

HOW TO KEEP YOUR VETERINARY TEAM **FULLY ENGAGED**



WHY EMPLOYEE ENGAGEMENT MATTERS

Employee engagement is one of the biggest drivers to the success of your hospital that is within our level of influence. Learning ways to better engage your employees will lead to a stronger culture, more committed staff, and change that is driven by the team.



Engaged employees perform at a higher level.

There is a direct correlation between how engaged your employees are and how fast your business grows, how we retain clients, and the level of service we provide. Yet research shows up to 70% of employees are not fully engaged. Therefore, it matters that we learn how to move this dial in order to impact our hospital and the care we give.



Engaged employees stay with the practice.

People show up because of what they contribute to the organization, not because of what the organization contributes to them. They show up because their role matters, they feel they have high impact on the hospital, and it feels great to know they contributed to the success of the team.



Disengaged employees find changes more difficult.

When we need to make a change within our hospital, engaged employees are more likely to accept, promote, and execute that change faster and with better results than employees who are not fully engaged.



Engaged employees help us reach our business goals and raise the bar for others.

Who we hire plays a role in the success of building an engaged team. But, hiring the right person only guarantees they are engaged on day one. How we lead, manage, coach, and interact with our employees determines if they are engaged on day 30, 60 or 90.



Engaged employees are happier.

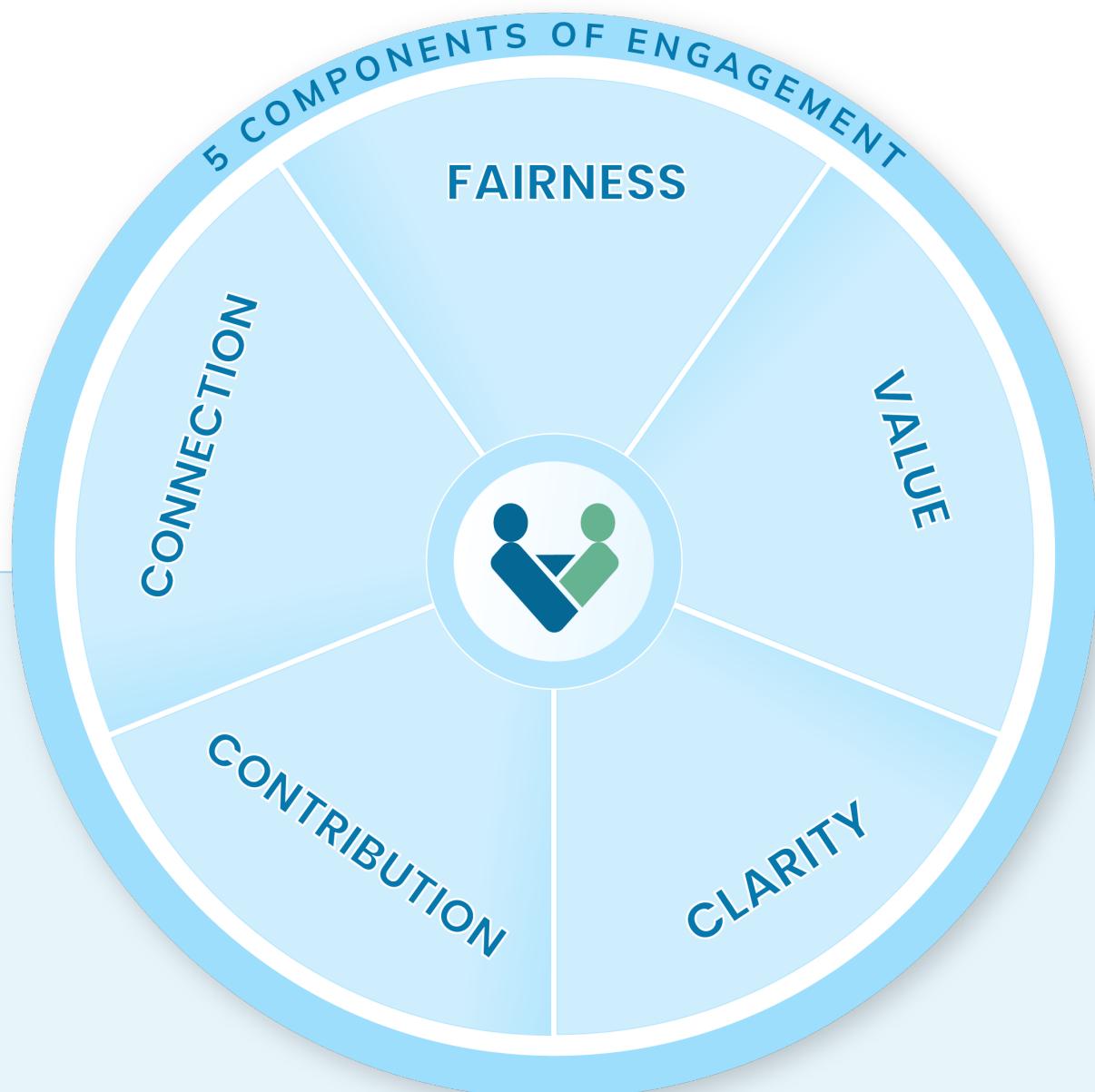
Happy employees show up to make a difference for the clients, the pets, and the future of the practice, giving outstanding patient care and amazing client service. And we now get to focus less on what's broken, wrong, or needs urgent attention and more on what's possible.

THE 5 COMPONENTS OF ENGAGEMENT

Fully Engaged employees show up at their best.

They are ready to contribute to the practice and deliver beyond expectations. Taking time to build employee engagement will yield a more productive, flexible team and increased profitability for your practice.

To create a highly engaged practice team, you must focus on the five key components needed for engagement: Fairness, Value, Clarity, Contribution, and Connection.



THE 5 COMPONENTS OF ENGAGEMENT

FAIRNESS

Leaders of the practice should ensure that everyone has the same opportunity to succeed, grow and develop, and receive great coaching.

- **If employees don't think the practice and management are fair they can disengage.** Employees can't help but notice the level of fairness. Recognizing what they perceive as fair is hard-wired into their brains.
- **Fairness can't be argued** because it is based on perception. Telling an employee something is fair doesn't make it so; employees must see for themselves.
- **Fairness is not conveyed through intentions.** Managers may mean well, but the employees ultimately decide what is or isn't fair.

VALUE

Employees must feel valued by the place where they work and also feel that they add value to the practice.



Value is Critical

People need to know that the contributions they make are valuable. When they do, engagement gets stronger. On the other hand, when people don't feel valued they simply will not engage because they don't see anything to move toward.



It's Not All About the Money

More than money, employees will feel valued based on how they are treated. If they feel like their input matters, that managers want and listen to their input, they will feel like an important part of the practice. Yes, money is part of the equation, but never all of it.



Your Behavior Makes a Big Difference





If a leader demonstrates through actions that employees are a valued part of the organization, employees will become willing to share more, offer insight, and be more engaged.

THE 5 COMPONENTS OF ENGAGEMENT

CLARITY




To be engaged, employees need to know what is expected of them.

To have clarity, your employees should be able to answer these questions:

-  Can I describe what great looks like here?
-  Do I know how I can improve?
-  What is my path?
-  What should the future look like?

CONTRIBUTION

Employees need opportunities to continuously develop their skills and increase their contributions to meaningful work and the future of the practice. Internally, they will ask themselves:

-  Am I listened to?
-  Do I get to help solve problems?
-  Am I developing so I can grow to contribute more?

CONNECTION

Engagement increases when employees have strong connections to their team, their work, and the practice. This means they can answer "yes" to the question:

Do I like the people I work with and care about what this workplace stands for?

-  This gives employees a direction, something to move toward, and a future they can visualize and feel connected to.

CREATE OR CRUSH ENGAGEMENT

Ways to **Crush** Engagement

- » Hoarding information
- » Refusing to trust
- » Focusing on blame
- » Not listening to the team
- » Unbalanced feedback
- » Having all the answers
- » Lowering expectations
- » Micromanaging

Ways to **Cause** Engagement

- » Create a vision for your practice
- » Organize collaborative meetings
- » Coach effectively
- » Focus on learning & development
- » Ask more, tell less
- » Act fast when employees opt out
- » Hire people with a history of engagement
- » Build an amazing onboarding experience

FIND MORE SUPPORT FOR YOUR VETERINARY PRACTICE

vetlead.com

