



**INNOVATIVE**  
VETERINARY MANAGEMENT SOLUTIONS

VetPartners™  
Member

A black and white photograph of a man with a full beard and balding head, sitting on a dark wooden bench. He is wearing a t-shirt with the text "BORN RIDE" and "1997" visible. He has tattoos on both arms. The background is slightly blurred, showing a wall with some artwork.

**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.

### Leadership Meetings That Don't Suck

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.

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

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:

- 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. This session will guide you in 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.

## Core Values Aren't What You Think

### Session Summary:

Core values are more than just buzzwords—they're the foundation of your practice's identity. In this session, you'll learn the critical differences between core values, mission statements, and your "why." Discover how to identify and define authentic core values that truly resonate with your practice and explore practical ways to use them to guide decision-making and foster a strong, unified team culture.

### Learning Objectives:

- Understand the difference between core values, mission statements, and your "why."
- Identify and define authentic core values that resonate with your practice.
- Learn how to use core values to guide decisions and shape team culture.

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

### Session Summary:

Your team costs more than just their salaries. In this session, 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.

## Speaking Topics of Interest (90 min)

### 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. In this hands-on workshop, you'll 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. Walk away with actionable tools to build a team that aligns with your culture and drives your practice forward.

### 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 Analyser 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.