

Developing a Vision to Create the Practice You Want



Creating a Collaborative Vision Quick Reference

To transform your practice into the workplace of your dreams, you must construct a clear vision, with your team, of the practice you want to become. Begin the journey by first deciding, together, what the destination should look like. What would you like it to be? What will inspire you and your team so your days are filled with extraordinary experiences? Once your vision is created, it becomes the foundation for any and all changes you want to make in your practice.

What is a Vision Statement?

A vision is a description of what you want your practice to become. A vision works as a reminder of what you and your team want to accomplish together and the commitments you have made to one another about how you will get there.

Why Create a Vision Statement for Your Practice?

When you create a collaborative vision for your practice, it becomes a touchstone for all of the decisions you and your employees make. Behaviors and actions that are moving you towards your vision should be supported and committed to, while those that are moving you away from it should not. When everyone in your practice does this, you get closer to creating the workplace you want.

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Why Collaborate on the Vision for Your Practice?

As a practice owner or manager, you probably already have a good idea of what you'd like your practice to become. So why not just create the vision yourself, explain it to your employees, and set the expectation that their actions align to it?

If you simply mandate a new vision without staff input, the result will be temporary compliance, not lasting change. For change to be sustainable, your employees need to be involved in shaping your vision. That means giving your staff the opportunity to express thoughts, ideas, and opinions about the direction of your practice. When they are involved in building the future they want, they become committed to achieving it.

Sample Vision Statement

We want to build a culture where we work hard in a busy but fun environment. We want this hospital to be a place where we are positive and energized as we continue to make a difference, learn and grow, and deliver amazing care and service.

We want to work together as a team, assume the best about others around us, and care about how we individually impact the team and the culture. We want to show up at our best each day and feel rewarded by the difference we make in the pets' lives and in the lives of the people that trust us to care for those pets.

We believe creating this kind of culture matters for our patients, our clients, and for each other and we are each willing to work every day on becoming a team member that helps us move steadily towards this vision in the future.