

# Creating a Thriving Culture in Your Veterinary Practice

Culture is built through daily actions—not policies or authority. If you want a stronger, more engaged team, focus on what truly drives culture change.

## 1 Define the Culture You Want

Culture isn't accidental—it's intentional. Take time to outline what an ideal workplace looks like for your team. Ask:

- What values do we want to embody?
- How do we treat each other, clients, and patients?
- What behaviors define success in our practice?

When the entire team has clarity on the culture they're building, it becomes easier to reinforce and sustain.

## 2 Shape Behavior, Not Just Rules

Policies don't change culture—consistent behaviors do. Instead of writing rules that people ignore, focus on:

- Recognizing and reinforcing positive behaviors.
- Encouraging direct, supportive communication.
- Setting expectations through example, not enforcement.

A team that sees great behavior modeled will naturally adopt and repeat it.

## 3 Empower Everyone to Influence Culture

Culture isn't the job of one person—it belongs to everyone. Encourage your team to take ownership by:

- Speaking up when something isn't working.
- Giving feedback and support to each other.
- Committing to daily actions that reflect the culture you want.

When every team member contributes, culture becomes a shared responsibility, not just a leadership directive.

