

***BCVA representation
and education***



Leadership CPD 2025

**6th February, 13th February,
6th March & 13th March**

4 x 2hr online CPD workshops



These are 4 separate but complementary courses. You are encouraged to book on all 4 but this is not essential. *Courses will run from 2pm to 4pm.*

About the speakers

Owen Atkinson

Owen is an RCVS recognised Specialist in Cattle Health and Production and founder of Dairy Veterinary Consultancy. After 19 years in clinical dairy practice, he now focuses on helping farm veterinary businesses develop effective advisory services and lead meaningful change with their clients.

A Nuffield Scholar (2009), Owen has extensive experience designing and delivering farmer engagement programmes. He developed the UK's Healthy Feet Programme and Dairy UK's MilkSure initiative, both of which use participatory learning approaches to drive on-farm improvements. He has lots of clinical interests, from rumen health, to lameness management, to building design, to youngstock. He is co-author of *Bovine Surgery and Lameness* (3rd Edition).

In 2022, Owen completed a Post Graduate Certificate in Change Leadership with distinction from Aberystwyth University. He integrates evidence-based behaviour change frameworks, coaching models, and communication strategies into practical veterinary contexts. Owen works with veterinary practices and individual vets on service development, client engagement strategies, and building the communication skills that transform advice into action.

His professional goal is to improve the lives of cows and the people who look after them.



Carolyn Crowe

Carolyn is head of training at the VDS. She is an experienced equine vet, an award-winning high-performance executive and corporate coach, mentor, international speaker and lecturer.

Carolyn has a Masters degree in Workplace Health and Wellbeing, diplomas in stress management and wellbeing, personal and team resilience.

Carolyn has specific expertise and interest in creating healthy workplace cultures, positive leadership and is passionate about helping others thrive at work and in their lives.

Carolyn was awarded Coach of Excellence accreditation and her Fellowship to the Royal College of Veterinary Surgeons in 2020 for her outstanding contribution to the profession.

Loving a challenge, in 2017, Carolyn ran 10 marathons in 10 days raising over £100,000 for the Brooke charity.

Synopsis

SESSION 1: Improving job satisfaction by driving client engagement

Friday 6th February, 2026, 2pm-4pm - Owen Atkinson

Brief Summary:

This interactive session explores how farm vets can build deeper client relationships and create sustainable advisory income through structured farmer engagement. We'll focus on the practicalities of running effective farmer meetings and discussion groups, and how these activities can expand your service offering and professional satisfaction.

What to expect:

We'll explore the practical realities of hosting farmer meetings and discussion groups - from calf clubs to benchmarking sessions - and what makes farmers actually turn up, engage, and come back. The session will examine different formats and facilitation approaches that generate genuine participation rather than one-way lectures.

We'll discuss the business side of farmer engagement, including fee structures, membership models, and increasing service offerings. There will be consideration of how practices might access regional support funding, though this varies significantly by location, and how pharmaceutical sponsorship of meetings can sometimes be an option, with its associated pros and cons.

A key focus will be on converting farmer engagement activities into expanded services and on-farm work. We'll look at how benchmarking data and group discussions can identify opportunities for deeper advisory relationships, and examine case examples of practices that have successfully developed income-generating engagement models.

Throughout the session, there will be opportunities for group discussion where participants can share their own experiences and explore how these approaches might work in their practice context.

SESSION 2: Team motivation and Guidance

Friday 13th February, 2026, 2pm-4pm - Carolyn Crowe

In this interactive workshop, we will explore what truly motivates people at work and the key factors that drive engagement across veterinary teams—regardless of role, experience or personality. You will gain practical tools and strategies to help you create a working environment where team members are more likely to choose to be motivated, committed and fulfilled in their roles.

We will examine the conditions that support a flexible, adaptable and resilient team—one that can respond effectively to change and maintain high standards under pressure. Through discussion and practical exercises, we will break down the essential elements of supporting, guiding and giving constructive feedback to your team. You will also learn how to manage performance and development in a way that strengthens trust, clarity and accountability.

By the end of the workshop, you will leave with actionable techniques to enhance team motivation, improve communication, and foster a culture where people work with purpose and confidence.

SESSION 3: Coaching and influencing: communication skills that drive change on farm
Friday 6th March, 2026, 2pm-4pm - Owen Atkinson

Brief Summary:

This session develops the communication skills that transform veterinary advice into on-farm action. Using behaviour change frameworks and coaching techniques, we'll explore practical approaches for having conversations that motivate farmers and build commitment to herd health improvements - shifting from "telling" to "influencing."

What to expect:

We'll start by exploring why good advice doesn't always translate into action on farms, drawing on behaviour change theory to understand what drives and blocks farmer decision-making. This provides the foundation for developing a more consultative communication style. We will consider how a transformational leadership approach can compliment more traditional directive communication methods.

The session will introduce practical coaching techniques, with particular emphasis on questioning and listening skills that move conversations beyond information-giving into genuine dialogue. You'll have opportunity to practice using open questions that generate farmer insight and reflective listening approaches that build understanding of farmer perspectives and priorities.

We'll explore Motivational Interviewing as a specific technique for addressing ambivalence about change and building farmer confidence and commitment. This will include demonstration and group practice of key principles.

Throughout, we'll consider how to frame veterinary recommendations in language that connects with farmer goals and circumstances, developing a more partnership-based approach that enhances both client engagement and your professional satisfaction. The focus is on practical skills you can apply immediately in your advisory conversations.

SESSION 4: Practice functionality

Friday 13th March, 2026, 2pm-4pm - Carolyn Crowe

In this highly interactive workshop, we will take a deeper look at the inner workings of your farm practice—focusing on team efficiency, operational systems, and the behaviours that underpin effective leadership. Designed specifically for practice leaders, the session will equip you with practical tools to help you guide a cohesive, high-performing team while making the most of the time and resources you have.

Together, we will explore evidence-based methods for improving communication, decision-making and accountability within your team. You will learn how to set and implement meaningful SMART targets, run effective huddles, debriefs and Morbidity & Mortality (M&M) rounds, and draw valuable insights from team-culture assessments and 360-degree feedback. We will also cover how to introduce, discuss and embed professional behavioural contracts to support consistent standards across your practice.

Packed with actionable strategies and real-world scenarios, this workshop will leave you with the confidence and practical know-how to strengthen your practice's culture, streamline systems, and lead your team towards sustained high performance.

Registration Form

Leadership (2025) - *Courses are limited to 12 delegates*

Name:	
Practice:	
Address for notes to be sent to:	
Tel:	Fax:
Email that you will use on the day:	

Module	BCVA Member Including VAT	<input type="checkbox"/>	Non-BCVA Member Including VAT	<input type="checkbox"/>
6th February (Improving job satisfaction)	£120		£150.00	
13th February (Team motivation)	£120		£150.00	
6th March (Coaching and influencing)	£120		£150.00	
13th March (Practice functionality)	£120		£150.00	
All 4 courses (16% Discount)	£400		£504.00	

Total £

Method of Payment - Please send completed forms with remittance (in £ sterling) preferably by BACS to: BCVA, Unit 17, The Glenmore Centre, Waterwells Business Park, Quedgeley, Glos, GL2 2AP. Tel: 01452 725735, Fax: 01452 725780, e-mail: office@cattlevet.co.uk, Web: www.bcva.org.uk

Details for Payment by BACS - Account name: BCVA Ltd

Sort code: 20-33-83, **Account number:** 13495434 (Please send a remittance advice slip)

Payment by Credit Card (We do not accept American Express)

Credit Card:

Issue No: Expiry date:/...../..... Start date:/...../.....

CSC (Card Security Code): (last 3 digits on signature strip)

Name on Card

House Number/Name and Postcode of address where card is registered:

Cheques should be made payable to **BCVA Ltd**

Refund Policy for CPD bookings

Cancellations - Please note a cancellation fee will be charged as follows:

- Cancellation made at least 14 days before the event - no charge
- Cancellation made between 7-14 days of the event - 20% of the event fee charged
- Cancellation made within 7 days - event charged in full.

Transfers - Transfers can be accepted without charge if made at least 14 days before the event. Transfers made at least 7 days before the event attract a 10% charge and within the 7 day period before the event, a 30% charge will be made.