



## ESAVA Autumn Seminar 2017

### “Emotional Intelligence: Key Success Factor in the Veterinary Practice”.

**Speaker:** Elli Kalemzaki, DVM, ICF Certified Coach, NLP Practitioner qualified veterinarian and she has worked in the pet food industry for 20 years, the last 9 in international positions in a multinational pet food company. Longer introduction of the speaker is written below.

**Time:** 18.11.2017

**Venue:** Centre “Strand” in Pärnu, in Estonia (A.H. Tammsaare pst 35, Pärnu, <http://www.strand.ee/en/>).

Lecture is for veterinarians, veterinary assistants, students and clinic managers. The seminar is in English (without translation):

Participation fee 100 EUR.

Veterinary and veterinary assistant students 65 EUR.

Registration and questions: Helen Valk, [helen@viljandiloomakliinik.ee](mailto:helen@viljandiloomakliinik.ee)

Please give the invoice information while registration. Main sponsors are AS Optimer and Hills.

#### Agenda:

9:30 – 10:00 Registration/ Coffee

10:00 - 11:30 **3 most common mistakes in communication with the pet owner**

11:30 - 12:00 Coffee

12:00 – 12.45 **The opportunity behind the obstacle: Dealing with anger and complaints**

12:45 – 13.30 **Crucial Conversations: Top tips for delivering bad news**

13:30 - 14:30 Lunch

14:30 – 16.30 **Dealing with Stress in Clinical Practice**

16:30 - 17:00 Discussion, questions

Best regards and waiting for your reply,  
Helen Valk and Ingrid Hang

Estonian Small Animal Veterinary Associations board members and seminar organizing committee

Helen Valk [helen@viljandiloomakliinik.ee](mailto:helen@viljandiloomakliinik.ee) tel 5049380

Ingrid Hang [ingrid.hang001@gmail.com](mailto:ingrid.hang001@gmail.com) tel 5142189

## **Lecture introduction**

### **Emotional Intelligence: Key Success Factor in the Veterinary Practice**

How often do we come across someone who is smart, yet not doing well in their job? Most people attribute success to intelligence, which is not necessarily the case. Emotional intelligence which is the ability to know and manage one's emotions, as well as the emotions of others is a proven key success factor in the workplace. And it has a direct impact not only on our performance, but also our ability to communicate, to lead others, to deal with work pressure and to derive more pleasure from our work. In this workshop we will explore different aspects of Emotional Intelligence in the veterinary practice and how we can put it in action for better communication with clients and team members, better service to clients and patients and improved job satisfaction.

#### The workshop consists of the following 4 parts:

##### 1. Three most common mistakes in communication with the pet owner

Understanding how different communicating styles influence the way we interact with others and practical tips to improve communication with your team and clients. It is a fact that the way we receive, process, transmit information and therefore the way we communicate varies between individuals. In this very interactive session we will explore common mistakes that we make when we communicate. You will identify your communicating style and how you can adapt effectively your message to different communicating styles.

##### 2. The opportunity behind the obstacle: Dealing with anger and complaints

As companion animal veterinary practitioners you will sooner or later be faced with pet owner complaints. Another person's anger is not ours to control, but our reaction can influence his or her responses. How can you manage the complaints of pet owners, but more than that to use the complaint as an opportunity to increase loyalty?

During this presentation we will discuss potential obstacles in managing pet owner complaints. Overcoming these obstacles will increase your confidence in managing difficult clients, your readiness in unpredictable situations and your ability to find the root of the problem and turn the client's complaint into an opportunity

##### 3. Crucial Conversations: Top tips for delivering bad news

Rocky died during surgery. His owner is at the waiting room and you need to announce the news. Delivering bad news is never an easy task, in fact it is one of the most difficult conversations for any member of your team. Some clients may react

to bad news with anger or blame, shock, disbelief, or sadness. During this lecture we will discuss how to deliver bad news skillfully and make sure that the pet owner's concerns are addressed and emotions supported. Offering compassionate care is very important in promoting your relationship with your clients and enhancing your job satisfaction.

#### 4. Dealing with Stress in Clinical Practice

Do you feel you are caught in the busy trap? Maybe you are stressed and think that there are not enough hours in the day to complete your job duties? We can't avoid long days, emotional clients, and the pressure of dealing with sick patients. The phenomenon of stress in the veterinary profession is recognized worldwide. During this interactive lecture we will explore the main stressors in the workplace and what changes we can make to increase our stress tolerance and develop coping strategies.

#### **About the speaker**

Elli Kalemzaki, DVM, ICF Certified Coach, NLP Practitioner

With 20 years in the veterinary industry and veterinary marketing and extensive experience in coaching and leading workshops across Europe, Elli is passionate about helping veterinary professionals break out of the busy trap, get better results, improve relationships with clients and employees and enjoy a more balanced life.

Elli is a graduate of the Faculty of Veterinary Medicine of the Aristotle University of Thessaloniki in Greece and holds a postgraduate degree in Public Health from the National School of Public Health in Athens, Greece. She is also a Professional Coach accredited by the International Coach Federation since 2010 and a Certified Practitioner of Neuro Linguistic programming since 2012. Elli lives in Prague since 2013.

