

The Practice Of Excellence: Doing the Common Things Uncommonly Well!

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The success of almost every type of service business including veterinary practices, hinges on doing the common things, uncommonly well, in a consistent and predictable fashion. Fundamentally, this means that to operate a relationally sound, medically effective, profitable practice, veterinarians must understand the criticality of having good leadership, principle-centered teammates and simple and well communicated systems for patient and client care delivery. This triangle of leadership, people and systems must rest on a foundation of an outstanding organizational culture, defined by a compelling "WHY" statement and core values, authored and owned by the employees such that their day to day work is powered by their deep belief in the value of what they are doing. When you get the culture right, it becomes a great deal easier to consistently achieve outstanding client experiences and medical outcomes for their pets.