



# DR. DAVE NICOL PRESENTATIONS 2021

# WHO IS DR. DAVE?

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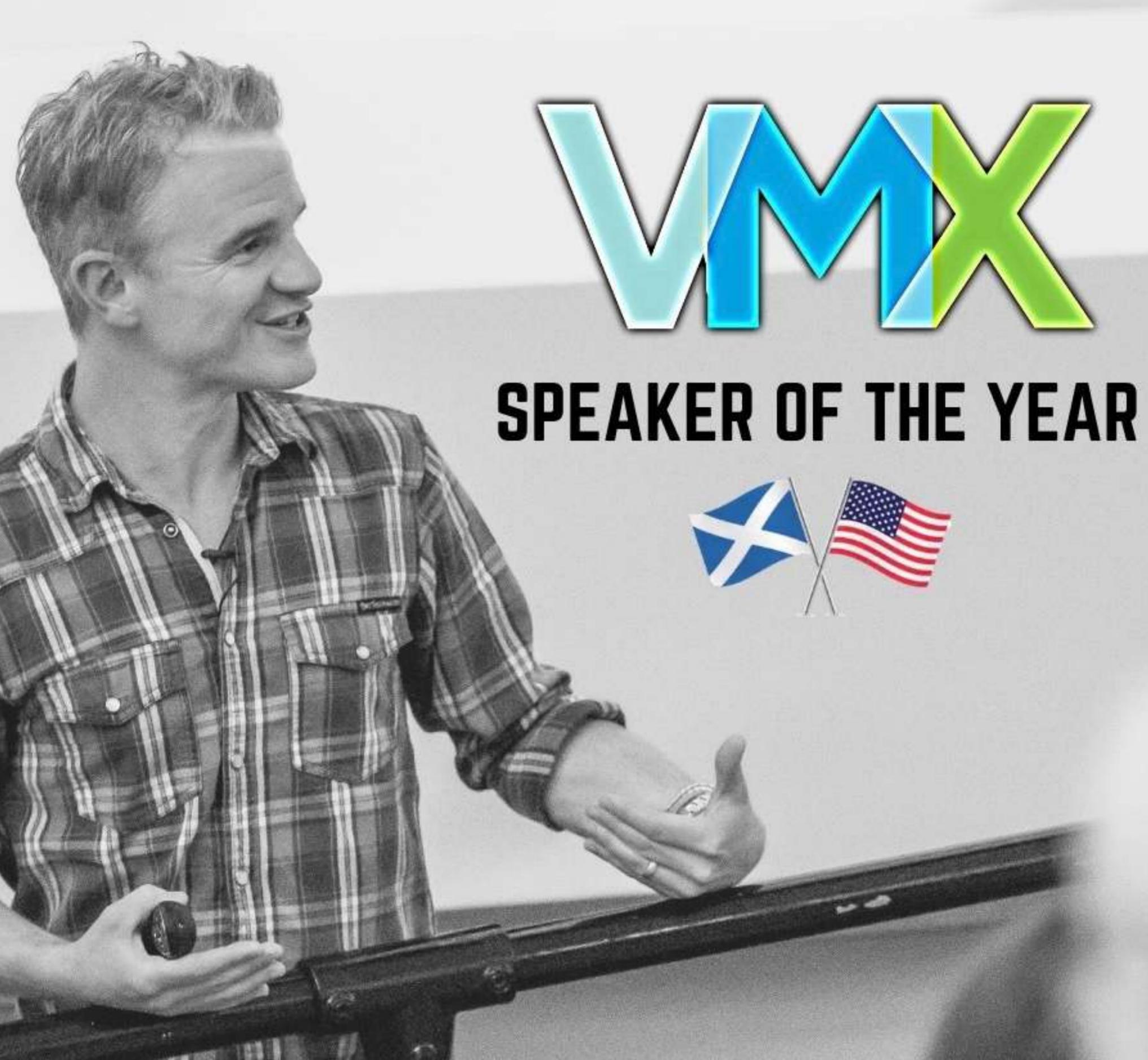
Dr Dave Nicol is a veterinarian with more than 20 years of experience in general practice and has held several leadership roles. He has written three books, most recently the best-selling, *So You're A Vet... Now What?* – a manifesto on how to survive as a veterinarian after graduation.

Dr Dave hosts the *Blunt Dissection* podcast, founded VetX International & has for the last decade, been a regular speaker at conferences all over the world to speak about his favourite topic of leadership.

In 2019 he was voted VMX Practice Manager Speaker of the Year.



*"I believe the humans of veterinary medicine can be **successful and happy**. So, I help people & practices bring their **dreams to life**."*

A black and white photograph of a man with short, light-colored hair, wearing a plaid shirt, speaking at a podium. He is looking to his right and gesturing with his hands. The background is a plain, light-colored wall.

# VMX

## SPEAKER OF THE YEAR



## WHY BOOK DAVE?

- Presentations focused on leadership, building high performing teams, strategy and how to thrive.
- Range of content such as keynotes, workshops, webinars, individual sessions and more!
- He engages his audience with energy, comedy and powerful storytelling.
- 2019 Winner of the VMX Speaker of the Year (and the first Scotsman to win this award!)

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# **BUSINESS IS BOOMING, BUT PEOPLE ARE BREAKING**

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BY DR DAVE NICOL  
VETX INTERNATIONAL

# Business Is Booming But People Are Breaking

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**Session Description:** Your business is probably booming, but let me guess, your people are on the verge of breaking? In this session, we'll reveal the fundamentals behind the brewing crisis in vet med and explore the options available to leaders in order to take back control and run a profitable and sustainable business in the post covid world. Let's learn how to do medicine where people and pets can thrive!

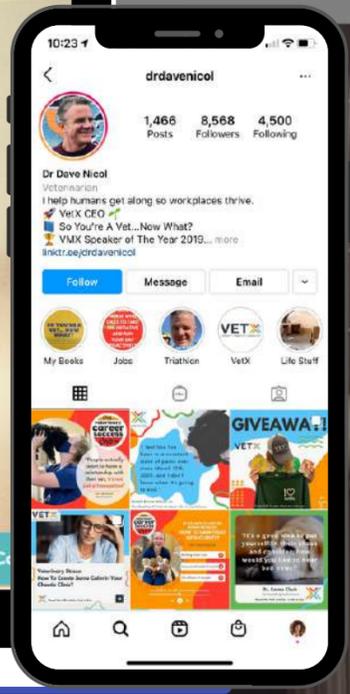
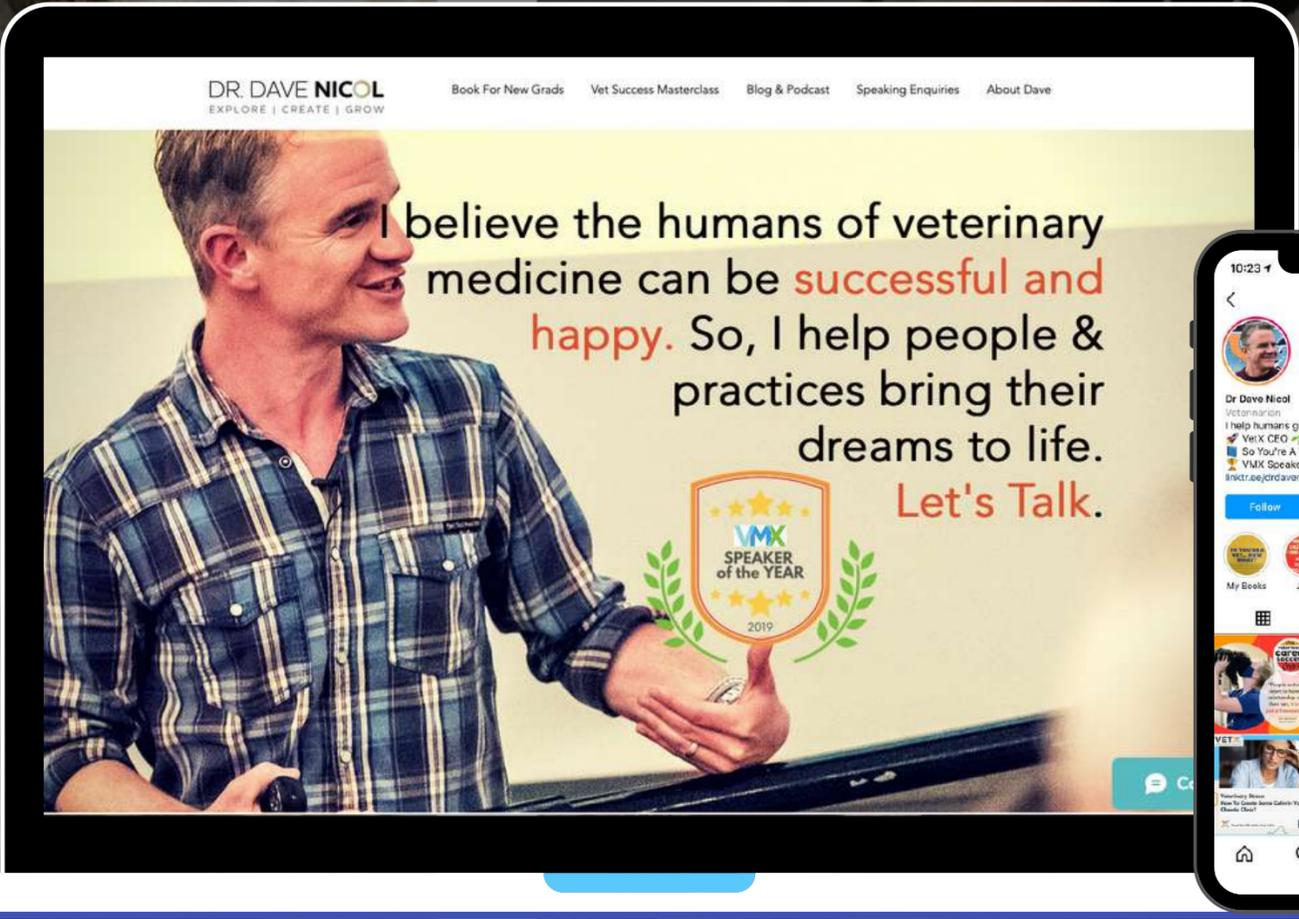
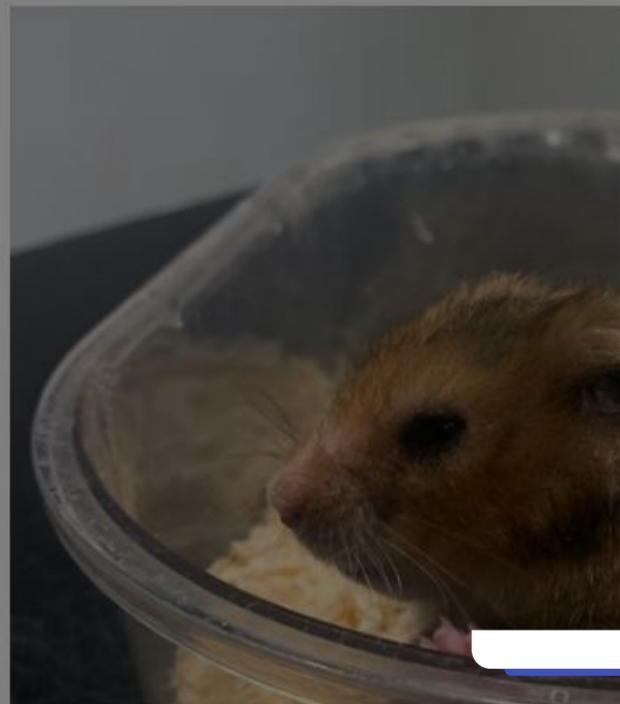
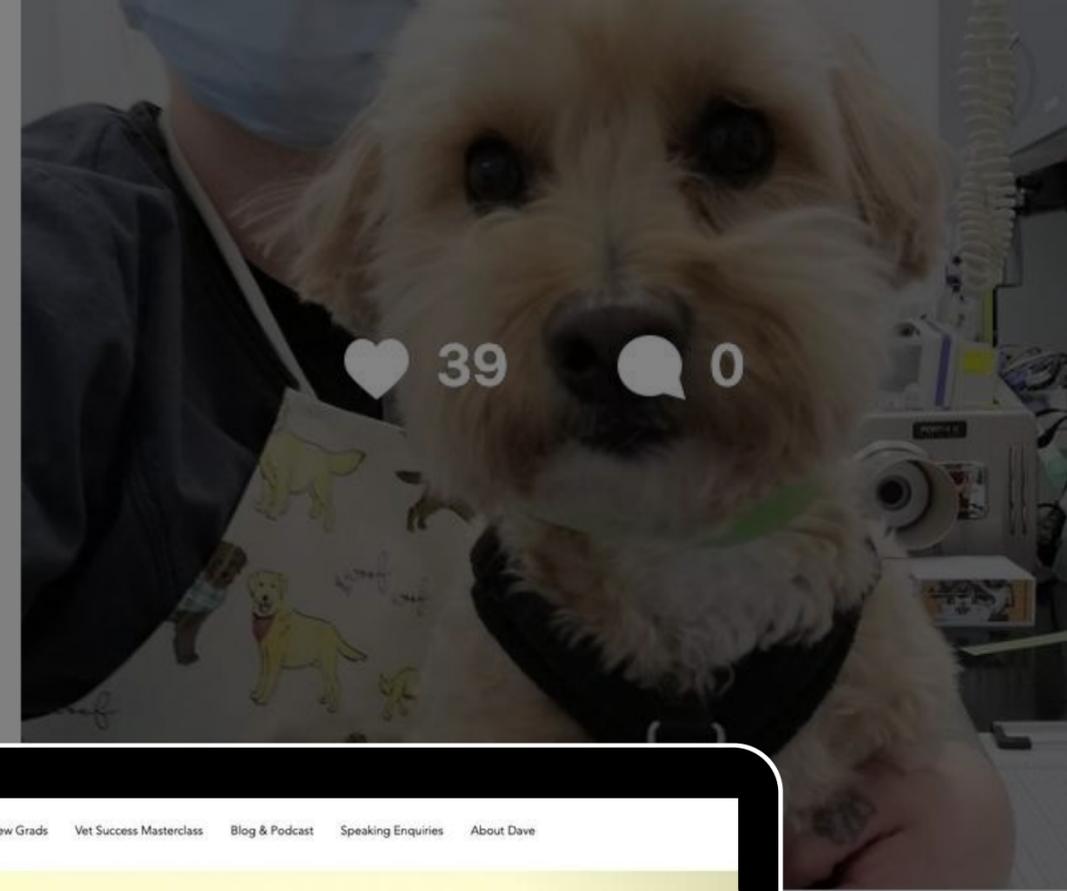
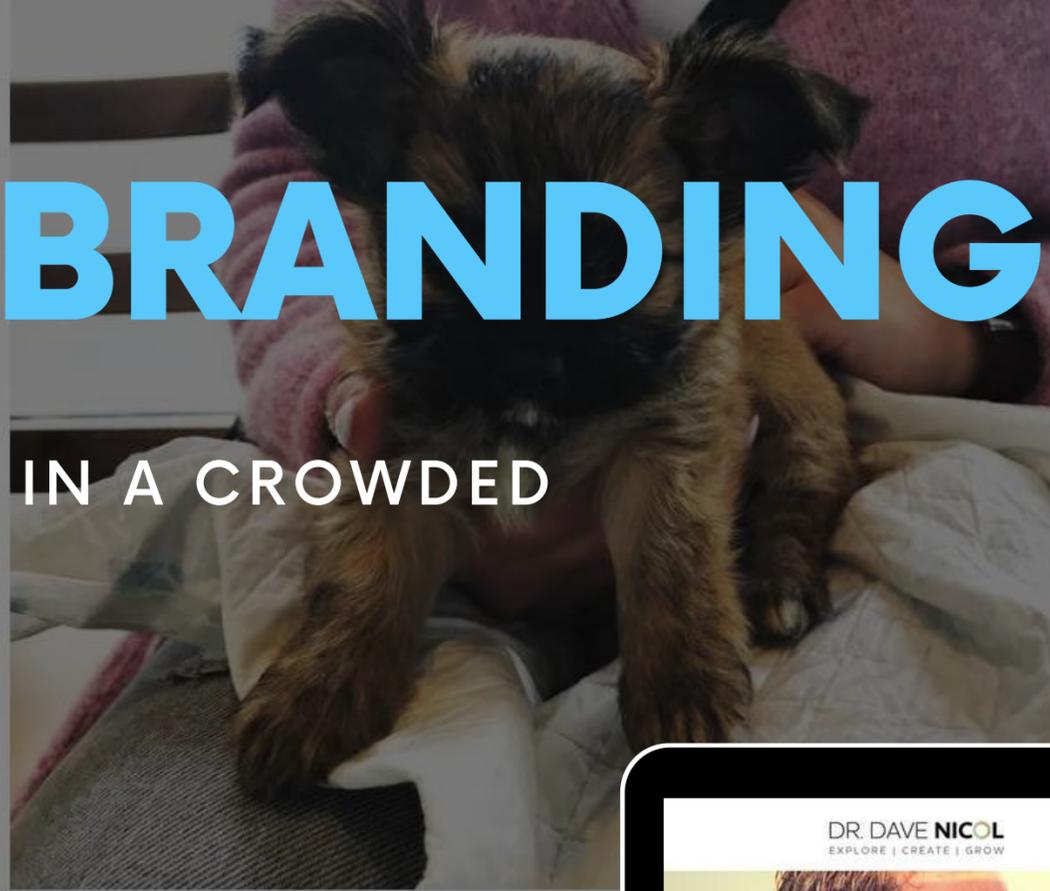
**Session Length:** 50 minutes

**Intended Audience:** Practice Owners & Managers - All Leaders

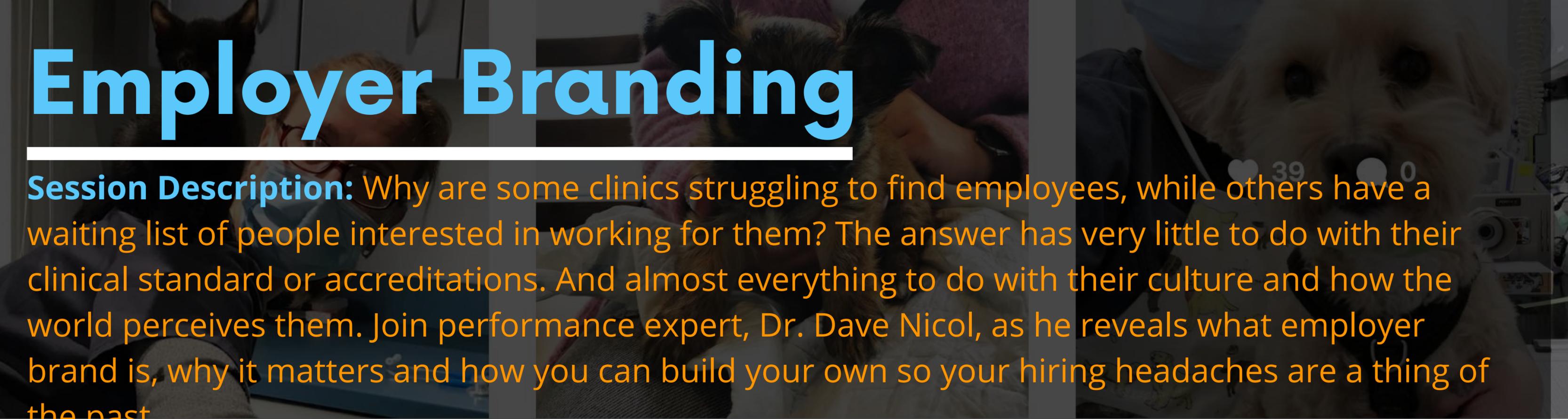
**Session Type:** Keynote/Lecture

# EMPLOYER BRANDING

THE ONLY WAY TO STAND OUT IN A CROWDED EMPLOYMENT MARKET PLACE



# Employer Branding

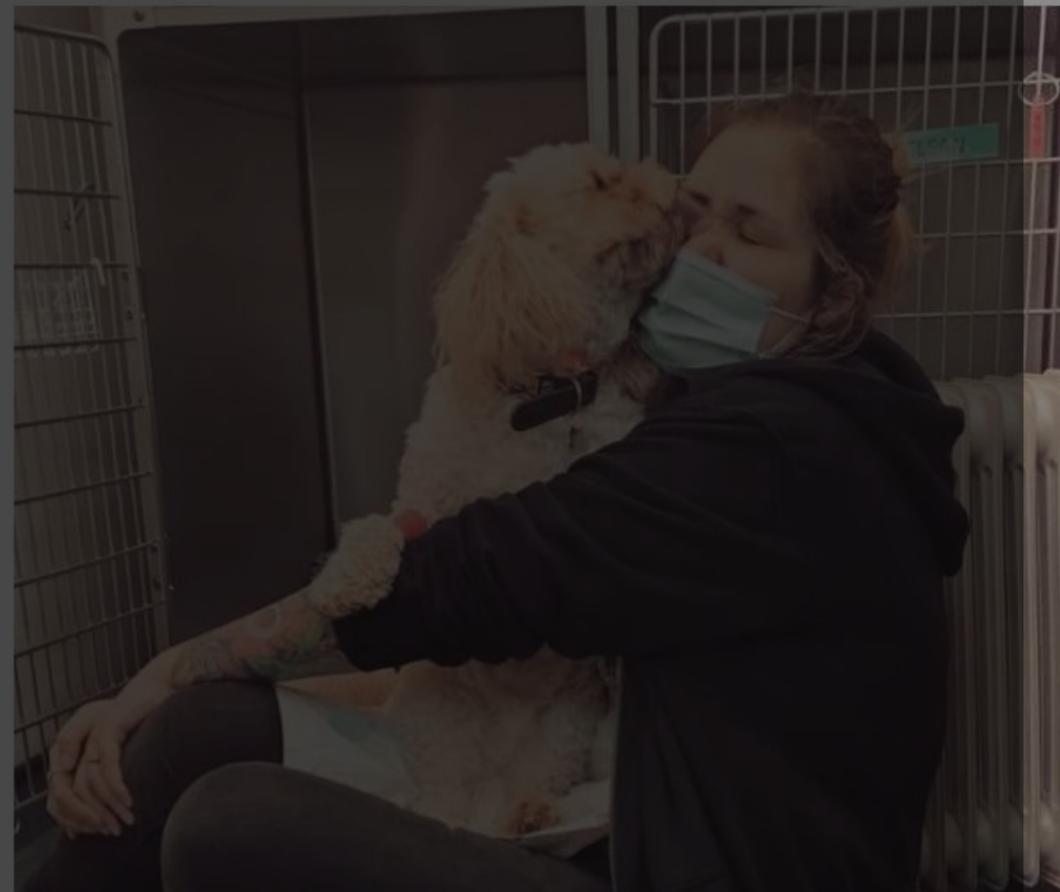
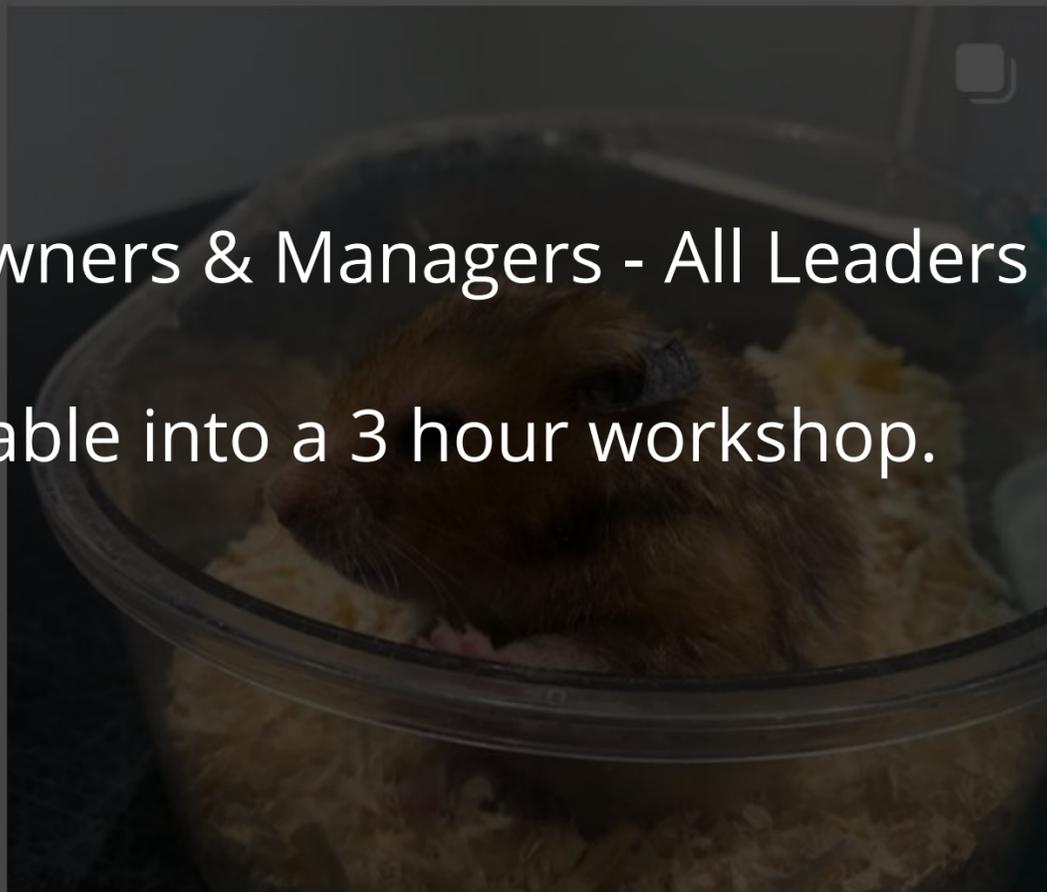
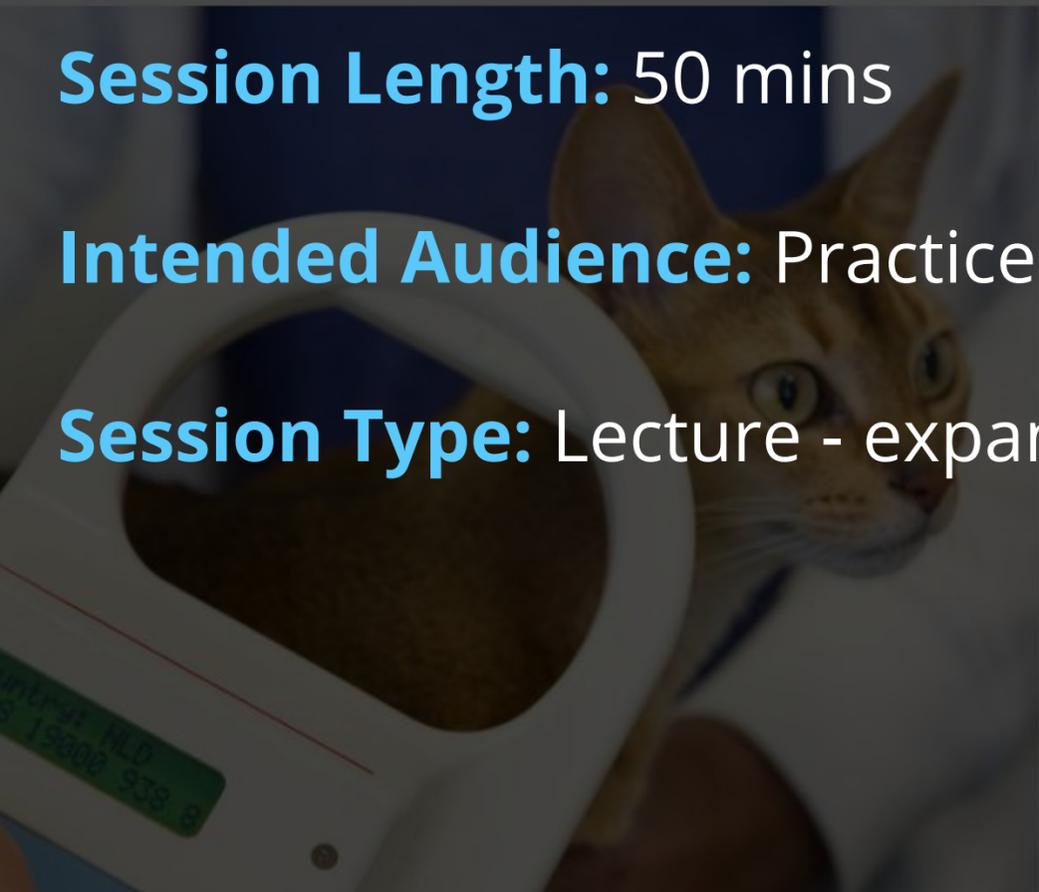


**Session Description:** Why are some clinics struggling to find employees, while others have a waiting list of people interested in working for them? The answer has very little to do with their clinical standard or accreditations. And almost everything to do with their culture and how the world perceives them. Join performance expert, Dr. Dave Nicol, as he reveals what employer brand is, why it matters and how you can build your own so your hiring headaches are a thing of the past.

**Session Length:** 50 mins

**Intended Audience:** Practice Owners & Managers - All Leaders

**Session Type:** Lecture - expandable into a 3 hour workshop.





# STEP UP OR STEP BACK?

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MANAGING TEAMS THROUGH CHANGE IN TUMULTUOUS TIMES



BY DR DAVE NICOL  
VETX INTERNATIONAL

# Step Up or Step Back?

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**Session Description:** Change is hard. Change is scary. Change is everywhere. There is no way to escape the curve balls that life inevitably and mischievously seems to throw. When managed badly, change can rip a team apart and inhibit performance greatly. But when it is managed well, it can galvanize the team and bring about incredible performance. In this session we'll work with a framework for change and see some first-hand results of how to lead from behind.

**Session Length:** 1 hour

**Intended Audience:** Practice Owners & Managers - All Leaders

**Session Type:** Lecture

# UPS & DOWNS: RIDING LIFE'S WAVES FOR BETTER CAREERS

BY DR DAVE NICOL  
VETX INTERNATIONAL

# Ups and Downs

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## Session Description:

The current talent crisis has placed practices in peril due to the lack of qualified staff to meet demand. Burn out is one of the issues highlighted as an underlying cause of this shortage. In this session, we will explore the two high risk periods many veterinary professionals report career burnout.

The first 12 months post graduation and the period roughly five year after. In this session we explore the causes of burnout in each situation and explore a goal setting framework which can be used to stay focussed, get clear on purpose and create self esteem building moments for happier careers. In doing so, catch and ride a career wave.

Life and our careers require us to ride more than one wave. "Success", purpose and opportunity has to be built again and again. Listen in to this inspiring talk and learn how to ride that personal growth wave.

**Session Length:** 45 minutes

**Intended Audience:** Vets & nurses/techs in practice

**Session Type:** Lecture + Q&A

# IT'S TIME TO THRIVE ...NOT JUST SURVIVE

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BY DR DAVE NICOL  
VETX INTERNATIONAL

# It's Time to Thrive Not Just Survive

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## Session Description:

There is no shortage of evidence that young veterinarians the world over are struggling with their career. There is also no shortage of people with explanations as to why this is. Unsuitable university entry criteria, gender bias, corporatisation, poor leadership and millennial work ethic are the usual suspects.

The unspoken story being told in the mind of many vets and business owners is that veterinary medicine is broken. But such pessimism and finger pointing will guarantee only more pain. So, what can we collectively do to re-engage and support the next generation?

In this rousing keynote, delegates will understand six basic principles that can be applied to life in practice to boost happiness, wellbeing and performance in their veterinary teams and leave them empowered and energised to take control of their careers.

**Session Length:** 1 hour

**Intended Audience:** All in practice

**Session Type:** Keynote

A man with a distressed expression is holding a large red heart that has been broken in half. The heart is held together by several pieces of white adhesive tape. The background is a plain, light-colored wall.

# **BREAKING UP IS HARD TO DO: IT'S NOT YOU...IT'S ME PART 1**

# Breaking Up Is Hard...Part 1

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**Session Description:** Being a 'good leader' is multidimensional and complex. Oftentimes, despite a practice owner's best intentions, chaos can erupt in the clinic, creating dysfunction and disarray. But how can leaders identify whether it's the practice itself causing all the problems- or something else?

We examine the options available for managers in terms of addressing poor performance and/or culture fit in the clinic.

**Session Length:** 50 - 60 minutes

**Intended Audience:** Practice Owners & Managers - All Leaders

**Session Type:** Lecture

# BREAKING UP IS HARD TO DO: IT'S NOT ME...IT'S YOU PART 2



BY DR DAVE NICOL  
VETX INTERNATIONAL

# Breaking Up Is Hard...Part 2

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**Session Description:** Sometimes, despite your best efforts, you hire someone who is a bad fit for your team. So how do you know when it's the person, not the practice that is the problem. And what can you do to address the issue? In this session, we'll look at the options available to managers to address poor performance or culture fit.

**Session Length:** 50 - 60 minutes

**Intended Audience:** Practice Owners & Managers - All Leaders

**Session Type:** Lecture



# EXAM ROOM HEROES: COMMUNICATION THAT IMPROVES OUTCOMES

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BY DR DAVE NICOL  
VETX INTERNATIONAL

# Exam Room Heroes: Communication That Improves Outcome

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**Session Description:** Sometimes, despite your best efforts, you hire someone who is a bad fit for your team. So how do you know when it's the person, not the practice that is the problem. And what can you do to address the issue? In this session, we'll look at the options available to managers to address poor performance or culture fit.

**Session Length:** 60 or 90 minutes

**Intended Audience:** All in practice

**Session Type:** Lecture



**IF IT'S NOT A "HECK YES!"...  
THEN IT'S NO!**

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BY DR DAVE NICOL  
VETX INTERNATIONAL

# If It's Not a "Heck Yes!" ...Then It's No!

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## Session Description:

In veterinary medicine and in life, we have a bewildering number of choices to make. The quality of our lives depends on the outcome of these myriad infection points. That being the case, how come so many people are miserable? Your presenter believes this is due to the choices we make in vet med being passive or poorly thought through. Enter the "Heck yes... Or No" rule.

This rule is a bit like a healthy version of the unfiltered "just say yes" rule or the clinically insane "decision by dice" rule (which ought to be consigned to the swamp of bad decisions). The rule can and should be applied to many facets of our lives in veterinary medicine and beyond including:

1. Client choices.
2. Who we work with.
3. Who we live with.
4. What we decide to spend time and energy on.

But it all starts with a deep understanding of who we are and what makes us tick.

In this session, Dr Dave Nicol will share some powerful frameworks on human happiness, plus data on decision-making mixed in with how to build frameworks in your life so the rule pays off. He'll also share some anecdotes of how his life was impacted positively by the rule.

**Session Length:** 50 minutes

**Intended Audience:** All humans of vet med!

**Session Type:** Keynote or Lecture



# WHY POOR TIME MANAGEMENT IS CRUSHING YOUR CAREER AND WHAT TO DO ABOUT IT

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BY DR DAVE NICOL  
VETX INTERNATIONAL

# Poor Time Management

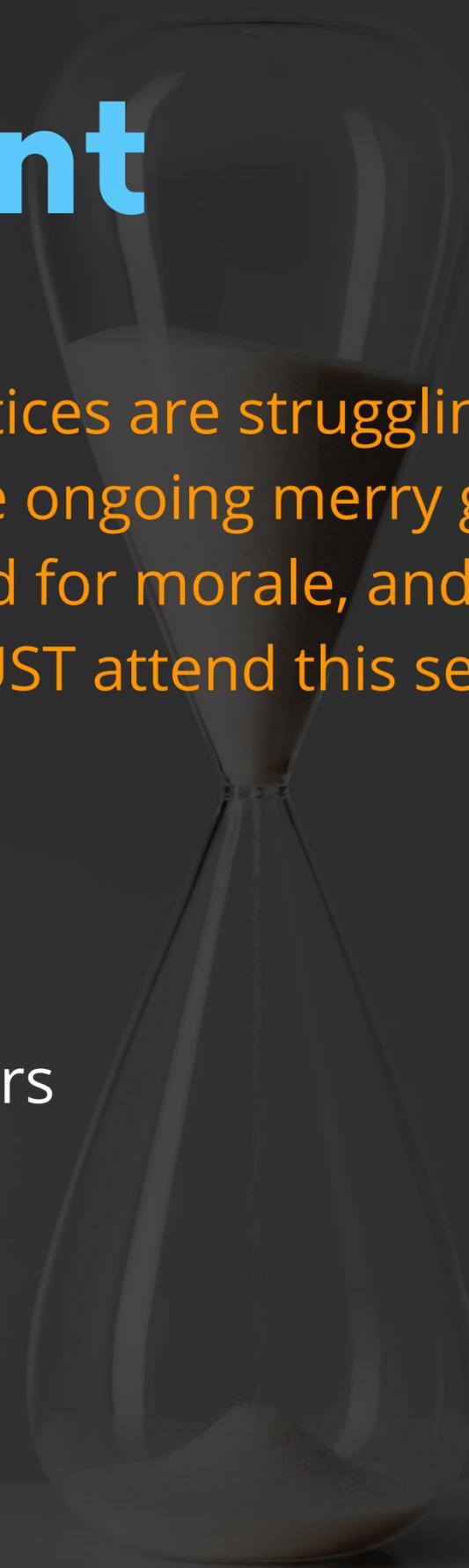
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**Session Description:** The single biggest reason why most practices are struggling is their failure to commit the time required to lead effectively. The result is the ongoing merry go round of crises that require firefighting management. It's exhausting, bad for morale, and is at the heart of poor performance/burnout. If this sounds familiar then you **MUST** attend this session and learn how to get off your hamster wheel, once and for all.

**Session Length:** 50 minutes

**Intended Audience:** Practice Owners & Managers - All Leaders

**Session Type:** Lecture





# PERFORMANCE MANAGEMENT: WHAT? WHY? HOW?

BY DR DAVE NICOL  
VETX INTERNATIONAL

# Performance Management: What? Why? How?

**Session Description:** While most practices claim to have a formal/effective performance system in place, few have any idea what this means beyond a job description and appraisal. (Two of the most useless and abused tools available to the team manager). In this talk, team performance expert Dr Dave Nicol reveals what performance management really looks like, why you should be doing it and how to implement a basic system in your practice.

**Session Length:** 50 minutes

**Intended Audience:** Practice Owners & Managers - All Leaders

**Session Type:** Lecture



**THE RECRUITMENT CRISIS -  
WHAT'S DRIVING IT AND WHAT  
MUST YOU DO TO SURVIVE**

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BY DR DAVE NICOL  
VETX INTERNATIONAL

# The Recruitment Crisis

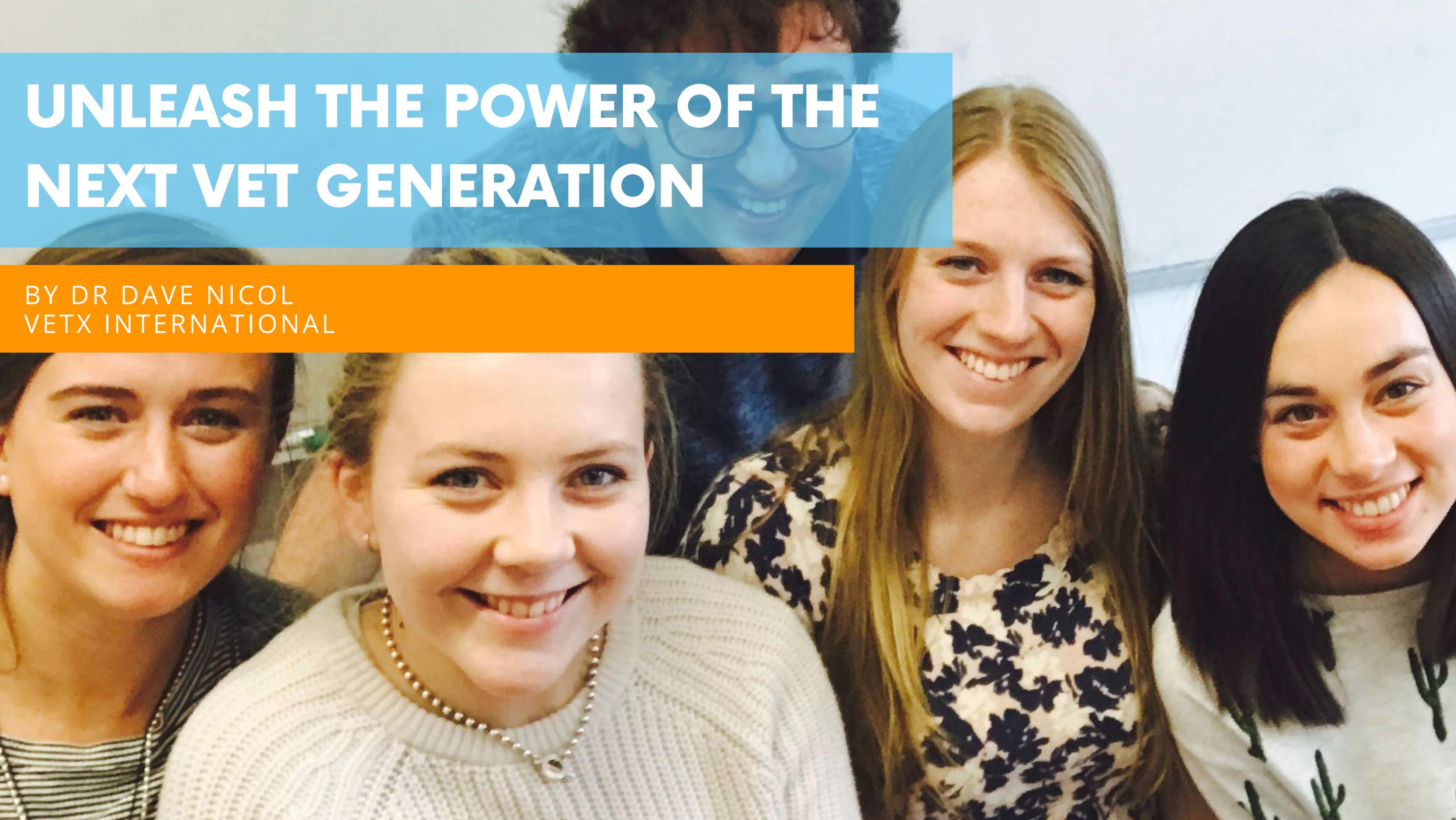
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**Session Description:** A terrifying look at the macros and micros that are driving vets out of clinical practice. Supported with hard data from the RCVS and softer data from anecdotes to Facebook group swamps of discontent. The talk moves into job design and employer brand so delegates can start to understand how to create jobs and work environments that millennials want to work in.

**Session Length:** 50 minutes

**Intended Audience:** Practice Owners & Managers - All Leaders

**Session Type:** Lecture



# UNLEASH THE POWER OF THE NEXT VET GENERATION

BY DR DAVE NICOL  
VETX INTERNATIONAL

# Unleash the Power of the Next Vet Generation

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**Session Description:** A crisis is looming in the vet talent sector. Disenfranchisement is rife in our newly graduated vets with a massive number either leaving jobs within the first few weeks of employment, or leaving practice life altogether. The status quo can't go on. But there is another way...

**Session Length:** 50 minutes

**Intended Audience:** Practice Owners & Managers - All Leaders

**Session Type:** Lecture

# TRAINING, MENTORING AND COACHING...TOOLS ALL GREAT LEADERS MUST USE



BY DR DAVE NICOL  
VETX INTERNATIONAL

# Training, Mentoring and Coaching...

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**Session Description:** 30 mins of thought-provoking content that will provide clarity on what each leadership style is and when to use it, followed by 20 mins of Q & A.

**Session Length:** 50 minutes

**Intended Audience:** Leadership

**Session Type:** Lecture





# THE TOP 5 WAYS NEW VETS GET SUED (& HOW TO AVOID THAT)

BY DR DAVE NICOL  
VETX:THRIVE COMMUNITY FOUNDER

# The Top 5 Ways New Vets Get Sued

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**Session Description:** An evidence based talk for new graduates to help them avoid the common pitfalls and embark on their career as a new vet with confidence. If you worry about losing your license right out of college (and let's be honest.... who doesn't?) then this talk is what you need to hear.

**Session Length:** 50 minutes

**Intended Audience:** New Graduate Vets

**Session Type:** Lecture

# HOW TO DEAL WITH STRESS, ANXIETY AND MANAGE YOUR FEAR IN TIMES OF GREAT UNCERTAINTY

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BY DR DAVE NICOL  
VETX INTERNATIONAL

# Stress, Anxiety and Fear...

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**Session Description:** Veterinary medicine is a hard place to grow at the best of times. But with all the incredible uncertainty 2020 has brought, some of these negative feelings are cranked up to an 11 out of 10! This is an incredibly useful presentation for those who want to learn effective strategies to overcome stress, fear and anxiety in themselves and those around them.

**Session Length:** 50 minutes

**Intended Audience:** All in veterinary practice

**Session Type:** Lecture



# HOW TO RUN A SUCCESSFUL VETERINARY PRACTICE WITHOUT ALL THE DRAMA

BY DR DAVE NICOL  
VETX INTERNATIONAL

# How to Run a Successful Veterinary Practice Without all the Drama

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## Session Description:

In this presentation Dr Dave will take you through his personal journey to successful leadership, reveal the three BIGGEST mistakes to avoid, along with providing a framework for success that actually WORKS!

Too many leaders, practice owners, managers and clinical directors are becoming disenchanted with the role. Often, this is because they are running on a relentless hamster wheel - only just keeping up with the demands of the job. Do you feel the same?

With the help of this training, you can step outside of the drama and take the first steps towards gaining skills to build a truly successful veterinary practice.

You will begin to ask the bigger questions to do with leadership...

How can I cultivate a positive, open team culture?

How can I recruit employees that match my values?

How can I develop my own skills as a leader?

If your audience is ready to take some huge steps towards harnessing their potential as leaders, this session will not disappoint.

**Session Length:** 50/60 minutes

**Intended Audience:** Leadership

**Session Type:** Lecture

# LEADERSHIP ACTIONS AND THEIR EFFECT ON VETERINARY PRACTICE CULTURE



BY DR DAVE NICOL  
VETX INTERNATIONAL

# Leadership Actions and Their Effect on Veterinary Practice Culture

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## Session Description:

Negative veterinary workplace culture plays a significant role in the burnout and recruitment crisis in the profession. Leadership and management are heavily involved in the cultivation of workplace culture; however, the factors of good leadership that directly affect workplace culture have not been properly identified in veterinary practice. The purpose of this study was to determine if good leadership practices, commonly identified as important factors in building workplace culture, have a measurable impact in the veterinary practice setting.

Four factors of leadership and management are explored using anecdotal stories and data backed evidence from the 'Leadership actions and their effects on veterinary practice culture study' (McInerney & Nicol, VetX international, 2021) allowing attendees to learn what are the evidence-backed activities they should focus on to improve practice culture.

**Session Length:** 50/60 minutes

**Intended Audience:** Leadership

**Session Type:** Lecture

“ DR DAVE WILL LIGHT UP YOUR EVENT...BUT DON'T JUST TAKE OUR WORD FOR IT!



**Brendan Howard**  
Former Editor,  
Veterinary Economics

*"Dave is a fiery, funny, fun, inspiring, educational leader who takes time to cater to attendees' educational needs as well as his own creative whims. He ups any audience with his unique blend of Scot thunder and Australian informality, effortlessly blending high energy, personal growth and in-the-trenches knowledge as a doctor, manager and practice owner. I bloody well recommend Dave for your speaking needs."*



**Diederik Gelderman**  
President of the Australian  
Veterinary Business Association

*"Dave is a truly interesting speaker, engaging and fun, challenging and different, insightful and informative, different and somewhat daring. He certainly got his message across all the while keeping it light, simple and practical. Thus ensuring that the attendees would go home and incept and take action. I can recommend to you Dave Nicol, as a speaker of quality who will get you results."*



**Dr Daniel Baker**  
IDEXX Professional  
Services Veterinarian

*"I would recommend Dr. Dave to anyone seeking ways to improve both exam room communication skills for their entire staff and also seeking next steps in their leadership journey. Thank you for the positive impact you made on so many veterinary professionals. We appreciate it and can't wait to have you back!"*



# RECENT EVENTS

VMX, Orlando - Winner Speaker of the year 2019

Western Veterinary Conference, Las Vegas

BSAVA, UK      Fetch DVM360      OVMA (keynote), Canada

AVBA, Australia      NVC, Moscow

London Vet Show, UK      SPVS VMG Conference, UK

Munich LMU Vet School - Commencement Address

Proveto Vet Conference, Holland

# SO, LET'S GET IN TOUCH...

By clicking below you will be taken to the official drdavenicol website, where you can find more information and make a booking enquiry. Or email your needs to [ea@vetxinternational.com](mailto:ea@vetxinternational.com)

**CONTACT**

**US**



# SO, LET'S GET IN TOUCH...

Alternatively, take a look at our socials for more updates and content!



Keep up to date with everything Dave publishes and be part of the hamster wheel community.



Got something to ask? Twitter is the place!



Dave's life in photos and also his favourite place to post content multiple times daily.



For video blogs, free educational content and video versions of Dave's podcasts.



All of Dave's podcasts are available on iTunes, subscribe here.



Dave's business profile and also where he posts opportunities to work in one of his businesses.



To listen to Blunt Dissection Podcast or 'Free Wheelin'.



Get in touch via email for business enquiries.

**WE LOOK FORWARD TO  
HEARING FROM YOU**