



## Power of Ten | Practice Managers: The Concept

Power of Ten | Practice Managers (P10 | PM) is a CVMA initiative designed to drive practice success by improving strengths of the practice management professional in leadership, creation of practice culture, and business performance. The program is designed to build on existing core competencies and amplify them by the Power of Ten.

## Program History

P10 | PM leverages the successes of the Power of Ten | Veterinarians program (P10 | DVM), a leadership academy for veterinarians 1-7 years out of veterinary school. Now in its 7th year, P10 | DVM has seen tremendous positive effects in veterinary practices and in organized veterinary medicine in Colorado. Graduates of P10 | DVM have gone on to become leaders in their practices, their communities, and CVMA.

## How It Works

Ten participants will be selected from the applicant pool to participate in the Power of Ten Leadership Academy. They will join a network of peers in a series of learning experiences that commence in September and culminate in September 2019 at the annual CVMA convention. Sessions include skills labs unique to P10 | PM participants as well as joint events with P10 | DVM participants and other CVMA members.

## Key Benefits

Through P10 | PM, participants will:

- Strengthen leadership skills and broaden understanding of practice culture and emotional intelligence
- Deepen comprehension of communication styles and skills
- Develop advanced skills to understand and impact practice financial health and profitability
- Gain the competency to utilize these skills within their life, practice, and community
- Build interpersonal relationships, collaborative and lifelong interactions, and a strong network within the Colorado veterinary community

Overall, participants will gain access to 43 hours of education that are applicable toward the continuing education requirement for the Certified Veterinary Practice Manager (CVPM) program offered by the Veterinary Hospital Managers Association (VHMA). *Approved course ID 17-18.*

## How to Apply

The application period for the 2018-2019 class closes July 6, 2018. There is a link to the application contained in the email you received. All applicants will be notified of their application status by July 27, 2018.

## Full Scholarships

Participants will receive **full tuition scholarships valued at more than \$2,000**, PLUS complimentary registration to CVMA convention, where P10 graduates will be recognized.

CVMA will provide coaches and the curriculum team, food for gatherings, and will cover two nights lodging for the Initial Gathering, September 28-30.

With the exception of the Initial Gathering in September, participants are responsible for their own lodging if needed. Participants are also responsible for transportation to all learning sessions.

## Program Eligibility

P10 | PM is intended for practice management professionals who have been in veterinary management for a minimum of one year. Other candidates may be considered based on their level of interest.

Enrollment in the program is limited to 10 participants per year. If selected, participation **requires a Core-Affiliate CVMA membership.**

**Curriculum and Time Commitment**

In-person learning experiences are scheduled to minimize the impact on working hours, though the program schedule does include events on 11 work days. A link to the full description of the curriculum can be found in the email you received.

**Preliminary Schedule** *(events listed below are full-day unless otherwise noted)*

**2018-2019 Schedule** \* = Dates are tentative and subject to change

- **Fri. September 28 – Sun. September 30**  
Initial Gathering Retreat
- **Fri. November 2 – Sat. November 3**  
Big Ideas Forum- Fall | Behavioral Finance
- **Thurs. January 17, 2019 \***  
Skills Lab | Finding Your Why - Purpose Driven Leadership
- **Thurs. February 21**  
Skills Lab | The Art of Advocacy
- **TBD- Friday-Saturday, late March/early April**  
BIG Ideas Forum - Spring | TBD
- **Thurs. April 18**  
Skills Lab | Media and Crisis Communication
- **Thurs. May 16 \***  
Skills Lab | Financial Leadership
- **Thurs. June 20**  
Skills Lab | Advanced Communication Approaches to Crucial Conversations, Compassion Fatigue, and Self-care
- **Sun. July 21**  
Potluck with Power of Ten | DVM participants and alumni  
*Families invited; Afternoon event*
- **Thurs. August 15 \***  
Skills Lab | Reality Roundtable: A No-holds-barred Discussion
- **Thurs. September 12 – Sun. September 15**  
CVMA Convention 2019 | Graduate Celebration

**Talking with your employer**

Because participating in P10 | PM requires an investment of your time during several work days, it is imperative that you speak with your practice owner and obtain his or her support. To aid in this conversation, you will find a letter on page 3 from CVMA CEO-designate, Diane Matt.

**Questions about P10 | PM?**

Contact Ashley Larson at 303.318.0447 or AshleyLarson@colovma.org.

**Attendance**

Attendance at **all** events is expected and very important for your educational experience throughout the program. Every effort should be made to attend all events.

**Attendance is required without exception at the Initial Gathering held Sept. 28-30.**

While families may be included at some events, families are not included at the Initial Gathering event and you will be committed all day for the three days of this event.

Please note that with the exception of the September Initial Gathering, you will be responsible for your own hotel accommodations if needed to attend other events.



## The Power of Ten Facilitators

Three practice managers recognized for their leadership, communication, and business skills serve as the P10 | PM curriculum coaches. They'll be assisted by a team of subject matter experts, veterinary mentors, and certified facilitators in helping Power of Ten participants grow through in-depth, high-impact learning experiences.

### Josh Vaisman

In addition to co-founding Flourish Veterinary Consulting, Josh has over 20 years' experience in the veterinary industry in all aspects of or practice, from technician to hospital administrator to non-DVM practice ownership. Through his work at Flourish, Josh provides leadership, culture development, and well-being consulting and coaching to veterinary professionals and organizations. Certified in the Foundations of Positive Psychology, Culture-Driven Team Building, and Developing Effective Teams, Josh is currently pursuing his masters degree in Applied Positive Psychology and Coaching Psychology.

### Ashley Barton, CVT

Originally from New Mexico, Ashley moved to Colorado to pursue a degree in Veterinary Technology from Bel-Rea. After working as a CVT for 3 years, Ashley realized her true passion was leadership and quickly transitioned into a position of Practice Management. She has spent the last 5 years working with her medical director to build up a practice that had been close to shutting its doors. While she now spends most of her time as a practice manager, Ashley still performs daily CVT duties. Juggling these two roles can be stressful and intimidating, but she has worked hard to create the work/life balance all veterinary professionals strive for.

### Kaitlin Lindsey

Kaitlin Lindsey manages Clear Creek Animal Hospital in Wheat Ridge. She is a member of the VHMA (Veterinary Hospital Managers Association), the CVHM (Colorado Veterinary Hospital Managers) and the Arvada and Wheat Ridge Young Professionals groups. Kaitlin is the winner of the 2012 Arvada Young Professionals Leadership Award and holds a certificate from Colorado State University and the American Animal Hospital Association in Practice Management.

### Questions about P10 | PM?

Contact Ashley Larson at 303.318.0447 or [AshleyLarson@colovma.org](mailto:AshleyLarson@colovma.org).

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Dear Practice Owner:

CVMA is excited to be launching the Power of Ten | Practice Managers Leadership Academy (P10 | PM). This one-of-a-kind initiative exists to drive practice success by improving strengths of the practice management professional in leadership, creation of practice culture, and business performance. The program is designed to build on existing core competencies and amplify them by the Power of Ten.

Participants will be selected from a competitive applicant pool of veterinary practice managers. Beginning with the kickoff retreat in January and culminating with a graduation ceremony at the CVMA convention in September, these exceptional professionals will participate in a series of learning experiences designed to elevate their skills.

As the owner of your practice, you recognize an investment in your practice manager is an investment in your business. As their abilities develop throughout the coming year, your practice will reap the benefits. For the past five years, CVMA has led a Power of Ten program for recent veterinary graduates (P10 | DVM) and the positive impacts have been felt throughout the industry. Imagine the impacts your manager can have on your practice with this investment in their professional development.

This incredible impact is only possible with your support. Participation in P10 | PM requires a significant time commitment on the part of the participant, and flexibility on the part of the practice. We are certain the investment in your manager will yield valuable, long term benefits to your practice and community. In fact, CVMA will partner with you in this investment. Between the generous support of our program sponsors and CVMA's own contribution, selected participants will attend all academy seminars, labs, and workshops **at no cost to you or your practice!**

We invite you to learn more about the Power of Ten programs by visiting our website, **[colovma.org/power-of-ten](http://colovma.org/power-of-ten)**. There you will find more detailed information about both programs, view the curriculum for the upcoming year, and hear from alumni of P10 | DVM about the impact the program has had on them.

Thank you in advance for your support in developing the next generation of leaders within Colorado's progressive veterinary community.

Sincerely,

A handwritten signature in black ink that reads 'Diane Matt'.

Diane Matt  
CEO-designate