



## Episode 27: Connection is the Key, with Dr Alex Hynes.

Dr Alex Hynes (<https://dralexhynes.com.au/vet-success-kit/>) is a force of nature - whether she's on the floor in the emergency hospital, leading their team as a director of the group of clinics (<https://animalemergencyservice.com.au>) showcasing our profession to the world on television on Bondi Vet, mentoring the thousands of young vets who look up to her or taking care of her daughter, you can't help but be inspired by her passion and energy when she crosses your path.

### What will I learn from this episode?

- How to apply goal setting and focus to create a career that gives you daily joy.
- What your clients really want from you, and how to give it to them.
- How to demonstrate value in what you do.
- How to utilise the telephone to create connection during Covid and way beyond.
- Why Covid-19 will make a lasting impact on how your clients will see you and your clinic FOREVER!
- Why you should say 'something' in stead of 'anything'...

### One thing to remember: What do our clients want from us?

- Connection
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- Connection... they want to feel that you care about them and their animal. This will lead to...
- Trust - to know that you will act in their best interest.
- Competence - you need to portray that you are able to make decisions and to help them.
- Shared decision making. They want to feel like they have some control in what is going to happen to their animal.
- Listen - listen to what they want and what their concerns are



**Dr. Alex says:**

*(During the Covid-19 outbreak) "...People's needs and emotional stressors are much higher. People are going to remember this time in history FOREVER. If they have a really terrible experience in your clinic they will remember that FOREVER! You really want to be the clinic where they say 'Hey, I remember when I had to take my cat to that vet hospital during corona virus and wow, they were just incredible. I felt so supported and cared for, and they looked after Fluffy so well', that they want to tell 20 of their friends what an amazing experience it was."*

**Dr. Alex's favourite podcasts and books:**

'School of greatness' podcast with Lewis Howes. <https://lewishowes.com/sogpodcast/>

Elon Musk biography, by Ashlee Vance. <https://www.goodreads.com/book/show/25541028-elon-musk>

"Can't Hurt Me" by David Goggins. <https://davidgoggins.com/book/>

**More about Dr Alex:**

Instagram <https://www.instagram.com/dralexhynes/>

VetSuccess Academy: <https://www.vetsuccessacademy.com>