

# The Do's and Don'ts of Effective Veterinary Team Recognition

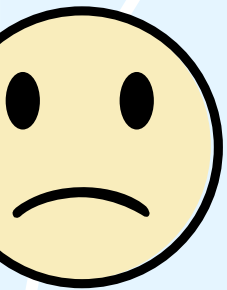
Acknowledging your veterinary team effectively motivates them in ways paychecks alone can't. Done right, it builds trust, boosts morale, and creates a culture where people feel valued. Done poorly, it can feel insincere and even demoralizing.

Here's how to ensure recognizing your team works:



## What Works

- **Specific praise:** Clearly describe the action you appreciated and why it mattered.
- **Regular acknowledgment:** Make noticing good work a daily habit, not just an occasional gesture.
- **Respectful recognition:** Consider individual comfort with public praise. Keep acknowledgment positive and supportive.
- **Authenticity:** Your team can tell if your acknowledgment is heartfelt. Always speak genuinely and thoughtfully.



## What Doesn't Work

- **Vague or general praise:** Comments like "Great job, everyone!" don't resonate or motivate.
- **Infrequent feedback:** Sporadic acknowledgment leaves people uncertain about their value.
- **Public acknowledgment that embarrasses:** Never risk causing discomfort or awkwardness.
- **Forced or insincere praise:** Veterinary teams quickly sense when praise isn't authentic.

By knowing what works – and what doesn't – you'll build a veterinary practice where your team feels truly valued and consistently delivers their best.

