The Value of Certification: for the Professional and the Practice.
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CACVT Spring Conference 2017

Historical perspective – Where has the position of ‘Veterinary Technician’ come from.

Changing perspective – Starts with individuals. Don’t sell certification, Respect it. Playing doctor in your personal life devalues the profession, loss of credibility.

Value is more than cost – Understand the value of the position and the job market. Certified Veterinary Technicians are in demand!
Do more than your job description
Don’t wait to be asked
“What uses my work and what do they need most?”
“What outcomes does my work provide?”
“What does my work cost?”
“Have I changed anything?”
Help Others

You are either working to make today better or working to make tomorrow better.

A valuable practice
Make evaluations ongoing.
Elevate the focus – focus on the solution
Make roles more dynamic
Say thank you

Appropriation of Staff – Jobs are generally structured to underutilize staff. Management does not always understand employee’s capabilities. Cultural and structural barriers. You get what you pay for.

Productivity equals profits.

Barriers of Advancement – There are more avenues than you know, but you have to seek them out.
Don’t take no for an answer.

History, culture, attitude, specialized skills, financial, unqualified competition, and gossip

What being valued looks like – Feeling valued is going to be different for each individual vs Organizational value has to be equal amongst all. Individuals must make some concessions to culture.

An organization that values its staff will:
Recognize efforts in a constructive manner
Offer clarity, involve the employees in mission, vision, values, etc.
Seek opinions
Openly communicate. Be authentic
Follow through
Welcome new employees
Empowering yourself – Emotional intelligence. Invest in activities outside of work!

Instigating with the boss – “Lead my follow”
  Arrange the meeting (timing is crucial)
  Express satisfaction and gratification. (Emotions, demands, and guilt are the enemy. Your financial situation is your problem, not your boss’s)
Value, Value, Value
Goals

Disagreeing with the boss - Contract for Candor. Discuss intent before content. Show respect before dissent. Ask for and earn permission to disagree. Focus on the solution. Respect the decision. If you can’t disagree with your boss in a healthy and productive manner, is this the job for you?

Making more money - Don’t chase money, let the money chase you. “Play hard to get.”

Job and salary negotiations

  Don’t underestimate the value of like-ability. “Walk the walk, don’t talk.” Express appreciation.
  Why you are worth it. Professional, not personal. Perspiration, not desperation.
  Be prepared for tough questions.
  Focus on intent, not the question.
  Consider the whole deal.
  No ultimatums!
  Practice, Practice, Practice.

Career life balance – Higher earners are more likely to experience intense negative emotions. Chasing the highest pay ultimately leads to a lower ceiling. People who chase pay generally are unsatisfied. They receive fewer opportunities.

Upward Spirals.

Start With Why. Simon Sinek, December 27, 2011 the Penguin Group
How to Spot Good and Bad Bosses in Your Job Search. Psychology Today; Lynn Taylor, Jan 8, 2014
6 Ways You Can Help to Increase Your Workplace Value. TLNT Talent Management and HR; Patty Azzarello, September 4, 2014
4 Reasons Organizations Fail to Fully utilize Employees. Jack Zenger; Forbes. October 2015