

1 DEFINING THE VISION

What do you want your practice to look and feel like, now and in the future?

In this module, we will work through the tools needed to support you in your first phase of setting up. This covers your vision, a SWOT analysis and demographic research.

Allowing yourself to envisage your dream practice and write it down will help you achieve your goals. Who are your clients and what can you offer them; what is your unique selling point (USP)? What data is available to support you in getting the right clients and what else do you need to support your business plan idea? Who do you need to connect with?

Additional resources: SWOT Analysis / Vision Orbit / 90 Day Plan

2 TURNING THE DREAM INTO A PLAN

Creating your business plan. We'll look at finance, pricing, costs and profit.

After vision, building a business plan is the first step in transforming your idea into something as tangible as a business. As you write, your thoughts begin to solidify into strategy, and a path forward starts to emerge.

You will need a business plan if you intend to acquire finance, and even if you have the capital; a business plan will still be required to identify your breakeven point and assess the viability of your business proposals. Your plan will complement your vision and help you build a wider reaching vision orbit, which sees you look further into what you hope to achieve and how you want to live and work.

Additional resources: Business Plan / Budget / 3 year Vision Orbit / Pricing Templates

3 PLANNING YOUR CLIENT JOURNEY

Attracting and retaining the right clients.

In this module we will map your ideal client journey. We will look at what type of clients you want to attract to your practice and how best to keep them..

Exploring the various touch points, you will tailor your client communications, identify your clients pain points and select systems and processes to support your team to deliver a consistent, exceptional, client experience.

Additional resources you will receive: Client Avatar / Client Journey Map

START UP ACADEMY

A new generation of independent veterinary entrepreneurs are planning great things for their future. Are you ready to plan yours?

KNOWLEDGE

Our curriculum provides the content, resources, templates and learning material, essential to turning your dream into a reality.

COACHING

Our experts and personal one to one coaching will support your individual requirements.

FLEXIBILITY

Our Academy can support even the most demanding schedule; all learning and coaching can be undertaken at your pace.



4 MASTERING MARKETING

A marketing plan that reflects the core of your values

During this module we will determine the WHY & HOW in marketing your practice. What connections do you need to make pre and post opening? What tools do you need to make this happen?

Additional resources: 12 month marketing plan template

5 RECRUITING THE RIGHT TEAM

Who's on your team? Roles, soft and hard skills, recruiting, and contracts.

Having the right team can make or break a practice. You need (and should want) a team that is on board with your goals and is not afraid to contribute openly. A team that is in flow and having fun.

In this module, we will go through the interview process and identify what roles you need in your practice, as well as what will your team structure look like.

We will cover the benefits of using profiling to better identify the right skill sets and personalities as part of your recruitment process and create a team induction and communication plan for the first 12 months post opening.

Additional resources: Profile De-Brief / Interview Questions / Job Description Examples

6 OPERATIONAL SET UP & TIMELINES

Your countdown to the big day!

This is where it gets very real!

In this module we will build your time line and confirm your operational plan.

We will evaluate your previous actions and commitments and establish what further ongoing support you might need until and beyond launch.

Additional resources: 4 Business Outcomes / Project Plan

YOUR TUTOR:

Alan Robinson BVSc MRCVS
DMS

YOUR COACH:

Whilmari Swift

CPD:

Certificates will be issued on completion of all modules and homework.

ACCESSING THE MODULES:

All modules will be available through our online learning portal from the following dates:

Module 1 - 22/3

Module 2 - 30/4

Module 3 - 01/06

Module 4 - 28/6

Module 5 - 26/7

Module 6 - 23/8

TOOLS AND EQUIPMENT:

We will provide all the tools and resources you need to complete this programme.

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