Putting you first: how to manage body and mind to avoid burnout, depression and other negatives

Dave Nicol

The job of being a veterinary surgeon is hard on both body and mind. If not managed carefully then the daily efforts required by veterinary surgeons can and do wear many professionals down, leading to mental, emotional and physical exhaustion. Those affected inevitably enter a negative feedback loop that results in poor performance, low esteem and unhappiness (and worse).

In this presentation Dr Dave Nicol explores the topic and looks into the emotional triggers and internal story telling that lead to this outcome. And will show delegates how to successfully rewire their thinking. Delegates will learn the classic signs of burnout. They will also explore the part that emotions, beliefs and internal storytelling play in the development of a poor emotional state.

They will learn some effective tools that will allow them to recognize:

- Risk moments
- How to spot a poor story or belief
- What things can contribute to a poor emotional state and create anxiety

Delegates will also then learn some highly effective tools to manage mental state and to become more resilient in the face of challenge. These fall into two categories:

- Mental judo – managing the internal dialogue and telling a better story
- Daily habits to improve mental state

KEY LEARNING OBJECTIVES

- For delegates to clearly understand that burnout is a sign of a mismanaged mental and physical state and to be absolutely clear who is responsible for managing this state
- To understand the contributors to anxiety and the warning signs of running in the red 'danger zone'
- To be able to effectively deploy countermeasures to be able to handle the daily routine events that are unavoidable, but with the right mindset can be handled effectively without mental harm

MULTIPLE CHOICE QUESTIONS

1. Which of the following is NOT a sign of a negative mental state?
 - (A) Tiredness
 - (B) Irritability
 - (C) Singing out loud in the shower
 - (D) Poor sleep
2. Who has the greatest responsibility for your mental and physical health?
 - (A) Your boss
 - (B) The government
 - (C) The RCVS
 - (D) You
3. Which of the following does NOT help your mental state?
 - (A) Sleep
 - (B) Spending time with people you love
 - (C) Walking in nature
 - (D) Social media

Personal branding for vets: why you need one and how to become the local pet celebrity

Dave Nicol

Personal brands are everywhere nowadays with influencers changing the course of businesses in every field and facet of business. Veterinary medicine is no different. While the older generation seem to have avoided or ignored social tools, the same cannot be said of the millennials, who are embracing the technology with both hands.

Customers do business with those people and brands they know, trust and like. So a personal brand can be a massive tool to support and accelerate the career of any savvy young veterinary surgeons out there.

A personal brand is developed when an individual starts to create content that is noteworthy and other people start to take notice of and follow. So it is not for the faint hearted. Most will not have the determination to put in the work required. And many will run from the spotlight, but for those willing to engage, they sky is the limit.

Content creation is the basis of any personal branding strategy. This content can come in many forms: words, sounds, video and images. A good strategy will take advantage of as many formats as possible. My advice is to publish content to a blog or Youtube channel every week or a Facebook/Instagram page every day. Anything less and you are invisible.

Here are three techniques I rely on that will work for you too.

- Think about your audience first. What do they want, what do they need? What do they love or hate?