

WELCOME TO GREENVILLE!

(WE HOPE)

We know that time away from the practice is hard to come by. We also know the invaluable return on investment that comes from spending time working on your leadership skills.

We've written a template for you to use to convince your practice owner to allow you to attend the Practice Leaders Summit Summit in December. In fact, we've written two: one full of information, enthusiasm and excitement, and the other, a to the point option that hits the high notes for those straight shooters.

We hope this will help convince them to join you and spend three days recharging with new friends while you work on your relationship, communication skills, and tools to maximize your efficiency and effectiveness as leaders.

Feel free to fill in the blanks. And pass it along to your boss.

*The
Uncharted
Team*



DEAR AMAZING PRACTICE OWNER,

I'd like to kindly ask for your approval to attend the Uncharted Practice Leaders Summit that will be taking place in Greenville, SC Dec 7-9, 2023. ***Honestly, I would really love it if you would attend the Summit with me!***

There are many continuing education events out there, but I've picked this one because I feel that the insights and learnings presented there are exactly what our team needs for us to lead from the same page in the coming year. That will ultimately help us as a whole team to be more efficient, stay ahead of the curve and our competition, and avoid unnecessary costs.

Unlike big-scale conferences which most often have short, lecture style sessions, plus a lot of time lost moving from one huge hall to another, Uncharted Practice Leaders Summit is quite small (up to 150 people). The Uncharted team of speakers for this event have a combined 66 years of experience in veterinary leadership between the 4 of them! Imagine if we combine the experience of everyone attending the summit... it could be thousands of years of leadership experience in one room!

Uncharted leads the industry with their commitment to very practical sessions and hands-on workshops. They offer more of these types of sessions than any other conference in veterinary medicine every year. In fact, I love the idea that up to ½ of the summit content is planned live after day one.

Uncharted is committed to building events with content built on **real-life examples, case studies, and practical techniques applicable to your work right away**. So this is an opportunity to see how other clinics and industry leaders work, design their partnerships in leadership, build their practices and teams, as well as openly discuss mistakes and lessons learned that may help guide us.



Advantages for our company

The learnings from the three summit days will help our practice to:

- Set boundaries within professional partnerships (so you and I can have a healthy working relationship, now and in the future).
- Understand positive conflict and how to lean into it as a tool for creativity and growth.
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My personal advantages

I sincerely appreciate the opportunities to grow as a professional in our company, and I'm very excited about this summit because:

- Hands-on workshops with experts give me an opportunity to learn new practices and techniques and improve my skills right away.
- The friendly, intimate spirit of the event makes it easy to interact with speakers and ask questions.
- Attendees who are using a lot of the same technology, programs and processes as we are, allowing for idea mining on how we can level up our game. Or hear from attendees who are doing things differently than us, allowing us to see opportunities for growth by learning from their experiences!
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Anticipated attendance costs

Registration fee	\$_____
Hotel	\$_____
Flight	\$_____
Ground transportation	\$_____
Food (Mostly covered with registration)	\$_____
Uncharted membership	\$_____
Total	\$_____

RETURN ON INVESTMENT: PRICELESS



Uncharted also provides video of presentations we don't see in their online community so that we don't miss a single bit of content being offered in workshops. With membership required for one of us in order to attend, we'll also have access to their community for one year after the summit. That means we have the ability to follow up with the attendees, speakers, and sponsors we met to continue the learning experience for 12 months. That is a game changer!

I'd kindly appreciate you considering my letter, and I hope you have a moment to take a look at the website - www.unchartedvet.com/pls — and the overview of content covered there. I couldn't be more excited to attend this one, and I'm quite certain that it's a good investment in leadership and growth for our entire company. I feel like spending time focused on building our communication skills, our partnership as leaders in the practice and our plans for the immediate future of the team and practice is the best commitment we can make to ourselves, each other and the practice.

Thank you for your time.

Yours truly,

(AKA: an employee, passionate about learning and improving our work)

PS - I attached the schedule of events as well for your review!



Schedule of Events

THURSDAY, DEC 7

4:00pm	Registration Opens	Westin Hotel Lobby
6:00pm-6:45pm	Icebreaker Sessions	TBA
6:45pm-7:45pm	Opening Remarks & Dinner	Gold Ballroom
8:00pm-8:45pm	The 3 Questions	TBA
9:00pm-9:30pm	Evening Wrap-Up	Gold Ballroom

FRIDAY, DEC 8

7:15am-8:45am

Breakfast

Gold Ballroom

Practice Owner Track

9:00am-10:00am

General Session *with Andy Roark*

Gold Ballroom

10:15am-12:15pm

Say Yes To Conflict: The Healthy
Side of Disagreements *with Ron Sosa*

Gold Ballroom

Practice Manager Track

9:00am-10:00am

General Session *with Stephanie Goss*Francis Marion
Room

10:15am-12:15pm

Boundary Blueprint: The Secret
to Building a Dynamic Duo *with Maria Pirita*Francis Marion
Room

12:15pm-1:45pm

Lunch

Go Explore Greenville!

1:45pm-3:15pm

Choose Your Own Adventure

TBA

3:15pm-3:30pm

Stretch Break

3:30pm-4:30pm

Choose Your Own Adventure

TBA

4:30pm-5:00pm

Break

5:00pm-7:00pm

Happy Hour & Improv Show

Join us for Happy Hour in the Gold
Ballroom followed by a special
Uncharted improv show!

Sponsored by:  CareCredit
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SATURDAY, DEC 9

7:15am-8:45am Breakfast Gold Ballroom

8:45am ***GROUP PHOTO - DON'T BE LATE!*** Gold Ballroom

9:00am-11:00am Unlocking the Power of Teamwork:
Fostering Stronger Relationships for
Optimal Leadership Gold Ballroom

11:00am-11:15am Break

11:15am-12:45pm Unlocking the Power of Teamwork:
Fostering Stronger Relationships for
Optimal Leadership (cont.) Gold Ballroom

12:45pm-1:45pm Lunch Go Explore Greenville!

1:45pm-2:45pm Choose Your Own Adventure TBA

2:45pm-3:00pm Break

3:00pm-3:30pm Unlocking the Power of Teamwork:
Fostering Stronger Relationships for
Optimal Leadership (cont.) Gold Ballroom

3:30pm-4:00pm Feedback & Closing Gold Ballroom

DEAR AMAZING PRACTICE OWNER,

I am requesting to attend the Uncharted Practice Leaders Summit that will be taking place in Greenville, SC Dec 7-9, 2023. ***Honestly, I would really love it if you would attend the Summit with me,*** but will attend alone if permitted.

It is the premier event for veterinary practice owners and managers because it brings them together to work side-by-side on the business, not in it.

The learnings from three summit days will help our practice gain valuable tools to set boundaries, understand positive conflict as a tool, and techniques to improve communication. Plus I will learn:

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The cost to attend the summit is anticipated to be \$_____ and this includes registration fee, travel expenses, and hotel. The return on investment is **priceless!**

I am confident you will see this as a worthwhile investment. It is an opportunity for me to network with industry peers, attend valuable educational sessions, and gain specific industry knowledge that isn't available in this format anywhere else. My attendance at this summit will pay off for years to come.

Yours truly,

(AKA: an employee, passionate about learning and improving our work)

PS - I attached the schedule of events as well for your review and the website is: unchartedvet.com/practice-leaders-summit-2023

