

WHY PEOPLE DON'T DO WHAT YOU SAY

Are your messages resonating positively, or are they missing the mark? Great veterinary leaders focus on the impact from their team's perspective, considering not just what to convey but how it can foster growth and understanding.

SHIFT YOUR APPROACH

Simply telling your team what to do isn't the key to enduring change. Phrases like "you need to..." often miss the mark, focusing more on the leader's intent than on inspiring change. True influence lies in understanding and aligning with your team's beliefs and motivations.

RETHINK COMPLIANCE

People act based on their beliefs, not just directives from above. Encouraging independent thinking and accountability is key to avoiding a stagnant, top-down culture in your veterinary practice.

YOUR ROLE IN SHAPING OUTCOMES

The way you communicate, the questions you ask, and the collaboration you cause is the source of your influence. It's the way you help people get better at what they do. And that's far more important than having them do what you say.

