

8 VECTORS THAT SHAPE CHANGE IN YOUR VETERINARY PRACTICE

Clarity. If your team can't describe what the change looks like in their specific role on a specific day, it's not clear enough yet.

Communication. Telling your team about a change is not the same as helping each group think through what it means for them. Communication is a conversation, not a broadcast.

Leadership. When you ask for new behaviors but keep operating the old way, your team reads that as permission to do the same. Leaders have to go first.

Coaching. Organizational change is individual change. The practices that coach people through the transition sustain it. The ones that skip coaching keep starting over.

Culture. Culture is really just your practice's collection of habits. If your culture punishes mistakes, people will retreat to old habits the moment things get hard.

Structure. If the teams that need to collaborate are siloed or the reporting lines create bottlenecks, the structure itself is working against your change.

Process. If your check-in process, scheduling workflow, or inventory system were designed for the old way of doing things, they'll keep pulling your team back toward it.

Talent. There has to be a strong link between what you want your practice to become and the people you hire to get there. Too many practices recruit with yesterday's criteria while trying to build tomorrow's team.

Which of these eight vectors is pushing against the change you're trying to make right now?

