

3 Steps to Build Clarity in Your Veterinary Practice

1. Define What Success Looks Like

People can't align with an undefined target. Create a clear picture of where the practice is going. Describe it in observable terms: how you want the practice to feel, perform, and operate.

- Describe your future practice in specific, observable terms
- Include how teams will collaborate, solve problems, and serve clients
- Make it concrete enough that your team can visualize working there

2. Identify the Leadership Behaviors That Matter Most

Choose a few behaviors that support your vision, like direct communication, proactive problem-solving, coaching in real time, and keeping commitments. These behaviors are what people will repeat, and repetition is what builds culture.

- Select 3-5 leadership behaviors that align with your vision
- Define what each behavior looks like in practice
- Communicate why these specific behaviors matter to your future

3. Have Conversations Instead of Making Announcements

Information doesn't change behavior. Conversations do. Work through change with your team. Coaching, clarification, and dialogue help people understand how expectations apply to them.

- Replace announcements with two-way conversations
- Ask questions that help people connect expectations to their role
- Coach individuals through what behavior change means for them

Leadership clarity defines where you're going, shapes the behaviors that matter, and creates the accountability that sustains real change.

