leadership (Digital Workshop)**

Effective communication is the cornerstone of successful leadership. Join us on September 19th for another insightful digital workshop where you'll master techniques to communicate for optimal outcomes, both for you and your team.

This competency is your gateway to leadership excellence, providing you with the knowledge and skills needed to lead with confidence and impact. Don't miss this opportunity to transform your leadership journey.



# Competency 2:

## Managing People, Performance and Change

In this second competency, we delve into the art of Managing People, Performance, and Change—a pivotal pillar of effective leadership. Across four insightful parts, you will develop coaching and performance management skills, master the art of facilitating difficult conversations, understand the theory of change management, and explore strategies for employee retention. This competency is your compass for guiding and nurturing your team, driving performance, and leading through change. Join us as we embark on a transformative journey to become a leader who inspires, empowers, and thrives in the ever-evolving landscape of veterinary practice.

### Part 1: Performance Management and Coaching (Digital Workshop)

Elevate your coaching and performance management skills to empower your team's growth. Join us for a dynamic digital workshop where you'll learn to develop and motivate your team effectively.

### Part 2: Facilitating Difficult Conversations with Staff (Digital Workshop)

Navigate challenging conversations with confidence. In our second digital workshop, you'll gain practical skills and tips for mastering difficult discussions with your team.

### Part 3: Managing Change (Online Course)

Change is inevitable, and understanding how to manage it is crucial. Dive into the theory and practicalities of change management at your own pace with our flexible online course, designed to help you lead your team through transitions successfully.

### Part 4: Employee Retention (Online Course)

Discover the secrets to building a dedicated and motivated team. Our flexible online course equips you with the tools to establish a strong foundation for lasting employment through effective recruitment, selection, and motivating induction processes.

Competency 2 is your comprehensive guide to managing people, optimizing performance, and navigating change in the veterinary practice. Join us on this transformative journey to become a leader who inspires and thrives.



# Competency 3:

## Marketing for Results

In our third competency, Marketing for Results, we embark on a journey to decode the art and science of effective marketing in the veterinary industry. Across two enriching parts, you will learn how to craft a marketing plan that delivers tangible results and harness the immense potential of social media to elevate your practice's online presence. This competency is your compass for attracting and retaining clients, fostering brand growth, and achieving real-world marketing success. Join us as we navigate the dynamic landscape of veterinary marketing and chart a course towards measurable results.

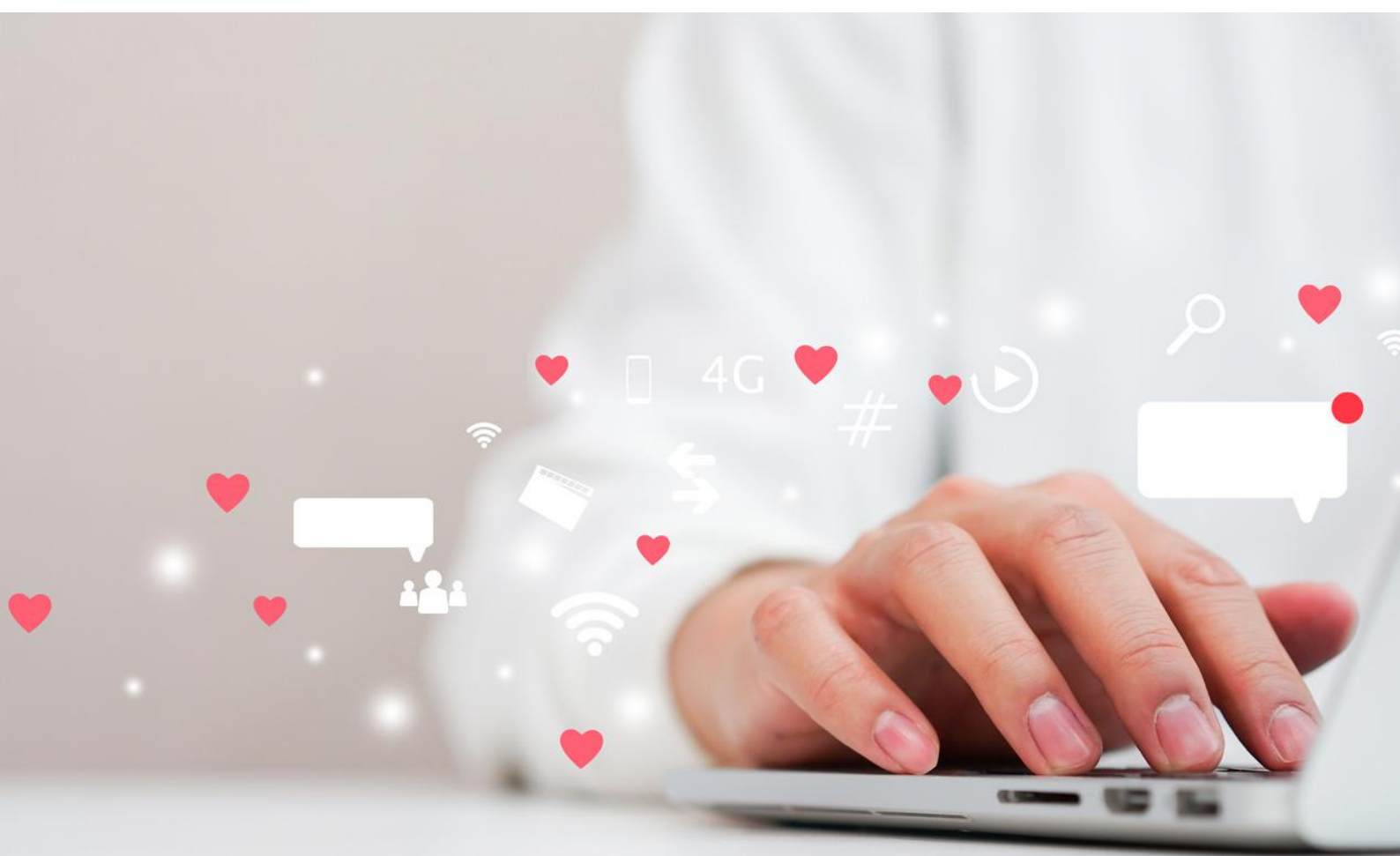
### Part 1: Marketing to Build your Client Base (Digital Workshop)

Unlock the secrets of crafting a marketing plan that delivers tangible results. Join us for an engaging digital workshop where you'll learn how to create a marketing strategy that works effectively to build your client base.

### Part 2: Marketing with Social Media (Digital Workshop)

Harness the power of social media to enhance your practice's online presence and engagement. Dive into the realm of social media marketing in our second digital workshop where you'll gain the skills to manage and build your social media presence strategically.

Competency 3 is your gateway to mastering marketing strategies that yield results in the veterinary industry. Join us for this dynamic journey to enhance your practice's visibility, attract more clients, and achieve tangible marketing outcomes.



# Competency 4:

## Bonding People to your Practice

In our fourth competency, Bonding People to Your Practice, we explore the techniques and principles behind building enduring connections with your clients. Across three enriching parts, you will explore the key moments in your clients' journey, learn to transform a cost mindset into a value mindset, and discover the secrets to setting and maintaining high service standards across your team. This competency is your guide to creating a practice where clients return time and again, where value is paramount, and where your team consistently shines. Join us as we embark on a journey of building strong, lasting bonds with your clients and elevating your practice to new heights.

### Part 1: Make or Break Moments (Digital Workshop)

Uncover the pivotal moments in your clients' journey through your practice and discover how to ensure they keep returning, time and again. Join us for this enlightening digital workshop that will reshape your approach to client relationships.

### Part 2: Transforming a Cost Mindset into a Value Mindset (Online Course)

Learn how to instill value in your clients' minds, increasing their commitment to your practice. Our flexible online course equips you with the skills to shift from a cost mindset to a value mindset in the eyes of your clients.

### Part 3: Standards to Make Your Team Shine (Digital Workshop)

Discover the art of creating and maintaining customer service standards that elevate your team's performance. Join us for this dynamic digital workshop, where you'll learn to ensure consistently high service delivery across your entire team.

Competency 4 is your guide to forging lasting bonds with your clients, transforming their mindset, and setting standards that make your team shine. Join us on this transformative journey to enhance client loyalty and elevate your practice to new heights.



# Competency 5:

## Improving Practice Profitability

In our fifth competency, Improving Practice Profitability, we investigate the intricacies of optimizing your practice's financial health. Across three essential parts, you will explore fee setting approaches, gain insights into the true costs of business, and discover practical inventory management techniques. This competency is your pathway to not only sustaining but thriving financially. Join us as we embark on a journey of financial mastery, where profitability becomes a reality.

### Part 1: Fee Setting (Online Course)

Delve into the intricacies of fee setting approaches, processes, cost types, and more. Our flexible online course, equips you with the knowledge and methods to set fees that maximize your practice's profitability.

### Part 2: Cost Management (Digital Workshop)

Understand the true costs of running your veterinary practice and learn strategies to maximize profit. Join us for this enlightening digital workshop that will reshape your approach to cost management.

### Part 3: Inventory Management (Digital Workshop)

Discover practical techniques for inventory management that reduce expenses and save you valuable time. Join us for this dynamic digital workshop that will transform your inventory management practices.

Competency 5 is your roadmap to enhancing practice profitability, from fee setting strategies to cost management and efficient inventory practices. Join us on this transformative journey to ensure your practice thrives financially.





# Frequently Asked Questions

## **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 enroll 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 / re-watch 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)

# Practice Management School 2024

## Digital Program Registration

### 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:

- Full Digital Practice Management School | Intake 1 Commences 20th March 2024 | AU\$3450 per person (Early bird AU\$3100 expires 20th February 2024)
- Full Digital Practice Management School | Intake 2 Commences 21st August 2024 | AU\$3450 per person (Early bird AU\$3100 expires 21st July 2024)

### 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 | Intake 1 Commences 20th March | AU\$950 per person (Early bird AU\$850)
- Leadership Communication & Self-Awareness | Intake 2 Commences 21st August | AU\$950 per person (Early bird AU\$850)
- Managing People, Performance & Change | Intake 1 Commences 10th April | AU\$950 per person (Early bird AU\$850)
- Managing People, Performance & Change | Intake 2 Commences 19th September | AU\$950 per person (Early bird AU\$850)
- Marketing for Results | Intake 1 Commences 30th April | AU\$950 per person (Early bird AU\$850)
- Marketing for Results | Intake 2 Commences 17th October | AU\$950 per person (Early bird AU\$850)
- Bonding People to your Practice | Intake 1 Commences 23rd May | AU\$950 per person (Early bird AU\$850)
- Bonding People to your Practice | Intake 2 Commences 24th October | AU\$950 per person (Early bird AU\$850)
- Improving Practice Profitability | Intake 1 Commences 25th June | AU\$950 per person (Early bird AU\$850)
- Improving Practice Profitability | Intake 2 Commences 26th November | AU\$950 per person (Early bird AU\$850)

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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.

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