

Here's what other  
practices said  
about their AMG  
experience.





Dr Fiona Wallace  
**NEW LAMBTON  
VET CLINIC**

**We could truthfully express our doubts and fears in a supportive environment, in fact we were encouraged to do that.**

I joined the Accelerate Mastermind programme in August 2018, approximately 12 months after I had moved my practice to a large main road premises from a small suburban house. I moved as part of an exit strategy, which was a huge leap of faith, but I really didn't realise how huge it was as I had very little business knowledge at that time. I and another vet set up a large purpose-built facility which required the hiring of more staff. I was partners in the facility but the business itself was all mine, and the reason that I joined AMG was not because it had started to lose money at a great rate (it seems unbelievable but I was pretty unaware of how bad my finances were looking) but because I was miserable and I felt that no matter what I did I could not keep my staff happy. I had set up a brand new facility, we had new equipment, new protocols, but whatever I did seemed to be met with suspicion and criticism. From this distance I can see that the staff were unsettled and scared and resentful of change but at the time I didn't understand it. I wanted to push this practice to another level – there was no reason why we could not do this - except that I seemed to be the only one with any enthusiasm!

## **Joining AMG was a bit like coming home.**

There were 9 other practices facing similar challenges and Sam Bowden who understood from personal experience just how hard it can be to be happy let alone successful in a small scale veterinary hospital.

We were also able to learn from other's successes and failures, and excitingly at the first session we encountered the concept of "low hanging fruit" – "the power of small change" and correcting missed charges – which changed our bottom lines immediately.

The first quarterly session focussed on personal realisations, and dug out a lot of surprising stories about why we do what we do. For me I realised that I set my expectations too low, and my work relationships were suffering because of this. The programme went on to teach basic business skills and financial management skills, time management (for me a steep learning curve) and also focussed on team building, and ways to get staff to get engaged and stay engaged. A lot of participants and especially me benefitted from the "how to have a difficult conversation" lesson, something I had avoided all my life! Between sessions "The Enforcer" (Shane Barker) rang us every month and kept us accountable to the 12 week goals we had set.

Two years later my practice is still experiencing "best months ever" consistently. If I compare gross earnings for the last quarter to the same time of year pre-AMG we are approximately 70% ahead. Staff are motivated, work independently and I think they are proud to be part of the team. We are doing more complex surgeries and we have a forward focus. Personally I feel much more comfortable and deserving of what I have worked hard for, and I am reaching the point where I can pass this clinic on to a capable successor with the reasonable hope that its ethos and running will not change too much.



Dr Bruce Krumm  
(New Practice owner)  
**KANWAL VET**

We are not given any business training and very little psychological coaching through vet school. Obviously the course has an enormous amount of content to it and adding more may not be feasible. However, I can safely say that UVG/AMG was a turning point for me.

I had struggled for years in the profession, trying to get ahead and make a career for myself. As you know, I had hit rock bottom earlier this year. I was seriously considering leaving the profession, but was too scared to for fear of what else I might do. I had also considered more drastic and permanent options in order to secure my family's financial future. However, reason prevailed and then I met you.

**Your coaching has given me clarity, direction and the confidence to do anything I want to.**

I have got my passion for veterinary science back in droves and am excited about my future. I know that there are challenges ahead, but I now have the skillset to deal with them.

We are talented people, but our mindset is often lacking or misguided. I can only begin to imagine how awesome the profession would be for everyone if they all went to work each day feeling the way I do now. I am a more rounded being now and most importantly, have given myself permission to be me.

The AMG has also afforded me the opportunity to open up and be vulnerable, knowing that I will come through the process a better person.



Dr Ailsa Rutherford  
**BANGALOW  
VET PRACTICE**

**One of the biggest challenges as a vet, and particularly as a practice owner, that spreads across all levels of skill and geographical area, is isolation.**

Isolation in an intelligence sense. This intelligence isolation leads to psychological illness and subsequently physical illness. Vets tend to live lives of imbalance and cannot see a way of having both an excellent career and a happy life outside of that career.

Forums may help to vent about frustrations and have contact with colleagues, but this is not helpful thinking in the long run and rarely produces actual positive change; that's where the AMG comes in.

I feel that a course such as the AMG, Sam Bowden's genius inception, help deal with these problems in a number of highly positive ways and at a deep and lasting level.

**Joining the AMG puts you together with colleagues who are not direct competitors, giving you camaraderie and a safe and secure environment to really get to the root of why we as vets struggle in certain areas.**

**The AMG as I see it, is about changing your mindset to allow you to achieve financial freedom, a great career and a great life outside of that.**

Myself and my husband joined. My husband is not a vet, nor is he in anyway involved in the veterinary world or my business, but we've both already found the course to be liberating and exciting.

I can see that the benefits of the course will last long after it's official end from the contacts made, the change in mindset and the focus, vision & clarity for the future in all aspects of life.





Louise Absalom  
**REDGUM VETS  
AND CATTERY**

## **As a practice owner, being part of the AMG has been most positive singular impact on our business and life.**

Our learning, through AMG, has been across all areas of our life (it must be remembered that, for the practice owner, their business is an extension of themselves and is very much part of their life).

For the business owner, it's not work/life balance, it's business/life balance and this is an entirely different concept than the work/life balance.

An employee is able to step away at 5pm; the business owner, by their very nature, will have thrown everything they have into the growth, development and success of their business, and it quickly becomes an all-encompassing passion, or for some, an anchor.

AMG has taught us to think differently – about our roles, our business, our relationships with staff and clients, but more importantly, we have learned a different approach to how we think about ourselves, what we will accept, what we will not accept, our story about ourselves and how that has influenced our past decisions and how we can change that to influence future decision making.

## **The result has been amazing and outstanding.**

We approach our own lives so much differently – people comment on how we have changed. Our ability to manage emotions, challenging situations and staffing has been underpinned by leadership growth and development beyond what we would ever have thought possible – or probable!

We thought owning our own practice was just plain hard work! And there would be no let-up – we had developed a them and us attitude towards our staff, and the divide was growing. The support, learning and specific advice we have been exposed to has mended those bridges.

We work as a team now; we care about each other and support each other. It's a good place to come to work. And this has had a remarkably positive impact on our client base, growth and therefore profit.

**Increased profits equate to sense of confidence as a business owner, and allows us to reward our staff, purchase new or more equipment, train staff etc.**

**We have learned how to operate in a more efficient and effective way. We set goals, strategies and plans. We measure growth through KPI's. We have open, honest and transparent staff meetings where we discuss all of this. Our staff are involved in setting team goals and striving to meet them.**

Sure, we work hard – some days are just crazy! – but we all pull together and make it happen. All of this came together for us recently when Redgum was nominated for several awards within our local annual business awards, winning Trainee of the Year, Young Employee of the Year, Employee of the Year, Best Medium Business and then the overall Most Outstanding Business of the Year.

In accepting the award, we spoke about our involvement in AMG and the profound and positive impact that has had on our lives and business, and encouraged any business to step outside of the square and take on similar training.



Dr Linda King  
**MOFFATT BEACH  
VET**

I have been a vet for over 30 years and 20 of those years I have been the owner of Moffat Beach Vets.

I had no experience in business ownership and management and as a result the stress of running a practice and working in the practice caused me to become ill. I had to take 12 months off work.

Looking back, it would've been easy to give up the profession at that stage. Thankfully, I became involved with the United Veterinary Group. It was being able to talk to other business owners about how they were running their practices that gave me inspiration to continue with my business.

In 2014, I joined the Accelerate Mastermind Group (AMG) with Sam Bowden and Shane Barker. It was the continued support from the coaches and daily close contact with other vets in the group that really made the most difference to me. Sam and Shane got me through some difficult situations and finally taught me how to be a leader. My business became more profitable, I was able to achieve work/life balance and I found myself enjoying being a vet again.

Last year I went into partnership in the ownership of another vet practice. I have joined the Accelerate Mastermind Group again with my partner and his wife and I am learning just as much the second time around.

**What I enjoy the most about the AMG is seeing the journey that vets take during the course of the program. They all start struggling with stress, money, health and relationships and with guidance it is amazing how quickly their lives are turned around.**

I encourage any vet owner to become involved with United Veterinary group and Accelerate Mastermind program. We are lucky to have an industry focussed coaching group that understands the real challenges involved with all aspects of veterinary business ownership.



Lisa and Shaun Sheepers  
**PORT ADELAIDE  
VET PRACTICE**

**Being part of the AMG group has fundamentally reshaped our approach to practice.**

The overall results to date include a 20% increase in turnover and more significantly a 200% increase in profitability. These changes have occurred with the same number of team members and ironically with less time working directly in the business.

We have transitioned from a position of financial precariousness and vulnerability to one of being very clear about where we are going and what it is we need to get there.



Dr Danielle Richardson  
**CORAL COAST  
VETS**

It has been a personal and financial awakening. I have turned my business around. For the first time in my career I feel financially secure and I actually feel that I deserve to be financially secure. For example last month we did \$98 000 (a \$20 000 increase)!!!

The change in me has had a profound effect on my staff who are now all actively involved in the success and development of the business and they LOVE their job.



Dr Iain Trueman  
**ESK AND FERNVALE  
VET CLINICS**

I am a veterinarian, equine and mixed practice for more than 15 years. For 10 years my wife and I have been business owners. I'll admit, we have had some good times along the way, made a little bit of money and grown to support half a dozen staff.

But mostly my overriding impression of the last 10 years has been PAIN: Loss of freedom, an overwhelming fear of failure, staffing problems, financial insecurity, demanding clients, a bout of insomnia and depression, diminishing job satisfaction and a complete loss of perspective regarding my worth in the veterinary industry.

PAIN. I used to say to my wife all the time – "Why am I doing this? Why don't I go and work as a carpenter or a plumber or just be an office manager? I could get a nice little regular salary and have every weekend off to enjoy with my family. Why do we do this?"

Then a funny thing happened. I just gave in. My wife and I made a pact that we would give it one last shot – or we were out- selling up- done. As a last resort I watched a webinar Sam presented regarding the Accelerate Mastermind Group. I was interested but it sure seemed like a lot of money I did not have. We talked on the phone after the webinar and Sam was genuinely offering us a choice. Keep doing what we are doing, or move to an entirely new level. We literally had nothing to lose and everything to gain. Sounded like us. We were in. I find it amazing that after only 3 months we have achieved so much.

## **Most of the development I needed came from within.**

I am ashamed at how tightly I was wound up about our business, and how much that was impacting on our family.

Sam gave me the personal tools to heal myself and others around me along the way. Self-worth, happiness, contentment, value, confidence and gratitude are reappearing from the person I once was. Personal growth that made me realise that the success or failure of our business rests with me.

I'm OK with that now. Mostly because I have the tools that I need to ensure our business is a success. Accounting, planning, emotional and personal growth, team motivation and a network of people around us to help guide our business to the success we so richly deserve.

I can honestly say we have achieved more within our business in the last 3 months than we have in the last 5 years.

The team are motivated and happy, the premises have never looked better, the clients are happier, our patient advocacy has increased, our work life balance is tilting toward the targets we have set AND we are making money. I will say that again – we are making money.

We doubled our business owner's salary 3 months ago yet our bank balance is steadily improving. We are on track to achieve a fourfold increase in salary in 12 months.

We still have some distance to travel to meet our goals, but it feels like our veterinary business has transformed from a pair of concrete shoes to a bright pair of thongs. We work hard yes – but we are being rewarded for our efforts, financially and emotionally.

**Then another funny thing happened – we stopped talking about selling out and started enjoying going to work again. We now realise that this business has the potential to send our children through school, pay our family really well along the way, clear our mortgage early AND even set a good chunk of change aside for investing.**

We were sitting on a gold mine and didn't even know it. Sam and the AMG just gave us the shovel and told us where to dig. I will be forever grateful.





Tanya Saccassan  
**PETMANIA**

As I drove home tonight I was thinking a lot about the event we've just had, and whilst I realise the feedback form is yet to come, I simply wanted to drop you both a quick note to say thank you again.

I shall put the long version into the feedback form but I wanted to let you know that I'd been trying to put my finger on the word that really described my experience from this event. There are a pile of words that fitted the emotions I have had since Friday, however, on my way home tonight that one word that truly encompassed all that I was feeling finally hit me and I simply wanted to share it with you both as a way of thanks.

### **I feel liberated.**

I know I was one of those whose little "scumbag" voice was still there wondering how it can all be true, but please rest assured, that it in no way is going to stop me from jumping in with both feet to this adventure. Your genuine enthusiasm and passion is infectious. The freedom I feel at being given the tools you have offered, to learn how to gain the personal and business goals I want, is gratefully accepted and appreciated.



Glen Hastie  
**SUNBURY ANIMAL HOSPITAL**

I just wanted to thank you for what you have done for myself personally over the last 15 months, and my team, through me, and directly yesterday during that 2 hour live webinar.

I have never had more positive feedback about a single event ever and the buy in for the team on building the practice was obvious in the discussion that followed.

As per your final comments, we sat around and put together a story for the practice, as written in 12 months time that included some personal goals, staff relations, financial, client satisfaction and pet related goals. It was an amazing experience to sit there and watch them brain storm all those ideas. I could not be more proud of that group of people.



Perrine Neretti  
**GLEN OSMOND VET CLINIC**

### **The whole weekend was an incredible success.**

Many people buy X Lotto tickets week in, week out. They live life in the hope to, one day, get the big \$. Until recently, I was one of those people.

Admittedly, it was by a chance encounter that I joined this AMG group and now I realise THIS is my lotto ticket, our Lotto ticket.

By taking charge of our lives and changing our mind sets, we can all do it. If everything we do in life happens by chance and by choice, life also truly happens for us not to us.

Thank you Sam and Shane for being that chance. Without you, the clarity would have stayed in the dark for the rest of our lives. There are no words to express my gratitude except maybe: Thank you. See you in 3 months.



Janine Dwyer  
**ALL HORSE VETERINARY SERVICES**

Before the AMG I had a profitable practice but I was overcome with responsibility and worry. I felt broken.

I was concerned when joining because of the cost and the confronting environment...I guess I was concerned to face myself!

After a year of the AMG program I have increased confidence, clarity and massive mental improvement. I am now focused positively and enjoy being a business owner again.

There has been massive financial improvement. The biggest plus for me was not the massive financial improvement. Rather it was the camaraderie of a like minded group being open with each other and sharing ideas.



Susan Bilboe  
**PINJARRA VETS**

Before the AMG we were a big practice (4 FTE) with no profit and I was working really hard.

Staff morale was low with a lot of internal bickering and we were looking at folding in the next few months as the practice was not viable.

After a year in the AMG program we have a great team that is driven to provide best practice. They look at opportunities to help each other and to consistently improve our services.

Financially we are now secure and consistently improving our turnover and profit margin.

The biggest learnings for me was to step out of my comfort zone and embrace change, accept that it can be confronting but it is necessary to develop personally and professionally.

**If you change, your staff will change.**

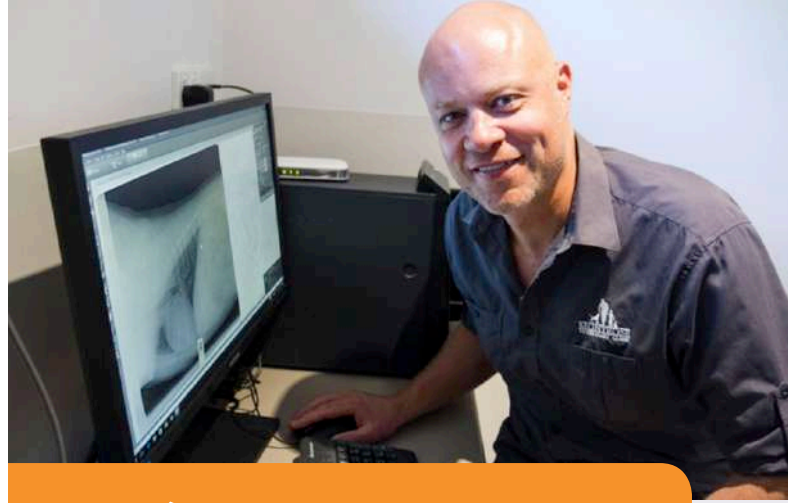


Michelle Piccini  
**THE MOBILE VET**

Before the AMG there was one vet and one nurse/practice manager/receptionist. We were stressed!

A year into the program we have doubled the staff, I am more leveraged and I have the tools to deal with the bigger issues of being a practice owner.

You will underestimate the value you receive from this program and the financial investment is very small compared with the investment of knowledge.



Mike Bassett  
**MONTROSE VET PRACTICE**

I was bogged down, and I wasn't getting the financial return I deserved from my practice. From this process I am now in position to choose what I want to do with my career, knowing that the practice can survive without me.



Alan Dalgarno  
**PETS AND THEIR PEOPLE VET PRACTICES**

Our three partners attended the mastermind program.

The difference in our mindset is huge. Our profit margin in our business has increased significantly and stabilised there over the past 2 years despite big challenges.

We've found the program invaluable.



Cameron Rain  
**HAMPTON PARK VETS**

This has been an invaluable experience. Through it I've developed positive paradigm shifts both personally and professionally. The bottom line is I have a flourishing business that has doubled in profitability and I am enjoying the veterinary profession more than ever.





Catriona Grant  
and Todd May

**ANIMAL TRACKS  
VET CLINIC**

### **What made you join the AMG?**

We were in a situation with the business where we had been coasting for some time. The business had plateaued and we could see it was beginning to decline. As well as this we had a number of new clinics open in our area, including a Greencross linked to the local Petbarn where all the puppies and kittens were going and we had no real idea how to turn things around. When the opportunity for doing the AMG came up we thought “we’ve got to do something – and this is worth a try”

### **Any concerns or fears you held about doing the program?**

**Well the cost of the program did make us stop and think, it was a big chunk of money for us at the time.**

We asked lots of questions, and Sam was very positive about the program being able to make a big difference in our business.

We didn’t think we had much to lose so we just went for it.

### **When you joined where was the performance of your clinic at?**

#### **a. Profitability?**

We were breaking even but not paying ourselves a proper salary, quite a lot less than locum wages, so no, not really.

#### **b. Stress levels on a scale of 1 to 10?**

Well, we are not people who stress much about the business (you might suggest that is part of the problem) so I would say 5

#### **c. Any other challenges you could share?**

Most of the stress we were feeling came from issues we were having with a particular long term staff member to do with her performance and engagement with the business. It was beginning to stress us that we were watching our business decline and that it was unable to

pay us a proper salary and that it was not going to be worth anything in the future.

### **How would you describe your AMG experience?**

I would describe it as totally, incredibly positive. It works so well because of the combination of input at the weekends (which have been amazingly valuable and lots of fun), the regular “pulse checking” at the monthly accountability sessions which force us to keep watching our intention and direction (and measure our KPI’s and make adjustments) and also importantly the connection with other practices that are going through the same process, and the support and encouragement that this brings.

### **Has it met your expectations?**

I honestly didn’t know what to expect going in, but whatever I might have thought it was going to do, it has way, way, exceeded expectation. I rave about it to my friends and family because it has been such an incredible journey.

### **Were your fears or concerns at the beginning justified?**

Definitely the best money we have spent in the business ever.

### **What have been your results achieved?**

#### **a. Profitability?**

We’ve posted strong profits for the last 2 years, have lots of money in the bank and are paying ourselves reasonable salaries (more than locum rates), with the expectation that we will be increasing this soon.

#### **a. Stress Levels?**

Well, we’ve sorted our main staffing issues, and the team is in a great place, but we are dealing with the problems of growth and change, which are nice issues to have, but not without some stress – so 5 still

#### **a. Any other results (even results in your personal life)?**

My family is sick of me spouting things I’ve heard at AMG weekends!

### **Favourite parts to the Program?**

It’s been really fun and it’s made a huge difference to our business. I love the weekends getting to know other practice owners and managers and sharing ideas and hearing their stories which are inspiring.

### **What are the two biggest learnings you have implemented?**

It’s pretty hard to pick just two. We have made huge leaps forward with what feel like quite trivial changes, I think Shane summed up what I was feeling at the last weekend “the secret to successful business is consistent focus on the simple shit”.

### **If I were to pick the two things that have made the most difference to our practice it would be**

Deciding that things were not going to stay the same and making a plan for change

Missed charges; making sure we charge for everything we do

### **What would you say to someone considering joining the Program?**

If you’re ready for change in your life and business then just do it!



## Renier and Miranda **LILYDALE VET**

### Scenario Before AMG.

- Stress levels at 9-10.
- Profit was good.
- Husband and wife team getting no break and getting feelings of hopelessness.
- At cross roads whether to leave vet or not d.t. stress levels.
- All work and no play and very time poor.
- Low motivation levels/feeling burnt out.

### Did you have reservations when you joined AMG?

- Our biggest concern was the cost.
- We also feared we wouldn't have time to do it (we were already time poor)

### Outcome ?

- **Business is up 30%** year on year
- **Stress levels reduced** to 5-6 (but we've bought another clinic!)
- **180% turnaround in mindset** of were we were headed.
- **Excited again** about growing the practices.
- We are enjoying practice more, understand ourselves better and **handle staff far better.**

### Two biggest learnings?

- "Playing above the line"
- Introducing the concept of "energy" into the team culture has changed how everyone interacts with each other

### Has it met your expectations

- The program has **exceed our expectations.**
- The **personal development** has been amazing.
- Being challenged on how we run our business has at times provided discomfort.
- This **challenge has provided the greatest growth.**
- Love the weekends away as part of the program.

### What would you say to someone considering the AMG?









- You will **absolutely** get your investment back
- If you are **even thinking** it might be relevant for you, it means you need it.
- **Best investment** we have made in our business.

You'd be a **fool to pass up this opportunity.**

**Let's Talk about how UVG Advantage can work with you and your business. Schedule your free 15-minute 'discovery' call to see if UVG Advantage is a good fit for you and your business.**







**Speak to our Membership Support Coordinator  
Katrina on 1300 897 797**

# OUR AMG RESULTS

<b>AMG 3</b>	<b>REVENUE 16FY</b>	<b>REVENUE 17FY</b>	<b>PROFIT 16FY</b>	<b>PROFIT 17FY</b>	<b>\$ Increased Profit with Program Costs Removed</b>	<b>% Increased Profit Less Program with Program Costs Removed</b>	
<b>Clinic 1.</b> Small Animal Sydney	\$746,000	\$958,000	-\$97,000	\$32,000	<b>\$149,000</b>	<b>1000%</b>	
<b>Clinic 2.</b> Small Animal Melbourne with After Hours	\$1,461,000	\$2,583,000	\$220,000	\$554,000	<b>\$354,000</b>	<b>161%</b>	
<b>Clinic 3.</b> Regional NSW with 95% Small Animal	\$2,420,000	\$2,696,000	\$199,000	\$268,000	<b>\$93,000</b>	<b>47%</b>	
<b>Clinic 4.</b> Small Animal Sydney	\$725,000	\$829,000	\$35,000	\$141,000	<b>\$130,000</b>	<b>371%</b>	
<b>Clinic 5.</b> Small Animal Melbourne	\$944,000	\$951,000	\$44,000	\$93,000	<b>\$73,000</b>	<b>166%</b>	
<b>Clinic 6.</b> Small Animal Gold Coast	\$1,391,000	\$1,526,000	\$67,000	\$156,000	<b>\$113,000</b>	<b>168%</b>	
<b>Clinic 7.</b> Small Animal Brisbane	\$1,200,000	\$1,480,971	\$144,000	\$229,680	<b>\$85,680</b>	<b>59.50%</b>	
<b>Clinic 8.</b> Small Animal WA	\$1,564,000	\$1,510,318	-\$165,332	\$117,185	<b>\$282,517</b>	<b>2000%</b>	



**AMG 4**

	<b>REVENUE 16FY</b>	<b>REVENUE 17FY</b>	<b>PROFIT 16FY</b>	<b>PROFIT 17FY</b>	<b>\$ Increased Profit with Program Costs Removed</b>	<b>% Increased Profit Less Program with Program Costs Removed</b>	
<b>Clinic 1.</b> Small Animal Regional NSW	\$215,513	\$312,173	\$22,722	\$67,117	<b>\$87,117</b>	<b>383%</b>	
<b>Clinic 2.</b> Equine Vet	\$1,201,503	\$1,306,609	\$221,264	\$274,978	<b>\$73,714</b>	<b>33.30%</b>	
<b>Clinic 3.</b> Small Animal (95%) Regional NSW	\$1,462,526	\$1,719,042	\$256,564	\$323,179	<b>\$86,615</b>	<b>33.70%</b>	
<b>Clinic 4.</b> Mixed Animal NSW Rural	\$1,299,939	\$1,464,828	\$18,602	\$52,315	<b>\$53,713</b>	<b>289%</b>	
<b>Clinic 5.</b> Mixed Animal Rural NSW	\$1,208,374	\$1,259,248	\$25,016	\$40,295	<b>\$35,279</b>	<b>141%</b>	
<b>Clinic 6.</b> Small Animal Gold Coast	\$1,378,464	\$1,865,112	\$200,351	\$350,641	<b>\$169,990</b>	<b>85%</b>	



**A veterinary community,  
together, achieving more.**