

# Practice Management School

Leadership | Human Resources | Marketing | Financials



28 - 31 July 2020, Brisbane

**Want to find out more?**

**P:** 07 3621 6005

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**W:** [www.provetccg.com.au/pmschool](http://www.provetccg.com.au/pmschool)

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# The Program

## Day 1: Leadership Intelligence

- The theories of successful and ethical leadership
- Self-awareness and emotional intelligence skills
- Using DISC to increase communication flexibility
- Understand how to manage 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

## 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

TAKE-HOME TOOLS

**We won't let you go away without the templates you need to put your learning into action!**

Day 1 & 2 templates include: Job descriptions, performance reviews, GAPS analysis and induction plans and much more.

## 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

TAKE-HOME TOOLS

**Put your marketing plan into action!**

Website and Facebook page audit report, marketing planner and customer service checklists.

OR

## Day 3: Strategic Planning (Part One)

- Introduction to strategic planning
- Practice analysis including
  - Market analysis
  - Competitor analysis
  - Financial review

TAKE-HOME TOOLS

**Strategic Planning Tools**

Undertake a practice analysis and decide on specific actions for your practice.

## 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

TAKE-HOME TOOLS

**Financials made easy!**

Benchmarking tools, fee calculator, end of month analysis and much more!

OR

## Day 4: Strategic Planning (Part Two)

- Stakeholder management: including marketing and staff systems and actions
- Defining your vision, mission and values
- Implementation tips
- Designing your take home plan for implementation

TAKE-HOME TOOLS

**Strategic Planning Tools**

Craft your vision, mission and values. Bring your plan to life with a strategic plan tracker.

## What program is right for you?

### Operational Practice Management Program

*Practice Managers, Supervisors or Team Leaders:*

Complete the days on leadership intelligence; leading and managing others; marketing and customer service; practical profitability; time and change management.

### Strategic Planning and Business Owner Program

*Practice Owners, Partners or Business Managers:*

Complete the first two days of leadership intelligence; leading and managing others and strategic planning part 1 and 2. Or complete Strategic Planning 1 & 2 on its own.

## What past attendees have said...

"Very professional, hands on and personalised workshop. The CCG staff worked with each attendee to meet their specific needs. I would urge all progressive practice owners to consider attending."

*Tristan Robinson, Class of 2017  
Wagga Veterinary Hospital*

"Learning the reality and value of working on the business rather than just in it. A huge eye opener at the unaccounted losses happening on a daily basis, ways of recognising these and strategies to fix them. We now have the reference points to improving many strategies within the practice. A real eye opener."

*Carolyn Beckett, Class of 2018  
Moe Veterinary Centre*

"I have not spent a more productive or greater week advancing my skills and career. The time and experience of the whole AIRC/CCG group is an invaluable asset and every business owner, practice manager and leader should make the investment in themselves and do this course."

*Amanda Barker, Class of 2017  
Old Mill Animal Hospital*

## What is included in the enrolment fee?

- 1. Access to the Practice Management School Online Forum:** You will have access to chat and network with fellow delegates. You will also find a stable of resources to download post-conference.
- 2. Access to one-on-one coaching sessions with our experienced consultants:** Our experienced coaches can help you design a personalised implementation plan within a one-on-one coaching session.
- 3. Up to \$1500 of take-home tools:** After the program you will be able to download a suite of templates and resources that you can personalise for your practice. We want you to go back to the practice with the tools to put your learning into action.

## Meet your facilitators



**SUE CRAMPTON**



**MARK HARDWICK**



**DEB RENDER**



**ANDY READDY**



**TANIA GOVER**

## Connect with other professionals



# 2020 Practice Management School Registration Form

## Registrant 1

Surname: .....

Given name: .....

Position: .....

Email: .....

Mobile: .....

Dietary requirements: .....

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

## Registrant 2

Surname: .....

Given name: .....

Position: .....

Email: .....

Mobile: .....

Dietary requirements: .....

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

## Practice Details

Practice name and address: .....

Phone: .....

Practice Management Software currently used: .....

## Please select your program choice:

- AU\$4650** | 4 Day Operational Practice Management Program **(Early Bird Rate AU\$4250)**
- AU\$4650** | 4 Day Strategic Planning and Management Program **(Early Bird Rate AU\$4250)**
- AU\$3050** | 2 Day Strategic Planning MasterClass Program **(Early Bird Rate AU\$2800)**
- AU\$2900** | Past attendee rate (person who previously attended full 4 day program)
- AU\$1650** | Individual day rate **(Early Bird Rate AU\$1500)**
- Would you like to fast-track to a nationally recognised qualification? More information on application.

## Paying by Provet Plus Points?

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

## Paying by Credit Card?

Credit card type ( ) Visa ( ) Mastercard Card # .....

Name on card ..... Expiry date ..... / .....

Amount deducted ..... Cardholder signature .....

Invoice to be made out to .....

Payment is required at the time of registration and receipts will be issued.

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.

## Important Information

You can receive up to \$1500 worth of take-home tools to ensure you go back into the practice with the tools you need to make some real changes. These templates include: job descriptions and performance review templates, marketing calendar and planning documents, financial trackers and tools.

## 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.

