



# CVMA

## CONVENTION 2018

SEPTEMBER 20-23  
LOVELAND, CO

### Retaining and Attracting Quality Veterinary Team Members

Life Skills Workshop Thursday, September 20<sup>th</sup> (8:00 – 12:00)

Facilitated by [Rebecca Rose, CVT](#), CATALYST Veterinary Practice Consultants

Graciously sponsored by [Lasting Paws Pet Memorial](#)



### Workshop Overview

You read on social threads and in journals about the shortage of trained, qualified veterinary team members, but what are the reasons? We understand the need because managers are continually on the look-out for loyal veterinary team members. Now, let's define **solutions**! National and local statistics point to demand, and during the workshop we dive deep into these numbers. Is attrition due to salary or are there other reasons people leave the practice and the industry?

Together we will explore team attrition and retention. Plus, offer suggestions in attracting team members for the long haul. Join us for an interactive workshop designed to be thought provoking, full of tangible resources and FUN! Participants will receive reading materials and an anonymous survey (prior to the workshop) to customize discussion in team turnover and retention. These real-time results will be incorporated into the discussion.

### Pre-Work

- Informative articles pertaining to this Workshop will be sent to registered attendees electronically
- September 4<sup>th</sup> - Attendees will be invited to complete an anonymous survey
- September 17<sup>th</sup> - survey will close and results will be tabulated
- Survey results will be shared during the interactive Workshop

### Interactive Workshop Sections

#### Should I stay or should I GO?! Why veterinary team members leave veterinary practices

**Description:** Statistics point to the fact that a large percentage (upwards of 50%) of your team is asking this exact question on a daily basis, "Should I stay or should I go?" Veterinary hospitals experience turnover twice that of other

industries; an alarming statistic. Is it any wonder managers are continually on the lookout for qualified, formally-trained veterinary technicians and team members?

**LEARNING POINTS for ATTENDEES:**

- How to calculate annual turnover in your practice
- Identifying the reasons team members leave
- Obtain resources for team salaries to evaluate your practice compensation against regional wages

## **Is it really ALL about the money or just an excuse to leave a bad culture?**

**Description:** Team members point to low wages as a reason to leave, but is there more to the equation? Together we will look at state and local wage and benefit packages. Where does your practice fall? Are managers able and willing to have conversations with their veterinary team members related to financial needs, dissatisfaction in their job and desire to grow their careers? Inquiring minds want to know!

**LEARNING POINTS for ATTENDEES:**

- Identifying the details offered in salary and benefits packages
- Learn value of open dialogue with team members regarding finances
- Evaluate practice culture from the team members' point of view

## **Defining Best Practices in team retention**

**Description:** There are Best Practices in nearly all aspects of small businesses. We will focus on generating a list for Best Practices in Team Retention. Managers may need to reach beyond their comfort zone to establish effective lines of communication, define a clear vision for the practice and grow team members' careers (not just a job!). Relief is on the way! There is hope as models prove team satisfaction and retention can be a reality.

**LEARNING POINTS for ATTENDEES:**

- Define and understand the best practices in team retention
- Strategies to implement these concepts in your practice
- How managers can communicate these ideas by leading through example

## **Hiring strategy; it's more than a job announcement!**

**Description:** Gone are the days of throwing a job announcement together, placing it in your local newspaper and watching the stream of qualified applicants flow in. Today, managers must ponder far more! They must consider what positions are necessary to hire, create a savvy hiring strategy, and generate a compelling offer to qualified candidates. Job announcements must be outstanding and appealing to hire a stellar team member. It is a job seeker's market!

**LEARNING POINTS for ATTENDEES:**

- Objectively evaluate current team members and their skill levels
- Determine additional, if any, positions/skill sets needed for anticipated practice growth and vision
- Create a benefits package with a compelling job announcement