Reality Bites:
Bite-Sized Tips for Real Success



drkellycooper@realityvet.com | www.realityvet.com | +1 405-888-2165

Communicating Change: How to Prepare for and Successfully Manage Change

In the ever-changing world of veterinary medicine and running a practice, embracing change is crucial for growth and success. As a practice owner, your ability to effectively communicate and implement change can make the difference between a stagnant clinic and a thriving practice.

Engaging your team in thoughtful conversations about change ensures smoother transitions and fosters a culture of continuous improvement, enhances team buy-in, and ultimately leads to better patient care and client satisfaction. By mastering the art of change communication, you set the stage for a more adaptable, efficient, and harmonious veterinary practice.

Steps for Success:

1. **Preparation:**
   - Clearly define the proposed change and its benefits.
   - Gather relevant data to support your proposal.
   - Anticipate potential concerns or resistance.
   - Choose an appropriate time and setting for the conversation.
   - Engage your key opinion leaders for input, feedback, and support
2. **Having the Conversation:**
   - Start with a positive tone, acknowledging the team's current efforts.
   - Present the proposed change concisely and enthusiastically.
   - Explain the reasoning behind the change.
   - Highlight how it aligns with practice goals and values.
   - Share specific benefits for the team, patients, and clients.
   - Use visual aids if applicable (charts, diagrams, etc.).
   - Encourage questions and active participation.
   - Listen actively to concerns and respond honestly and empathetically.
   - Be open to suggestions for implementation or modifications.
3. **Addressing Resistance:**
   - Acknowledge that change can be challenging.
   - Validate team members' feelings and concerns.
   - Offer support and resources to ease the transition.
   - Emphasize the collective effort required for success.

4. **Next Steps:**
    - Summarize key points and decisions made.
    - Outline a clear action plan with timelines.
    - Assign roles and responsibilities for implementation.
    - Schedule follow-up meetings to track progress and address ongoing concerns.
5. **Post-Conversation:**
    - Send a follow-up email summarizing the discussion and next steps.
    - Be available for one-on-one conversations with team members.
    - Regularly communicate updates and celebrate small wins during implementation.
6. **Remember:**
    - Lead by example in embracing the change,
    - Maintain open lines of communication throughout the process.
    - Be patient and flexible, adjusting the plan if needed based on team feedback.

Worksheet: Use this worksheet for planning your change and communication.

- What is the change?

_____

_____

_____

- What is the primary reason behind the change?

_____

_____

_____

- How does this change align with your practice's goals and values?

_____

_____

- What benefits will this change bring to the practice, team, patients, and/or clients?

_____

_____

- What is the action plan and timeline for implementing this change?

_____

_____

_____

- Who are the key opinion leaders you need to bring in early?

  _____

  _____

- What potential concerns or resistance might your team have?

  _____

  _____

- How will you address these concerns?

  _____

  _____

- When and where is the best time and setting for this conversation?

  _____

  _____

- What key points will be used to present the change concisely and enthusiastically?

  _____

  _____

- What visual aids will you use, if any?

  _____

  _____

- What support or resources can you offer to ease the transition?

  _____

  _____

- When will you schedule follow-up meetings to track progress?

  _____

  _____

- How will you continue to communicate updates and celebrate progress?

  _____

  _____

- How can you demonstrate your own commitment to embracing this change?

  _____

  _____

Could you use some direction and support for bringing a change to life in your hospital? Reality Vet Coaching & Consulting is here to help. Scan the QR code for more information or email me at drkellycooper@realityvet.com.

Reality Bites:

Bite-Sized Tips for Real Success



drkellycooper@realityvet.com | www.realityvet.com | +1 405-888-2165