



“Coaching to Excellence”



Amanda L. Donnelly, DVM, MBA

www.aldvet.com

adonnely@aldvet.com

321-446-3088

Dr. Donnelly is the President of ALD Veterinary Consulting. As a speaker, she combines her 15 years of clinical practice experience and business expertise to give audiences relevant and valuable information to help them reach their goals and manage their practices more effectively.

Dr. Donnelly has presented lectures at multiple veterinary conferences including NAVC, CVC, AVMA, the ACVIM Forum, ACVS, AAHA, VSIPP, Midwest Veterinary Conference and numerous state meetings. She has also been a guest lecturer at veterinary conferences in Canada, Japan and Europe. Dr. Donnelly is a popular, dynamic speaker who always provides practical information to her audiences. In 2007, Dr. Donnelly was named “Practice Management” Speaker of the Year for the North American Veterinary Conference.

The following presentations by Dr. Donnelly can be adapted to a length of 45-90 minutes to meet the time requirements of the program. We would also be happy to customize a seminar to meet your group’s needs.

Human Resource Management

Create a Winning Team with Effective Leadership

If you feel like you spend all your time reacting to one problem after another, then this seminar is for you. You will discover how to assess whether your management style is working and how to fulfill the critical roles of effective leaders which will facilitate teamwork and enhance productivity in your veterinary practice.

Are You Providing Effective Leadership?

This session helps you determine if you are inadvertently undermining the job performance of your employees or contributing to problems with morale. Come learn how to maximize the success of your practice and create a positive work environment by honing your leadership skills.

Pitfalls Leaders Need to Avoid

Being an effective leader isn't always easy. You have tough decisions to make, many job responsibilities and plenty of distractions. With so much to do, it is easy to lose focus and spend time on the wrong activities. We will look at some of the common "mistakes" that practice leaders make that hinder their success in achieving business goals and creating the practice culture they want.

Why Should I Follow You?

Do you ever wonder if this is what your team is consciously or unconsciously thinking? Unfortunately, positive leadership is not a talent that everyone possesses. But you can hone leadership skills and learn behaviors that will inspire your team toward greater performance.

The Art of "Managing Up": Working Well with Your Boss

Do you understand what "managing up" really means? This presentation is for all members of the team - owners, associates, managers and employees alike - who want to learn how to create win-win relationships in the workplace, be more effective and enhance practice success.

Enhancing Communication Between Owners and Managers

In this interactive seminar, veterinary owners and managers will discover how to communicate more effectively to enhance leadership and team development within the practice. Attendees will leave knowing how to establish realistic job expectations and goals for managers and how to increase job performance of the entire team by working together.

Recruiting and Retaining Effective Practice Managers

Learn how to find a manager that is a good fit for your practice and how to provide effective leadership for this person after they are hired. This session offers practical information about how practice owners and managers can work together more effectively to meet practice goals and create productive teams.

Become a More Effective Practice Manager: Part 1 and 2

Being an effective practice manager requires knowledge and skills in a variety of areas. In this 2-part session, managers will walk away knowing how to be more organized, what tools and resources are necessary to do their job more effectively, how to communicate more effectively with employees and how to be better leaders.

Hiring and Firing to Get the Team You Want

Great teams don't always just happen. If you want your "dream team", then you need to know how to hire employees who will be the right fit for your practice. And you need to know how to let go of those employees who are holding back your team and interfering with practice success. This presentation will give you practical tips and the courage you need to hire and fire with confidence.

How to Recruit and Hire a Winning Team

Do you have difficulty finding good employees? Does your practice have high employee turnover? Do you fully understand what potential employees want? After attending this seminar, you will know how to improve your recruitment efforts and learn valuable information on how to improve your interview process.

Managing by Core Values

Does your practice have a clear vision and do adhere to a set of core values that all your employees know and understand? Come find out how you can use core values to enhance the success of your business. Learn how to be a more effective manager and leader by developing a culture based on core values. Your marketing efforts, client service and employee accountability will all improve when you manage by core values.

Creating a Culture of Accountability

Does your practice have problems with inconsistent job performance for some employees? Do you find staff meetings become gripe sessions and any follow-up action to address issues either doesn't occur or is short-lived? If you answered "yes", then come to this seminar to discover how to make accountability part of your practice culture. You will leave knowing how to manage by core values and how to communicate more effectively with employees so that you can develop a team that performs at a higher level.

Why Isn't My Team More Motivated?!

Practice leaders want motivated employees but don't always understand their role in achieving this goal. In this seminar, attendees will learn the necessary steps to take to jump-start employee motivation and maintain staff motivation. We will examine which strategies work and which strategies don't work to motivate team members.

Action Steps to Re-energize Your Team

Could it be that some of your employees are not fully engaged or actually disengaged at work? When employees are not engaged, job satisfaction, employee retention, productivity, and client service may all suffer. By following the steps in this presentation, you will learn how to get your employees to have a passion for excellence and be committed to your business.

Create a Team of Problem-solvers

Are you constantly interrupted by staff members asking for help or complaining about things? Do you find that your team isn't as motivated and empowered as you would like? If you answered "yes" to these questions, then come learn how to coach your team to a higher level of job performance. The practice will run smoother and everyone will be happier!

How to Motivate and Empower Your Staff

Do you have problems with staff turnover? Are you frustrated by the lack of initiative shown by employees? This session provides insight regarding what motivates employees as well as effective steps to take to improve staff retention. You will go back to your practice knowing how to implement employee motivational plans and empower your staff which will result in improved practice productivity.

How Do You REALLY Empower the Team?

Empowerment of your team takes time but the time spent is definitely worth the effort. This presentation gives real-world examples of how leadership teams can effectively empower employees resulting in greater productivity, client service and financial growth. You will learn specific actions you can take which will improve staff job performance and lessen your stress as an owner or manager.

Getting the Job Performance You Want From Generation "Why"

Most veterinary practices employ workers younger than 27 who are referred to as Millennials or Generation Y. Younger employees have a different work ethic but can be a tremendous asset for businesses. In this presentation you will gain insight regarding today's younger employees and learn how to adapt leadership, training and motivation techniques to develop them into top performers.

Maintaining Employee Engagement and Retention

A large percentage of employees aren't fully engaged or are actually disengaged at work. This is an even greater problem during slow economic times. When employees aren't engaged, job satisfaction, employee retention, productivity, and client service may all suffer. Learn strategies to enhance morale and employee engagement so you have a staff with a passion for excellence that is committed to your business.

How to Handle Common HR challenges

The hardest part of being a manager is handling the daily human resource challenges. Do you find that your day's schedule is constantly interrupted as you respond to employee inquiries or complaints? Do you have problems with accountability at your practice? Does it seem like there is never enough time to get everything done? Come learn how to create effective processes and hone specific communication skills which will improve human resource management. In this interactive seminar you will find the answers to your questions about HR management.

Resolving Conflict in the Workplace

Conflict in the workplace can bring down morale, disrupt efficiency and decrease productivity. Don't let conflict prevent you from creating and maintaining a positive culture. This presentation will give you the skills you need to effectively handle conflict when it occurs at your practice.

5 Steps to Improve Training of New Hires

Are you frustrated at times by the lack of training of your staff? Do you feel like there is not enough time to devote to training new employees? In this seminar, you will learn the necessary steps to take to increase the efficiency and effectiveness of training for new employees.

Train Your Technical Staff to a Higher Level of Competency

Employee training is one of the most important yet overlooked areas to increase your practice's productivity and profitability. Come learn how to develop an effective training program for your staff utilizing in-house and outside resources.

Improving Core Competencies and Professionalism of Your Staff

Does your entire healthcare team provide the exceptional patient care and client service that you want while projecting a high level of professionalism? The veterinary team includes staff members from 4 generations with various levels of experience, training and education. With clients today demanding both high tech and high touch from medical care providers, it's time to make sure your team is top-notch. This seminar will identify the most critical core competencies for your staff and teach you how to create job standards and developmental plans for all employees.

Develop the Talent Within: Effective Employee Development

If you find it a challenge to motivate and train all your team members maybe you need to focus on the talents and strengths of your employees rather than their weaknesses. In this presentation, you will learn how to create and implement effective employee developmental plans which will take your team to the next level. Employee development is not the same as the review process! Come discover the difference and start the ball rolling to improve job performance in your practice.

Smart Ways to Improve Efficiency and Work Better with Your Staff

Improving staff efficiency and productivity helps improve your bottom line and drives the success of your business. Come find out how to use feedback, how to develop specific operational systems and how to coach your employees to be problem-solvers so you can take your team to the next level of job performance.

Use Feedback to Improve Accountability and Job Performance

In this presentation we will review real-world examples demonstrating how you can improve communication with team members which will enhance accountability and job performance. You will leave knowing how and when to give feedback. And you will gain specific communication skills so you can give effective feedback to your employees.

Staff Meetings Can be Productive!

Do you find that staff meetings turn into gripe sessions? Is any positive change after your meetings short-lived? Do only a few members of your team talk during meetings? If you answered yes to any of these questions, then come find out how to improve the effectiveness of your meetings which will improve help develop a happier, more productive healthcare team.

5 Steps to Help Staff Embrace Change

Changes in management, protocols, policies, personnel and ownership can result in changes for your staff. Typically, employees are not skilled at handling change effectively and tend to resist or resent changes. The good news is that managers and owners can take steps to help employees accept change in a positive way so that practice transitions occur more smoothly. Whether you need to make small changes or are experiencing major change at your practice, this session teaches you how to be more successful with change management.

Technicians

Attain Higher Levels of Competency with Developmental Plans

The position of a veterinary technician can be just a job or a rewarding career. To facilitate job satisfaction and advancement, come learn how to implement effective training and developmental plans for yourself and those you supervise.

How to Create Change When You're Not in Charge

You may not be in charge but you can still help facilitate improvements in the practice. Discover how can be become a better leader by communicating and collaborating effectively with all members of the healthcare team to create positive change within the practice.

Soar to New Heights with Effective Teamwork

Why do some teams successfully operate like a well-oiled machine while others are mired in inconsistent performance or fail miserably? This presentation teaches you how to put a structure in place for successful teamwork and how to overcome common pitfalls that hinder effective teamwork.

Enhance Your Client Communication Skills

Learn how you can increase practice productivity and client satisfaction by honing your exam room skills, executing practice programs and by effectively communicating value to clients.

Marketing

Why You Should Invest Time in Strategic Planning

Attendees will learn how to develop a clearly defined business strategy, vision, mission and core values for the practice which helps drive the success of the practice. You will leave with practical information so you can perform a SWOT analysis, do short and long-term planning and take steps to get the healthcare team centered on the practice's vision.

Developing Your Marketing Strategy

You can enhance your marketing efforts by investing time in strategic planning. In this seminar, you will learn how to do effective marketing planning so your marketing initiatives will be more successful. You will learn how about the 4 Ps of marketing, target markets and how to establish marketing objectives for your practice.

5 Highly Effective Ways to Increase Practice Profitability

This presentation outlines effective strategies for increasing practice revenues and profitability. Discussion will focus on establishing medical standards, client service standards, pricing strategies, investing in staff training and executing specific marketing initiatives.

Getting Clients to “Yes” Even in a Slow Economy

Discretionary dollars have dwindled for some consumers and clients are now more cautious with their spending. How you communicate with clients and whether you provide value-added service often determines a “yes” or “no” response to treatment recommendations. In this seminar, you will learn action steps so that you can increase the number of pet owners who say “yes” to your service recommendations.

Communicating the Value of Your Services

You will leave this presentation with a better understanding of how clients decide whether to purchase your services and know how to communicate more effectively about the value of your services which will increase compliance rates at your practice. Attendees will take away tips on how to communicate with emotional clients and discuss fees with clients.

Effective Marketing Starts with a Solid Plan

Half the battle when it comes to marketing your practice is developing an action plan and then following through with execution of marketing initiatives. After this presentation you will know how to draft the most important components of a marketing plan and how to coach your team to achieve marketing objectives.

Use Key Performance Indicators to Establish Marketing Goals

Effective marketing starts with strategic planning and evaluation of practice data. During this session, attendees will learn which key performance indicators to track to determine the financial health of the practice. Once you analyze and understand your practice’s key performance indicators, you can establish specific marketing goals to improve hospital performance. Seminar participants will learn how to identify which marketing choices make the most sense for their practice based on the assessment of key performance indicators.

How to Make the Right Marketing Choices

Does effectively marketing your practice seem like a daunting challenge and you’re not sure where to spend your time and money? This seminar will help you determine which marketing initiatives are most cost-effective for your practice. Participants will learn how to calculate a Return on Investment (ROI), how to formulate targeted marketing objectives and how to measure the success of marketing efforts.

Marketing Initiatives to Grow Your Practice (Part 1)

Once you have set marketing goals, you must put into place action steps to reach your goals. One way to increase revenues and grow your practice is by attracting new clients. In this first session, attendees will learn which marketing initiatives work best to attract new clients. Participants will leave knowing how to differentiate their practice and stay competitive in today’s marketplace.

Marketing Initiatives to Grow Your Practice (Part 2)

In this second presentation, attendees will learn which specific marketing initiatives work best to increase service utilization by your existing clients. The entire healthcare team must execute specific marketing tactics to be successful! You will learn how to work as a team to provide more services, improve compliance, better communicate the value of your services, and enhance client service.

Achieve Practice Success with Effective Marketing (Part 1 and 2)

Some marketing plans never get off the ground or fail because leadership teams struggle with deciding which marketing expenditures make the most sense, how to devote appropriate resources to marketing and how to maintain momentum all year long. This program provides you the necessary tools to implement and execute an effective external and internal marketing plan. You will learn an organized, strategic approach to marketing and how to develop marketing initiatives to increase service utilization and attract new clients.

Enhance Your Hospital Image

In today's competitive marketplace, clients have many options and may choose a practice based on the hospital image you project and the environment you create regardless of the medical care you provide. In this seminar you will learn practical tips and ideas so you can make your veterinary practice more appealing to clients.

Achieve Practice Success with Effective External Marketing

What you don't know can hurt you and it is easy to make marketing mistakes and spend money on the wrong activities. This presentation will help you decide which external marketing tools are right for your practice to maximize your efforts to attract clients.

Achieve Practice Success with Effective Internal Marketing

Are you frustrated with stagnant revenues? Do you have poor client compliance? This seminar will show you how to increase service utilization from your existing client base. You will learn how to develop hospital programs and establish specific marketing objectives to grow your business.

Successfully Market Your Services to Feline Owners

Market research in the last few years has shown that cats are not receiving optimal levels of preventive healthcare or the same level of care as dogs. Now is the time for your team to be patient advocates for cats and improve service utilization by feline owners. In this seminar you will learn how to develop effective marketing initiatives to target cat owners. Focus will be on how to utilize both external and internal marketing tools to make cat owners feel welcome and improve service utilization.

Programs that Assist in Human-Animal Bond Efforts

Programs that focus on the human-animal bond help drive the success of practices today. In this session you will learn how to successfully develop and implement programs that enhance the human-animal bond and increase profitability. The importance of wellness programs that include senior care, puppy/kitten programs, nutritional counseling and dental care protocols will be discussed.

Common Missed Opportunities for Service Revenue

With the loss of income related to the recession, 3-year vaccine protocols, internet pharmacies and OTC medications, many practices are concerned about declining revenues. In this interactive seminar, you will take away strategies for your practice to help grow revenues. We will look at common medical services that you may not be charging for or are not recommending to your clients.

To Refer or Not to Refer: Important Considerations

With the increase in specialists and specialty practices, many clients now have access to the highest level of care available. Yet some general practitioners are reluctant to refer cases. In this interactive seminar, we will review real-world cases that offer insight about why some practitioners are reluctant to refer and what to consider when deciding whether to refer cases.

Improve Patient Care and Increase Revenues by Working with Specialists

Do you sometimes feel like your practice sends too many patients to specialists that you could treat? Do you worry that you lose income to specialists? In this presentation you will learn how to improve patient advocacy in your practice and actually increase your revenues by developing effective relationships with specialists.

Client Service and Client Education

What's Your Team's Client Service IQ?

Does your team really know what clients want and do they understand what exceptional client service looks like? Attendees of this seminar will leave knowing how to assess their teams client service IQ and specific action steps to take to make sure everyone understands their role in creating a memorable experience for pet owners.

Developing a Dynamic Client Relations Team

Come find out how to effectively recruit and train a front office team that will enthusiastically strive to exceed clients' expectations. You will walk away with practical information and feel inspired to develop the core competencies of your team which will ensure an exceptional client service experience for pet owners.

5 Highly Effective Skills for Front-Office Teams to Enhance Client Service

Client service representatives (CSRs) have one of the toughest jobs and often get short-changed in their training. In this session you will gain practical tips and learn specific skills to improve client engagement and communication which will in turn enhance client retention.

Client Communication Skills Every Team Member Needs to Know

When clients understand the value of your services and feel the team's compassion, they become loyal clients and will spend more for pet care. Developing a team that is highly skilled at client communication is not easy but can be done. Attendees will leave knowing core communication skills that doctors and staff alike can use immediately to build stronger relationships with clients.

Establishing Client Service Standards

Is the execution of consistent, exceptional client service a challenge for your healthcare team? Do you struggle knowing how to improve your client service? In this seminar, you will learn how to develop and implement client service standards which will enhance the client service experience and improve client retention.

Creating an Exceptional Client Service Experience for Pet Owners

Do you and all your employees truly understand what pet owners want from a veterinary practice? Are you frustrated trying to satisfy demanding clients? Attendees of this interactive seminar will gain a better understanding of client service from the client's perspective and leave knowing how to make clients raving fans of your service.

Rise Above Mediocrity with Your Client Service

It is no longer enough to just satisfy clients-you need to surprise them and exceed their expectations in today's competitive marketplace. In this session you will be able to determine how effective your team is at engaging clients and enhancing client loyalty. You will learn practical solutions to help you take your service to a higher level resulting in greater financial benefits to the practice.

New Ways to Differentiate Your Practice with Client Service

Like it or not, the level of client service you provide impacts client compliance and client loyalty. This seminar focuses on trends in client service and what you need to do to make sure your practice's client service rises above mediocrity.

Leverage your Team to Provide Outstanding Client Service

Today's pet owners are typically very bonded to their pets and are seeking value-added service. This seminar teaches your team how to provide exceptional client service so that clients have a positive experience every time they visit your practice. You will gain insight on the client's perspective and leave knowing how to empower your employees to exceed their expectations.

How to Deal with Difficult Clients

One of the most stressful aspects of veterinary practice can be the constant challenge of keeping clients happy. You will leave this session with a greater understanding of clients' emotions and the underlying motivations for their actions. You will learn how to effectively communicate with clients and improve client compliance.

Talking to Clients about Treatment Plans and Fees

Most employees and even doctors are intimidated if clients complain about fees or question the need for services on treatment plans. This presentation will give you practical information so you can more effectively communicate with clients about treatment plan services and fees. You will learn tips to help you communicate better with angry or emotional clients.

Veterinary Practice Roles in Assisting Clients with Grief and Pet Loss

Assisting clients with grief and pet loss is an extremely valuable service. We will look at the need to better understand clients' emotional attachment to their pets and the importance of support from the veterinary team. A review of several studies will be presented that looked at client satisfaction associated with euthanasia procedures and emotional support from the veterinarian.

Bonding Clients Through-out the Referral Process

Referral to veterinary specialists is increasingly common and desired by clients. This seminar will reveal how improving the relationship between practitioners and specialists can actually strengthen the bond between veterinary practices and clients. Focus will be on a team-based approach to bonding clients throughout the referral process.

Specialty and Emergency Hospital Practice Management

Enhancing Communication and Collaboration Between Specialists and Referring Veterinarians

With the increase in availability of veterinary specialists and client interest in referrals, the working relationship between specialists and general practitioners has gained greater importance. This interactive seminar is full of real-world examples of common areas of conflict between specialists and general practitioners. You will leave with strategies and solutions to improve the working relationship between specialists and referring veterinarians.

Key Marketing Questions for Specialists in Private Practice

Increasingly, specialists are concerned about how to effectively market their practices and build client awareness for specialty care. In this session you will learn how to make the right marketing choices so you can implement an effective marketing plan.

Creating an Exceptional Client Service Experience for Pet Owners

Are you frustrated trying to satisfy the demands of clients? Creating an exceptional service experience can be particularly challenging for referral hospitals teams that often interact with emotional pet owners. Attendees of this interactive seminar will gain a better understanding of client service from the client's perspective and leave knowing how to make clients raving fans of your service.

Implement Internal Communication Protocols and Management Systems That Work

Whether it's among co-workers, between owners and managers or interdepartmental in multi-disciplinary specialty referral hospitals, effective communication is critical to achieve productivity and harmony in the workplace. In this seminar you will learn how to establish effective middle management for the practice, how to improve communication between departments and how to divide job responsibilities and roles for team members.

Workshops: ½ day or full day programs

Achieve Practice Success with Effective Marketing

This workshop provides practices the tools necessary to implement an effective external and internal marketing plan. Attendees will learn how to increase hospital revenues by providing exceptional client service and by developing an organized approach to increasing service utilization.

Enhance Team Performance: Creating a Culture of Accountability and Problem-solving

Today, more than ever veterinary practices' business success is tied to the collective performance of the healthcare team. Given the complex, sophisticated nature of veterinary service delivery, developing a team of top-notch professionals is no easy task. Learn how to eliminate inconsistent job performance and how to make accountability part of your practice culture. Come prepared to discuss your most challenging employee interactions. We will focus on effective communication techniques and how to manage by core values in this interactive session.

Do you have days where it seems like every time you turn around an employee tells you about an issue or problem that needs to be resolved? As a result, your to-do list becomes longer and longer. As if the demands of the job aren't hard enough, now you have more problems to solve and job tasks to complete. Sound familiar? If so, then you may be taking on responsibility to handle problems that could be resolved by your team. Wouldn't it be less stressful and a more enjoyable, productive work environment if the entire healthcare team was motivated and empowered to take action to handle the vast majority of issues that arise on a daily basis? If you responded "yes", then come learn how to coach your staff to problem-solve.

Critical Factors for Practice Success: Effective Leadership, Communication and Team Development

Many veterinary practice owners, managers and supervisors assume leadership positions with little or no formal training and may unwittingly contribute to practice management problems. This workshop will help you identify your leadership style so you can evaluate if it is helping or hindering your success. We will learn the critical roles of a leader you must fulfill and you will leave with information to hone your leadership skills. With effective leadership you can enhance communication in the practice, facilitate teamwork, develop your employees so they are more engaged and productive and thus maximize your business success.

Building Practice Success with Effective Employee Development

This workshop includes sessions on how to recruit the best employees, how to motivate and retain employees, how to establish a culture of accountability, and how to enhance empowerment of the healthcare team.

Marketing Workshops

More-in-depth marketing workshops can be customized for attendees that want to become knowledgeable about marketing including knowing about how to write and implement a marketing plan.