08th OCT Panel

Lead Report - Veterinary Culture & Leadership Panel: From Stuck to Thriving: Redefining Leadership, Communication, and Culture in Modern Veterinary Practices on 08th October 2025.

Dear Team,

Attached is the lead report and key details from the From Stuck to Thriving: Redefining Leadership, Communication, and Culture in Modern Veterinary Practices Live Event held on 08th October 2025, from 8:00 pm EST to 9:00 pm EST.

* Event Overview:
* Agenda: [Calendar Notes](https://docs.google.com/spreadsheets/d/19Wy8b5HtqDEZRb_hPSkk_lsj4aaJxI0NLrfqda_s-9Y/edit?gid=0#gid=0)
* Zoom Registrant Report: [Registration Report](https://docs.google.com/spreadsheets/d/14R53QK7cLAGmENQBGdieVjPrH2_Kw-rqAqDEOxYLuJ0/edit?gid=1747882585#gid=1747882585)  
  Zoom Attendee Report: [Attendee Report](https://drive.google.com/file/d/1LrmMFiHx5doYstO_3IZuOoOgeZQOdsNl/view?usp=sharing)
* Title: From Stuck to Thriving: Redefining Leadership, Communication, and Culture in Modern Veterinary Practices
* Main Speakers:
  + Speaker 1: Dr Andrew Findlaytor
  + Speaker 2: Aaron Massecar
  + Speaker 3: Jennifer Edwards
  + Speaker 4: Suzanne (De Salvo) Thomas
  + EKWA Representatives: Chehara Bandara
* MSM Link Shared: <https://www.veterinarybusinessinstitute.com/msm/>
* Slide Decks: [Slide Deck](https://docs.google.com/presentation/d/19U3s7e02UcsOcJPGJfvk6C3sHcQpeyMTVMA7taWWeWA/edit?usp=sharing)
* Webinar Recording:[Zoom Recording](https://drive.google.com/drive/folders/116rSnvyQ6l3akDqS6bSvKMX4gOpOnRVe?usp=sharing)
* Survey Form Responses: N/A
* Attendees Interested in MSM: N/A
* Direct MSMs Booked:
  + MSM 1: N/A
* **Key Webinar Points:**
* From Managing to Leading: How to move beyond task management and lead with vision, purpose, and trust.
* The Power of Communication: Proven ways to create psychological safety, reduce turnover, and boost team morale through open dialogue.
* Building Feedback-Driven Teams: How to foster a culture where feedback is not feared but embraced as a path to growth.
* Values in Action: Aligning your practice’s mission and values with daily behaviors and decision-making.
* Empathy Meets Accountability: Balancing compassion with high performance to build motivated, resilient teams.

Potential Questions from Leads for BDRs:

* Requesting recordings
* Asking about CE credit

For any additional inquiries, please reach out using the contact details below:

* Email: [faith@ekwa.com](mailto:faith@ekwa.com)
* Slack: Liyanna Faith

Thank you,

Achini Karunanayake