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Nota di contenuto

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Sommario/riassunto

Practical resource delivering business tips on veterinary practice management, marketing, and more from a highly successful practice owner Veterinary Leadership invites readers on a captivating journey through the life and business principles of Dr. Michele Drake, a standout in the veterinary profession who is both an exceptional clinician and effective business leader, providing 10 core principles that any practice owner can learn and apply which have served as the pillars of her successful practice ownership career. Each chapter contains a specific lesson with personal anecdotes and ends with a set of action items to put that lesson into practice. By completing all the action steps in the book, practice leaders can create their own Veterinary Practice Operating System ("VPOS") that will empower them to lead a thriving hospital. For many DVMs, the truth is that rather than them owning their business, their business owns them. Most lack real freedom and abundance in their lives, sacrificing their own well-being for the love of animals and their communities. But it doesn't have to be that way, and this book shows how to plot a better path forward. Veterinary Leadership includes information on topics including:

- * Trusting yourself and your instincts, and understanding what marketing really means and how to do it in a way that gets results
- * Planning where you are, where you're going, and how you're going to get there
- * Building a leadership team that will help the practice and individuals reach their potential
- * Running your practice as if you might have to sell it in the next six months
- * Getting your team involved by speaking clearly and helping everyone be part of something great

Veterinary Leadership: A practical guide for practice owners and managers is an essential read for veterinary practice owners, associate DVMs, practice managers, medical directors, and anyone else in the veterinary profession who wants to be part of creating a healthier and more productive workplace, and contributing to the long-term well-being of the veterinary profession.
