

## Oculus Strategy Package

Strategy is essential for any sized business to help plan your future and maximize your chances of success. It is a process of decision making that helps to focus the business of what it truly needs to do to be successful by offering value to their clients over a sustained period of time.

The veterinary marketplace is being disrupted by new players in the field and this is having a big impact on current practice owners. Also, our clientele is changing and new generations with different needs and resources are knocking on our door. The Strategy Development Program will take you on a one-day journey to refine or re-invent your veterinary business with your team. As part of this session, the team will work through several steps to create a strategy which includes:

- Development of your company mission and vision
- Competitive analysis
- Preferred Customer analysis
- Identification of the factors that make clients choose your practice over neighbouring veterinarians
- Building the competencies needed to support your strategy
- Determine the management systems needed to ensure the success of the strategy

**Schedule a free 20 minute consult to find the best program for your needs**