



## Your Insight Leadership Series

Are your practice targets growing faster than your strategy can keep pace? Do you need a breakthrough in growth and profitability? Breakthrough performance starts with a clear strategy, yet 90% of employees don't understand their practices strategy, and 95% of practices don't execute their strategic plan successfully. The future performance of your practice depends on your ability to identify the strategies, standards and systems required to ensure growth. Specifically designed and developed for veterinary practice owners, partners and managers, Provet and Crampton Consulting Group invites you to join them for the Insight Leadership Series. Get to the heart of business success with our selection of boot camps, coaching programs and products and services, ensuring you achieve your practice goals. Presented by industry experts and respected professionals, our Insight Leadership Series is a must for those wishing to maximise the potential of their practice.

Strategic Planning | Business Financials | Investment in People | Marketing Savvy



**Practice Fitness**

*Getting to the heart of business success*



## Boot Camp 1

# Strategic Planning

In these uncertain economic times it is even more important to know where you are going and how you are going to get there. Strategic plans allow for targeted and measured practice activities, clear monitoring and KPI management strategies. Trusting your organization to grow and develop in a haphazard fashion is taking a gamble on the future.

This two-day program, presented by Sue Crampton of Crampton Consulting Group and Dale Coutts of FKM Global, is specifically aimed at practice Principals, owners, Partners and Managers, and will provide you with a comprehensive planning framework and tools for your practice. We will guide you through a concise but comprehensive approach to strategic planning that will enable you to effectively address the near-and long-term needs of your team.

This intensive, practice-driven management boot camp uses interactive exercises and case studies to help you learn to think strategically and communicate effectively while working with various members of your team.

You will be provided with templates, leading strategic planning software and other relevant materials that you will commence populating at the boot camp. PLUS, we will support you with specific implementation techniques to ensure maximum benefit.

Brisbane 12 and 13 March	New Zealand 30 June and 1 July	Brisbane 9 and 10 July	Hong Kong 30 Sept and 1 October
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## Boot Camp 2

# Business Financials

Did you know that the average practice can lose up to \$65,000 per veterinarian, per year without careful financial management? So where are the holes in your bucket?

Presented by internationally acclaimed veterinary business consultants and trainers, Dr. Mark Opperman CVPM and Sheila Grosdidier BS RVT, this two day program will empower and equip veterinary practice owners, Partners, Managers and senior veterinarians to take control of their business finances.

Business Financials Boot Camp will ensure you benefit from knowledge in issues relating to financial management, including:

**Key Financial Indicators:** What to look for and what to do about it. What are the key financial indicators you need to monitor and how to control them

**Controlling your inventory and support staff costs:** The two expense areas you can control that will have the most impact on your practice's bottom line

**Industry benchmarks:** What are they and how to use them. How does your practice compare to other practices in your area?

**Analysing Vet production:** Understanding how to motivate your Associates and nursing staff

**Fee Analysis and Budgeting:** How to determine your client fees fairly and accurately whilst setting a fee formula that will help you determine fees based upon your costs of doing business. Understanding the power of budgeting.

Brisbane 18 and 19 June	Sydney 23 and 24 June
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## Boot Camp 3

# Marketing Savvy

Many companies across the globe are finding the generation of new business, using traditional methods, increasingly difficult and hard to sustain. This boot camp is designed to enable attendees to develop a marketing and customer service strategy for their practice and build in safeguards to ensure continued success. Our unique processes provide a practical set of tools that are easy to implement.

Our exciting two day program offers a smorgasbord of expertise and experience from a range of quality speakers with an abundance of industry and business knowledge and information. We will assist you to develop a holistic and practical Marketing and Customer Service Plan for your practice. Covered is a multitude of issues relating to marketing and customer service planning and management, including:

**Marketing Planning:** What is marketing really, how does it impact my practice and why do I need it? A strategic approach to understanding what worked yesterday may not work today – understand how and why this has happened and develop marketing goals and objectives towards a successful future. Develop your own unique competitive advantage.

**Practice Campaign Development:** A practical approach to establishing your marketing and customer service campaigns for the year. Hints and tips from industry and marketing experts to position your practice in a competitive advantage to face the future.

**Customer Service Planning:** Understand consumer behaviour and the importance of analysing and monitoring client transactions. Develop a Customer Service Program that will clearly identify and meet your clients needs and highlight the systems, processes and staff training needed to underpin your campaigns. Work your client database and gain results.

Melbourne 17 and 18 August	Sydney 20 and 21 August	Brisbane 27 and 28 August
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## Boot Camp 4

# Investment In People

Any practice that has specific goals and objectives to meet... cannot meet them without the greatest asset they have ... the people.

An effective and efficient practice team form the backbone to any successful veterinary practice. This boot camp, exploring your "internal customer service" strategies, will enable you to understand the wants and needs of those you work with, and how to effectively recruit, coach and maintain excellence in your practice team. Presented by Sue Crampton and Troy Wright, leading industry Human Resource consultants, you will be guided through areas such as:

**Successful and effective hiring processes for vet practice staff:** Learn how to effectively recruit the right staff with meaningful and targeted interview and induction techniques

**Effective performance management and motivational strategies:** Gaining high performance from the practice team

**How to appropriately coach staff through HR issues, disciplinary meetings and conflict resolution:** Mastering problem solving and conflict management skills

**The importance of policies and procedures and how they support staff to perform successfully:** Ensure consistency, currency and competency

**Avoiding the most common HR mistakes in the veterinary industry:** Understanding the impact of the current industrial relations parameters to your practice.

Perth 5 and 6 Oct	Sydney 12 and 13 Oct	Melbourne 19 and 20 Oct	Brisbane 2 and 3 Nov
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# Our Key Boot Camp Facilitators

## *Sue Crampton - Strategic Planning & Investment in People*



Sue Crampton has been involved in the veterinary profession since 1979.

Since that time she has worked in the UK, USA, Hong Kong, UAE and Australia. Since settling in Australia, Sue has worked in a variety of mixed practices before forming the Australian Veterinary Nurse Resource Centre with her partner Mark Hardwick in 1996. Driven by her desire to see all veterinary personnel and practices reach their full potential, Sue also commenced business coaching, technical training and human resource support programs with Crampton Consulting Group, widely acknowledged as a leading company in the veterinary industry. Sue is acknowledged as a leading speaker, trainer and consultant across Australasia in the areas of communication, customer service, business planning, staff management and practice development. Sue has a Bachelor of Business, majoring in human resources and marketing and also focuses her time on working as the HR Manager for the Provet Group of Companies.

## *Dale Coutts - Strategic Planning*



Dale has been awarded State, Australasian and global accolades in past years and has presented for global organisations.

Dale has studied in sales and marketing, communications, people behaviours and performance management, however Dale prefers a practical teaching style. Dale believes business is about doing the basics well, which, although a simple concept, is often lost in business today. He has both a commercial background in the corporate sector as well as having his own consulting business. His strong corporate background has allowed an insight into how businesses make the transition from growth to maturity. His commercial experience includes heading up Sales and Marketing Departments and leading a large team towards achieving some truly impressive successes against competitors. Some of these successes include turning a sales force from a \$100k plus loss to a \$130k plus profit in just 18 months. Business planning and development has been a feature of Dale's business from day one and he has a repertoire of corporate companies who seek his expertise.

## *Mark Opperman - Business Financials Boot Camp*



Mark Opperman has been in working within the veterinary industry for over 40 years.

In 1976 Mr. Opperman was named Hospital Administrator of the New Haven Central Hospital for Veterinary Medicine in New Haven, Connecticut. As a result of his success and achievements at New Haven Central Hospital, Mr. Opperman was sought after for advice and help in veterinary practice management issues. Seeing the need for these services, in 1979 he formed his own company, VMC, Inc. – Veterinary Management Consultation, which is a private business management consulting firm dedicated to excellence in practice management. Through his firm, Mr. Opperman has consulted with over 600 veterinary hospitals through-out North America providing timely and practical assistance in such matters as hiring associate DVM's, establishing partnerships, exit strategies, employee issues, profitability and efficiency. As a recognized authority in his field, he is the hospital management editor for Veterinary Economics. Mr. Opperman is also the author of Veterinary Business Management: A Guide to an Efficient and Profitable Practice published by Harwal Publishing Company and, more recently, The Art of Veterinary Practice Management published by Veterinary Healthcare Communications. The Art of Veterinary Practice Management has become a required management textbook in schools of veterinary medicine across the country.

# Our Key Boot Camp Facilitators

## *Sheila Grosdidier - Business Financials Boot Camp*

Sheila Grosdidier has been involved in the field of Veterinary Medicine for over 20 years. She earned her B.S. degree in Human Behavior Science at New York Institute of Technology and her A.A. in Veterinary Technology at Maple Woods College. She has since completed post-graduate work in psychology and adult learning. Sheila has twice been named the Speaker of the Year by the North American Veterinary Conference and twice also by the International/Australia Veterinary Nurses Association. Mrs. Grosdidier has spoken at over 200 conferences globally and has extensive experience in television, radio, and print interviews. Sheila has authored numerous textbook chapters on professional development, practice management and nutrition along with a wide variety of journal and magazine articles. Sheila spent 10 years with Hill's Pet Nutrition, Inc., first as a Customer Affairs Supervisor and later as a Senior Veterinary Educator. She also holds the certification of Professional of Human Resources (PHR).



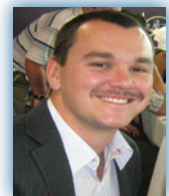
## *Angela Eichler - Marketing Savvy*

Angela Eichler is a dynamic senior marketing professional. With extensive experience in strategic planning; brand development and marketing management within SME and large corporate environments. Her enthusiasm for innovation and excellence, coupled with a formal business marketing degree are her foundation. An exceptional communicator and articulate presenter, Angela consistently strives to break through the status quo and she has demonstrated success in building team and stakeholder enthusiasm for innovative, industry leading concepts. Angela's major achievements include launching a luxury consumer brand from within a mining giant; creating a standardised publication and brand identity from 13 individual titles; and repositioning an outdated retail brand into a fashionable category leader.



## *Troy Wright - Investment in People*

Troy is the Senior Human Resources Administrator for The Provet Group of Companies. The scope of Troy's role covers all areas of Human Resources including recruitment and selection, performance management, industrial relations, training and development and occupational health and safety. After completing his Business degree, Troy spent 5 years in Human Resources with leading international hotel chain InterContinental Hotels Group before joining Provet 2 years ago. Since then Troy has been an integral member of the Provet Human Resources Team, being heavily involved in implementing a number of key strategies both internally with Provet and externally with Provet clients.



## *A Team of Leading Industry Professionals*

Our commitment to providing the most comprehensive information and systems for success means aligning with recognised industry experts and professionals. These include MPV Consulting, ValueVet, Vision VPM and the Provet/CCG team of business consultants.

Our Insight Leadership Series is also supported by key industry partners, Troy Laboratories Australia and Hills Pet Nutrition. These companies have been selected as platinum program partners because of their expertise in business partnerships and their ongoing commitment to the veterinary industry.





# Our Practice Fitness Wellness Program

*... getting to the heart of business success*

Concentrating on the things that ensure your business success, Crampton Consulting Group becomes your professional fitness coach by delivering exceptional practice development programs and consulting. With over 12 years in the veterinary industry, we know what it takes to support you in transforming your practice vision into meaningful, measurable results on your bottom line. We recommend the following products and services to support you during the Insight Leadership Series and beyond ...

## *Practice Fitness Health Checks*

Crampton Consulting Group's 'practice fitness health checks' provide your practice with a snapshot of the effectiveness of your standards, systems, staffing and processes. It assists you to understand your current situation. The health check analysis looks at specific operational systems relating to client care, patient care, staff systems, training needs, marketing programs and the various other services you may require. During this time, CCG will gather information via a structured analysis, allowing us to then work effectively with the practice team to ensure implementation of any coaching or development program you choose.

## *Health Check Options*

Crampton Consulting Group have a number of health check audits and options to help you establish a clear vision and direction for your practice. Ranging from online audits to several days in your practice, these Practice Fitness Health Checks will analyse your initiatives and will provide you with a report and recommendations based on the information collated. You may elect to commence a business plan template with CCG (using Maus MasterPlan Professional V8) as an additional option.

Your Practice Fitness Health Check will also include a number of evaluation and information gathering strategies such as mystery shopping, MPV benchmarking surveys, data collection/extraction from your practice database, staff and client surveys and financial analysis. Health checks can be conducted online, in the practice or over a 2-3 day period incorporating practice visioning and goal setting.

## *Practice Fitness Coaching Programs*

We know that implementation is often the hardest component of change. That's why Crampton Consulting Group has developed a specific coaching cycle to interlink with your business plan and specific needs. Our Practice Fitness Coaching Program will cover five main areas - human resources, marketing, operational systems, business and KPI monitoring and training and support events in your practice.

Crampton Consulting Group will provide you and your management team with quarterly projects and success-evaluation strategies as well as implementation calendars. Your Coach will liaise with you regularly through phone, email and online forums. Our 12-18 month program will ensure your business plan is developed and implemented through ongoing financial analysis, mystery shopper programs, staff and client surveys and external professional workshops.

## *Online Training and Coaching*

Online programs provide flexible learning options for today's busy vet practice. Discover how you can add value to your resume, upskill your team or reach your career goals with Crampton Consulting Group's SkillShot online programs. Specifically designed with flexibility in mind, these personal and professional development courses will equip you with the knowledge and skills to increase employability, expand business services and impact the bottom line. For less than \$100 and with a few hours to spare, you could be increasing your potential and value in the workplace with topics such as time and stress management, conflict resolution, microsoft programs (beginner - advanced), customer service essentials, leadership for women, recruitment and selection and risk assessment and management. CCG coaches can create specific skill set programs for you and your team. All courses can be viewed in more detail on our website [www.avnrc.com.au/skillshots/index.html](http://www.avnrc.com.au/skillshots/index.html)



# Our Practice Fitness Products and Services

*... getting to the heart of business success*

Concentrating on the things that create business success, Crampton Consulting Group invite you to experience our range of practice-enhancing products and services.

## *Practice Planning and Business Systems*

Understanding the culture, vision and values of any veterinary practice is becoming a necessary factor in practice success. To facilitate this, CCG professionals and key specialists will work closely with your practice team to establish strategic plans, business goals and performance analysis systems.

## *Practice Analysis Products*

Learning what is most important to your team and your clients is critical for business success. After all, acquiring new clients and employees is 10 times more difficult and expensive than retaining existing ones. CCG offer a unique client and staff survey program which will assist your practice in pursuing greatness and increasing feedback frequency. Designed with the large or small business in mind, our online surveys allow for complete customisation of questions and data collection, allowing you to analyse your performance against your business goals. CCG have a suite of analysis products to ensure you get a clear snapshot of your practice, right now. These include Mystery Shopper Programs, Staff and Client Surveys and MPV Benchmarking Surveys.

## *Human Resource Systems and Solutions*

CCG offer exceptional and comprehensive systems in the area of staff management, and valuable on-site support in designing and implementing key aspects of staff management and development. These include recruitment and selection systems, induction and orientation programs, job descriptions and performance reviews, policies and procedures, internal staff competencies and performance management systems.

## *Document Management System/Policy and Procedure Kit*

With over one hundred policies and procedures and associated documents, and road tested by two hundred veterinarians across Australasia, our Document Management System (DMS) will save you time, space and paperwork. This simple software program is your own personalised e-Policy and Procedure Manual. It allows for easy integration of your existing practice documents as well as other Crampton Consulting Group programs and packages. Our Practice Fitness Coaches will ensure you and your team utilise DMS to its full potential and assist you to implement the business systems to achieve success.

## *Specialised Customer Service and Technical Training Programs\**

Our extensive involvement in the veterinary industry over the past fourteen years means that we know just what is required when it comes to training your team. We know every practice is different, so our comprehensive suite of training options can be customized to suit your practice needs. For practices that seek an annual training plan the sessions can be linked, building on the participant's knowledge each step of the way. Our customer service program includes topics such as planning and setting standards in client care, product knowledge systems, professional sales, the power of the telephone, managing difficult clients and communication with confidence. Our technical training programs include clinical pathology, medical nursing, surgical nursing - theatre preparation and nursing skills, practical anaesthesia, emergency first aid and nurse consultation models.

## *Specialised Management Training Programs\**

Design your own management training sessions which can include your entire senior team or be tailored to specific groups within your practice. Our specialised programs include team development and behavioural profiling (DISC), supervisory and leadership skills, staff development tactics (coaching, mentoring and performance management), occupational health and safety and training tips.

\* Tailor-made programs are available in a variety of additional areas. Check our website for online services, products and training available to suit your needs.

# Registration Form and Expression of Interest

YES, I wish to register for the following 'Insight Leadership' Workshops. I understand that payment is required at the time of registration, that invoices will be issued and that the CCG cancellation policy applies to my registration.

## ATTENDEE 1

Surname: .....

Given name: .....

Position: .....

## ATTENDEE 2

Surname: .....

Given name: .....

Position: .....

Practice name and address: .....

Phone : .....

Fax : .....

Email : .....

Tick the boot camp and circle the location of your choice

**Strategic Planning AU\$2,297 | NZ\$2,949 | HK\$11,320\***

Bris 12 & 13 March    NZ 30 June & 1 July    Bris 9 & 10 July    HK 30 Sept & 1 Oct

**Business Financials AU\$2,297^**

Bris 18 & 19 June    Sydney 23 & 24 June

**Marketing Savvy AU\$1,980^**

Melb 17 & 18 Aug    Sydney 20 & 21 Aug    Brisbane 27 & 28 Aug

**Investment in People AU\$1,980^**

Perth 5 & 6 Oct    Sydney 12 & 13 Oct    Melb 19 & 20 Oct    Brisbane 2 & 3 Nov

\* price is for two attendees per practice

^ price is for one attendee per practice

## Important Information

To ensure the experience for each participant is optimised, positions at our workshops are limited. Contact CCG to enquire about group or multiple workshop discounts to assist with your training needs. Additional registrants will be charged at AU\$1,100 per bootcamp inclusive of GST. Bookings of three boot camps or more attracts a 10% discount. Each participant in the Insight Leadership Series will receive workshop notes and pen, workshop materials, refreshments including lunch, morning and afternoon tea, tax invoice and Certificate of Attendance. Prices and speakers are subject to change without notice. All Australian and New Zealand prices include relevant GST.

## Cancellation Policy

We know that cancellations are a fact of life. If you are unable to attend, CCG may consider a substitute participant or a transfer to an alternative workshop within the same calendar year. Cancellations received up to five working days before the workshop are refundable— minus a \$100 service charge. Cancellations received less than five days prior to the workshop, and non-attendance to the workshop will be considered as non-refundable. In this event, you may choose to apply to CCG to transfer your payment towards one future boot camp or course, approval of which will be at the sole discretion of CCG management.

Payment is required at the time of registration/enrolment and receipts will be issued. Please make all cheques and money orders payable to Crampton Consulting Group and post to PO Box 10 Samford Q. 4520. Be sure to discuss the redemption of Provet Plus points with your Business Account Manager.

**Preferred method of payment:**    \_\_\_ Redeem Provet Plus points    \_\_\_ Chq/ Money order enclosed \$.....

\_\_\_ Visa    \_\_\_ Mastercard    Card number \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_    Expiry date...../.....

Cardholders name.....Cardholder signature.....Authorised debit amount \$ .....

YOUR PRIVACY. The information you provide is collected for the purpose of processing your registration or for use in a CCG product or service. It may also be used for the related purpose of keeping you informed of upcoming CCG events and assisting us in improving and marketing our services to you. As part of the arrangement between CCG and supporting companies, CCG will issue each partnering or sponsoring company with the name of all participants and their participating practice. By submitting the registration form, your details will be added to CCG database and used to address specific promotional material to your attention. If you do not wish to receive further information from CCG please tick here \_\_\_\_\_. CCG acknowledges and respects your privacy and the confidentiality of the personal information you have provided.