

Email Template to Request the Veterinary Leadership Program

Use this email to request approval for the Veterinary Leadership Program from the person who manages professional development or finances in your practice. Replace the names, attach the Value Summary PDF, and send. Use the discussion points on the next page to guide the follow-up conversation.

If You Want to Enroll Yourself

Subject: Veterinary Leadership Program for my development

Hi [Name],

I want to share something I think would make a real difference in how I contribute to the practice. The Veterinary Leadership Program from VetLead is a 12-week guided experience focused on the leadership skills that matter most in veterinary teams: communication, accountability, coaching, and building a stronger culture.

The program includes six leadership modules, two live coaching sessions with Randy Hall, and a full year of VetLead membership with CE credit, ongoing courses, and leadership resources.

Participating would help me:

- Communicate more clearly with the team, especially in high-pressure moments
- Handle difficult conversations and give constructive feedback with more confidence
- Take more ownership of team dynamics and culture instead of waiting for issues to escalate
- Bring coaching skills back to the practice that benefit the whole team

The program costs \$897 and payment plans are available. CE credit is included, which supports my professional development without adding extra training time. I have attached a one-page summary that outlines how the program supports the practice.

You can learn more and enroll at: vetlead.com/veterinary-leadership-program

I would be happy to talk through this in more detail if that would help.

Thank you,

[Your Name]

If You Want to Enroll Your Team

Subject: Leadership development program for our team

Hi [Name],

I have been looking into the Veterinary Leadership Program from VetLead and think it would be a strong fit for [number] of us on the team. It is a 12-week guided program built specifically for veterinary teams, focused on communication, accountability, coaching, and culture.

What makes it particularly valuable for us is that the team goes through the content together. Instead of one person learning something and trying to bring it back, everyone builds the same skills and speaks the same language. That shared foundation is what creates real change in how a team works.

The program includes six leadership modules, two live coaching sessions with Randy Hall, and a full year of VetLead membership for each participant with CE credit, ongoing courses, and leadership resources.

Here is what I think it would help us with:

- Getting the team aligned on how we communicate, give feedback, and hold each other accountable
- Reducing the friction and repeated conversations that slow us down
- Building coaching skills across the team so development is not dependent on one person
- Creating a stronger, more consistent culture that improves client care and staff retention

The program is \$897 per participant. I have attached a one-page summary that outlines the value in more detail.

You can learn more and enroll at: vetlead.com/veterinary-leadership-program

I would be glad to walk through this together whenever you have a few minutes.

Thank you,

[Your Name]

Have a Conversation About the Veterinary Leadership Program

Use these talking points to guide a short conversation with your practice owner or manager. This is not a script. Pick the points that are most relevant to your situation and customize them.

Why This Program

- The Veterinary Leadership Program is built specifically for veterinary teams, not adapted from generic business training
- The 12-week structure gives people time to apply what they learn between modules, which is how real behavior change happens
- Two live coaching sessions with Randy Hall mean participants get direct guidance on the real challenges they are facing
- CE credit is included, so it supports professional development requirements at the same time

Why Now

- Leadership challenges in the practice are not going to resolve on their own
- The longer we wait to develop these skills, the more we rely on the same people to hold everything together
- The program runs on a cohort schedule, so there is a specific window to enroll
- Every week without a shared approach to communication and accountability is another week of working around the same issues

How It Helps the Practice

- Teams that go through the program together build a shared language for accountability, feedback, and problem solving
- Better leadership reduces turnover, gossip, and the recurring frustrations that drain energy from the team
- Participants bring coaching skills back to daily work, which means stronger performance across the board
- A healthier team culture directly improves the client experience and patient care

What It Includes

- 6 leadership modules released over 12 weeks (biweekly)
- 2 live coaching sessions with Randy Hall
- 1 full year of VetLead membership for each participant (video library, guides, on-demand courses, CE credits)
- CE credit eligibility
- The cost is \$897 per person. Payment plans are available for individual enrollment.

If There Are Budget Concerns

- This is less than the cost of replacing one team member, and stronger leadership is one of the most effective ways to reduce turnover
- The included year of VetLead membership extends the value well beyond the 12-week program
- Payment plans (2 or 4 installments at no extra cost) are available for individual enrollment
- CE credit is built in, which means it serves double duty as both leadership development and continuing education

How You Plan to Apply What You Learn

- Using communication frameworks from the program in daily team interactions
- Handling feedback and difficult conversations more effectively
- Taking a more active role in building accountability and culture on the team
- Sharing what you learn with colleagues to extend the impact beyond your own development