



CANADIAN VETERINARY
MEDICAL ASSOCIATION
L'ASSOCIATION CANADIENNE
DES MÉDECINS VÉTÉRINAIRES

CVMA EMERGING LEADERS PROGRAM



JULY 10, 2020 | QUEBEC CITY (QUEBEC)

INVITATION TO APPLY FOR SPONSORSHIP

The CVMA's Emerging Leader's Program (ELP) curriculum was designed to support veterinary colleagues (Years 1 - 10 post-graduate) in finding their way forward as professionals and establishing themselves on a track to become fulfilled colleagues who are successful in both their personal and professional lives.

The program is offered as a combination of lecture and small group interactive exercises and is intended to engage the participants in a way that allows them to see, feel and control, their individual mindsets and belief systems that either propel them forward or hold them back.

More than teaching leadership simply for the sake of teaching leadership, the ELP incorporates a number of examples from every day private practice that illustrate how in being the best versions of ourselves as professionals, we can make better, more effective clinical care recommendations, practice more medicine and gain enhanced compliance by our clients for the benefit of their pets and livestock. A doctor's ability to solve problems, manage difficult situations and make compelling recommendations for feeding a therapeutic diet, administering a particular vaccine or dispensing a particular flea and tick preventative are advanced by what they learn from the ELP.

Three Key learning Objectives for The Emerging Leader's Program:

1. Our Mindsets and Our Paradigms control what we are capable of doing as individuals;
2. Emotional Intelligence is Key to Developing Clinical Relationships built on Trust; and
3. The WHY of Our Healthcare Team Drives the Quality of the Clinical Outcomes We Can Achieve

In addition to the ELP session, participants are also invited to CVMA's signature events including the 2020 CVMA Summit and the CVMA AGM and Awards Luncheon.

FACILITATOR

Mr. Sanford teaches Practice Management at the UGA College of Veterinary Medicine and consults with veterinarians in Georgia and across the country. He teaches specialized business education programs for veterinarians and has developed industry assessment tools including the Practice Mapping Growth Tool, Practice Performance Health Check, Strategic Marketing Assessment for Veterinary Practices, Activity Based Costing Analysis for Understanding Fees Structures and the Practice Valuation Assessment. Mr. Sanford piloted practice management rotations in 2007 at the UGA CVM and has expanded the program to University of Florida, Auburn, North Carolina State, Michigan State, UC Davis and Washington State.



WHEN

July 10, 9:30 a.m. to 6:30 p.m.

WHERE

Delta Quebec City

WHO

CVMA DVM Members

HOW TO APPLY FOR SPONSORSHIP

CVMA members who graduated within the last 10 years (2009 or later) can apply for full sponsorship to participate in the ELP (Up to two sponsored participants per province will be selected). Sponsored participants will receive the following:

- Travel to and from Quebec City, Quebec
- Two nights' accommodation at the Delta Quebec City Hotel
- Eight-hour workshop with Mr. Jeff Sanford
- Complimentary registration for the 2020 CVMA Convention (value \$745)

If you would like to apply for sponsorship, please complete the attached form and send it to Sarah Cunningham at scunningham@cvma-acmv.org by **March 25, 2020**.

TESTIMONIALS



I really enjoyed sitting in on the CMVA AGM and meeting those involved in governing our profession. What I took away from the experience was that those involved truly do have a passion for veterinary medicine, and by getting involved, they believe that we can make a difference both for the profession as well as the animals and public we serve. It was refreshing to be with such a large group of people that clearly love what they do! The ELP lectures were very participatory, and it was great to get to know peers from across the country. The focus of these talks was unlike any curriculum at vet school – but such a necessity for both practice owners and an associate veterinarian who function as a leader in their clinic every day. It was also an eye-opener about what we are doing right at the clinic, and what could be improved upon. I would not hesitate to recommend this program to other veterinarians.

DR. PAIGE WARK
2019 ELP



The ELP was a great experience even after having been out in practice for a few years. There is an overwhelming amount of information to learn throughout vet school, and a few topics commonly get overlooked and garner less attention during the process. While these topics are touched on, most of us focus our time on learning the medical knowledge needed to get through. Many veterinary programs are already incorporating communication skills into the program, which has been an invaluable asset to the development of great veterinarians. However, the business management, staff interaction and staff management aspect of things is often overlooked. The ELP was a fun interactive program which I found reminiscent of going to camp when I was younger, only there was a little more structure and it was relatable to practice. You learn strategies to manage workplace relationships and issues – skills that empower one to take lead in a clinic and are useful skills to have especially should one become involved in clinic management and life in general.

DR. ALBERT LEE
2019 ELP



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2020 Application Form

Name:		
Email:		
Mailing Address:		
Telephone:	Business	Mobile:
Practice Name:		
Description of Practice:		
Year and School of Graduation:		
Please list any volunteer roles you have had within the last five years:		
Please list your hobbies, interests:		

Essay: In 500 words or less, describe your current leadership roles and how you envision becoming a more effective leader after participating in this program (locally, provincially and nationally).