

5 Ways to Build Always-On Recruiting in Your Veterinary Practice

1. Start with Your Best People

Ask your high performers who they'd want on their team. Great people know great people; struggling employees don't refer up.

2. Create a Referral System That Works

Recognize successful referrals publicly or with incentives. Make referring talent part of your culture, not a one-time ask.

3. Make Your Practice Visible to Talent

Post signage that says you're always looking for talented people. Don't hide recruiting because clients might apply; position your practice as building, not desperate.

4. Keep Your Job Ad Live Year-Round

Post with "We're constantly building our team" instead of "Urgent: Fill this role." Cast a wide net year-round and update quarterly to keep it fresh.

5. Recruit in the Wild

Talk to people at conferences and CE events. Notice great attitudes in adjacent spaces like groomers and pet sitters. Build relationships before you need them.

You don't have to do all five at once. Pick two and start. When you recruit from strength instead of desperation, you stop settling for whoever applied and start choosing the people you actually want on your team.

