



VET EMPOWERED

Reconnecting You, With You

# 2024 BROCHURE



*Personal Development Support, Coaching & CPD  
for Veterinary Professionals*

[www.vetempowered.com](http://www.vetempowered.com)



# VET EMPOWERED

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## SERVICES OFFERED:

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Signature Group Programme  
1:1 Coaching  
Company Coaching Retainers  
Workshops & Training  
Webinars  
Live Events  
Virtual Events  
Practice Sessions  
Retreats  
Masterclasses

*"Katie Ford & Claire Grigson, the support that you have given to so many of our recent graduates is absolutely invaluable. When grads use phrases like 'life changing' and 'my self awareness has sky rocketed' you know you've signposted them into safe hands."*

**Graduate Programme Lead**

“

*I cannot recommend this course highly enough. It is truly the most relevant, enlightening, empowering, life-changing experience.*

**Vet Empowered MRCVS**

”

*Personal Development for Veterinary Professionals*

## WELCOME TO VET EMPOWERED

with Katie Ford & Claire Grigson

Vet Empowered is a veterinary-led, personal discovery and coaching service, founded by Katie Ford and Claire Grigson in 2020.

## THE VET EMPOWERED MISSION

To provide high quality, empowering personal development content and support to professionals in animal-related industries. We strive to remind every individual that we come in contact with of their inherent value, and leave them with an impression of increase. We create a community of supportive, likehearted professionals where they can connect and support each other.

*We are proud to do things a bit differently here.*

## OUR CORE VALUES

Kindness | Fun | Authenticity | Collaboration  
| Gratitude | Compassion | Energy |

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# ABOUT US

We truly believe that everyone should have the chance to reconnect with themselves, and understand what is truly important to them as individuals, treating themselves with compassion as they raise their self awareness. The gift of coaching and holding space to consider this can be pivotal both inside and outside of work. We work with people beyond their job titles, and feel privileged that our veterinary experience adds in a relatable, mentorship aspect to our work too. Although we have worked with a wide range of professionals, we find that the majority of our clients are early career professionals; a fantastic time to go through this experience.

Both founders of Vet Empowered have experienced the lifechanging effects of coaching, and still continue to work with their own coaches and mentors.

## THE FOUNDERS:

**Katie Ford BVSc CertAVP(SAM) PGCert MRCVS**



Katie qualified as a Veterinary Surgeon in 2012, gaining her RCVS Certificate in Internal Medicine in 2016. She has worked in first opinion and emergency practice, having also trained as a clinical coach. Following her own struggles with imposterism, she trained as a coach, broadband consciousness trainer, in cognitive behaviour therapy and journal coaching. She speaks regularly, including giving the BVNA Keynote speech in 2020, BSAVA events, The Global Veterinary Career Summit, WellVet Virtual, London Vet Show, VSGD Live, London Vet Show and NHS for Vets. She has a large online presence as @katiefordvet, with over 20,000 followers across all platforms. Katie is a strategic and driving force behind continually bringing new offerings to Vet Empowered.



- Professional Diploma Cognitive Behaviour Therapy
- Life Coach & Master Practitioner NLP Trained (accredited with CMA)
- Trauma-Informed Coaching Certification
- Broadband Consciousness Teacher
- Professional Diploma in Journal Coaching
- Masters Degree in Emotional Wellbeing Therapy
- Level 7 (ICF) Trauma Informed and Somatic Coaching (ongoing)
- RCVS Inspiration Award Recipient 2023



## Claire Grigson BVM&S MRCVS ACCP

Claire has 15 years' of experience in first opinion and charity veterinary practice. She trained to become a certified and accredited life coach after being part of a life coaching group programme, and the experience completely helped her to transform her mindset and the relationship that she had with herself. Claire spoke at VTX Virtual in 2021, and is involved in corporate wellbeing ventures. She is an experienced meditation teacher and leads these sessions in Vet Empowered. Outside of Vet Empowered, Claire is a self-love and relationship coach for professional women, speaking at a number of events and creating a Tiktok following of over 20,000. Everyone that meets Claire comments on her contagious energy and enthusiasm for the veterinary profession.



- Certified and Accredited Life Coach - ACCP (Mindful Talent)
- Meditation and Breathwork teacher (Bodhi)
- Trauma Informed Coaching Certification
- Somatic Coaching
- Relationship Coach
- Level 7 (ICF) Trauma Informed and Somatic Coaching (ongoing)

## SUPPORT COACHES

### Beth Handley BVetMed MRCVS ACCP



Beth is a life coach and vet. She worked in small animal practice for 6 years, and came through Vet Empowered herself in 2021, where she was inspired to diversify into coaching. Beth is now an active part of Vet Empowered and leads the Sunday journaling and meditation sessions.

She loves dancing, adventures, and having fun. She has a love for dogs, most importantly her own, Bonnie, whom she describes as her little shadow. Beth has a big passion for helping others. She wants people to realise how amazing they are and to share the transformation that coaching brings.

- Certified and Accredited Life Coach - ACCP (Mindful Talent)





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## BROCHURE CONTENTS

### SIGNATURE GROUP PROGRAMME

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IN COLLABORATION WITH EVENT MANAGEMENT COMPANY  
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# SIGNATURE GROUP PROGRAMME

## Content Overview

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Self-Awareness  
Imposter Syndrome  
Self-Care  
Journalling Tools  
Mindfulness  
Self-Compassion  
Case Worry  
Clinical Confidence  
Decision Making  
Work-Life Balance  
Career Satisfaction  
Core Values  
Strength Finding  
Identity  
Affirmations  
Self-Compassion  
Boundaries  
Habit formation  
Goal Setting  
Routines  
Group Coaching  
1:1 Support Options



The Vet Empowered signature programme is a transformational life coaching programme aimed at veterinary professionals. It is run by experienced vets and coaches, Katie Ford and Claire Grigson. The aim of the programme is to raise self-awareness, self-compassion and provide valuable mindset tools that enable veterinary professionals to find more satisfaction, foster confidence in their job roles and beyond. We also address experiences such as imposterism, a known co-morbidity of burnout in medical professions (Villwock, 2016).

We integrate tools such as journalling and encourage self-reflection to provide tools moving forward.

This is aimed at professionals keen to be surrounded by like minded encouragers, to help them to thrive in a way that works for them.

*This programme has been re-launched with opportunities to engage for 6months or 12months.*

“

*It brought so much positivity to my life .*

*Priya, Vet Empowered MRCVS*

”

# TESTIMONIALS

Here are just a handful of the amazing testimonials from previous waves of our group programme.

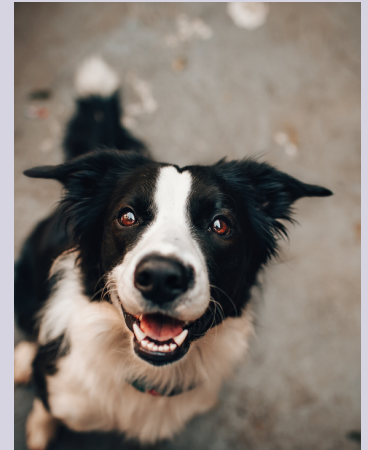


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"I cannot recommend this course highly enough. It is truly the most relevant, enlightening, empowering, life changing experience. I suffered with imposter syndrome after returning to practice after my second maternity leave. I doubted myself, my capabilities which in turn caused so much chronic stress and fatigue.

Just when I thought I was done with the stress of clinical practice, I found a way to manage my life, my stress, my anguish, that sinking feeling on the way to work. I am now on a different path to finding what I truly want from life and learning about myself. I don't worry about the day to day stresses of clinical life or negativity from clients. It simply doesn't fill my thoughts and take over my life.



I implore anyone who is not enjoying clinical practice to do this course. It does exactly what it says on the tin. Empowering."

**Vet Empowered Graduate 2021 (MRCVS)**

"After completing the Vet Empowered course I cannot recommend it enough. The content that Katie and Claire have chosen to include within the programme and the manner in which it was presented was brilliant and truly life changing. The content has changed my perception and improved my entire life, it is not just applicable to within the veterinary context. Yet saying that it has given me the confidence and skills to return to practice (after leaving the profession 8 years ago due to stress) in a more mentally sustainable and healthy manner.

Katie and Claire are knowledgeable and convey the content in a manner that is easy to digest and fun, they bounce off each other beautifully and really know their stuff. They are very supportive and you really feel like they are invested in you and your personal journey. The fact that the content was presented to us via a recorded zoom call was great for family life and I still listen to the recordings over and over, nothing else can boost my mood quite like a quick check in and mental reset from Katie and Claire.

I was sceptical about it being a group programme initially as I was worried I would get less out of it than a 1-1 programme, I couldn't have been more wrong. Not only was it lovely to get to know a great group of people, I learnt so much from them and what they were going through because as you will learn if you do the course we all have the same inner critic voice. The support and enthusiastic motivation over the group chat was (and still is) a fantastic way to really ensure that what we were learning was being embedded into our daily lives, and this was a huge reason that the programme was such a success for me."

**Vet Empowered Graduate 2021 MRCVS**

[www.vetempowered.com](http://www.vetempowered.com)

Results vary per individual



# TESTIMONIALS

Testimonials continued...



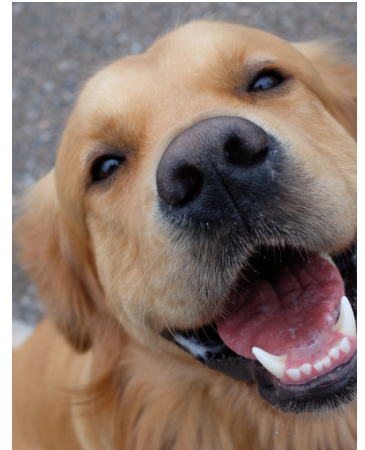
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"I was going to say this course changed my life, more accurately it has given me the skills and motivation to change my own life. I am calmer, more confident and excited about the future. It has helped me to feel more comfortable about my career, home and social life but most importantly I'm much, much happier in my own head. Using the techniques and tools Katie and Claire have shown us feels like only the start of a fun journey and I'm looking forward to continuing to develop them. It was so beneficial working in a group and I've met the most lovely and inspiring people in the process"

Vet Empowered Graduate 2021 (RVN)

"This 12 weeks course with Katie and Claire just flew by! Two incredibly lovely coaches with such amazing insights and content, through small tweaks I have felt such a shift in my mindset and energy. The group members were also so inspiring and lovely to work with in the sessions. Definitely feel like I've invested in myself, learning the tools to continue this journey with self development."



## Vet Empowered Graduate 2021 (MRCVS)

"I decided to sign up to Vet Empowered because I was in my first year of qualifying as a veterinary nurse after 4 years of studying at university and I was constantly feeling anxious about work. I would go home and pick apart my day, anxious that I had or think I had made mistakes. I getting in a bad cycle or beating my self up over anything and everything. Now at the end of this 12 week program I have a whole new mindset that I really did not think possible. I am kinder to myself, understand the reasoning for my thoughts and now have the tools I need to control these thoughts, feelings and emotions. I now feel lighter and have a more positive outlook both at work and in my personal life. There will always be more work to do, but I never would have know the change was possible without Claire, Katie and my lovely group.

Vet Empowered Graduate 2021 (Amy, RVN)

“ *I'd describe it as a emotional and uplifting journey to finding yourself (yes i used the 'j' word).* ”

- Rachel, Veterinary Nurse  
Wave 4

# WE ASKED PREVIOUS VET EMPOWERED DELEGATES...



*How would you describe Vet Empowered in one sentence?*

- It brought so much positivity to my life - Priya, Veterinary Surgeon.
- A powerful experience filled with self love, confidence and appreciation. - Rachel, Veterinary Surgeon.
- Vet Empowered helped me gain more insight into myself and realign me with what I value most. - Lindsay, Veterinary Surgeon.
- Life changing - Anon, Veterinary Surgeon.
- I had great fun being part of Vet Empowered, thank you for giving me the time, skills and confidence to uncover the real me.
- Life- changing and full of kindness and support.
- Grateful for this lifechanging experience.

*What would you say to anyone considering doing the Vet Empowered signature programme?*

- Be open and try all the tasks because its helped me so much
- Do it!
- 110% sign up, you may not realise how much these things affect your day to day life until they're addressed and you learn how to change your mindset
- Absolutely do it! It's worth the effort to reconnect with yourself in a caring and understanding community like this.
- Definitely would recommend, will build foundations to live a better life
- Just think what could be achieved if we all felt aligned with our beliefs



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*What did you enjoy the most about Vet Empowered?*

- The community feeling of people who understand me
- The interaction with the rest of the group and coaches.
- Hearing other people's wins and celebrating even the smallest of wins with such joy and appreciation
- I really enjoyed how the weekly calls were set up as a content week and then a coaching week. It helped solidify putting tools into practice and assessing how they worked.
- Talking and getting to know the other people and realising not alone in worries I have.
- The time and ability to felt heard and valued and learn from people in a non judgemental supportive setting. I usually really dislike zoom calls but this was my favourite thing taking that time each week and sharing as well as gaining insight into other's similar situations. Katie and Claire are the most welcoming understanding people and made the experience so enjoyable and life changing!
- Katie and Claire, what a beautiful pair inside and out, the group of wonderful people I did the sessions with and all the support I got from them all.



*"I feel much more confident and trusting in my own decisions"*

- Veterinary Surgeon  
Wave 5



Results vary per individual

*Our Signature Group Programme is a great place to start.*

The Signature Vet Empowered programme is available for 6months or 12months, with access to group coaching sessions every Wednesday, Sunday evening reflective journalling & meditation sessions, alongside our core content modules. Many of those that have previously completed the 3month programme have chosen to re-engage into the 6month and 12month programmes.

## VET EMPOWERED SIGNATURE PROGRAMME INVESTMENTS:

6months' Access: £1111+VAT (April 2024)  
12months' Access: £1888+VAT (April 2024)

Group booking discounts available.

### Includes:

- Weekly Group Coaching Sessions (Wednesday 8-9pm BST)
- First Wednesday of each month, group discussion around a relevant personal development topic with coaches.
- Access to weekly Sunday Meditation & Journalling Sessions (Sunday 7:30-8:30pm BST)
- Access to over 10hours of Signature Content
- An alumni discount on further courses

*Want more 1:1 support? We can make that happen.*

*Looking for something longer than the programme? We have options for all.*

Everyone is different, and sometimes it is useful to engage in 1:1 coaching to dive deeper into a particular area, challenge or career move. We have an array of 1:1 coaching options, depending on your individual needs. With a team of coaches available, of different areas of expertise, we are always happy to help find a package that suits your needs.

## Interested for yourself or a team member?

The next step is for a member of our team to have a 15minute, confidential chat to make sure we are the right fit for each other.

Then we will discuss the next start dates, availability and help you to decide on support options.

Contact us [katie@vetempowered.com](mailto:katie@vetempowered.com)





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# THE NEW PROGRAMME FORMAT

In 2022, we reformatted the programme to allow for even more access to coaching support and to reduce waiting times. The programme can now be completed over 6 months, if preferred.

## ONBOARDING

Introductory videos about the programme are available on the Vet Empowered website. We ask those interested to fill out an onboarding questionnaire, as well as making clear under which criteria we'd insist on an onboarding call. If anyone is unsure, we actively encourage 15minute chats with the coaching team. Onboarding and exploratory chats are available to all.

We take a fresh intake each month, ready to start at the beginning of the following month.

Payment can be made via our online learning system, available as monthly payments or a discount for paying in full.

## THE VET EMPOWERED GROUP PROGRAMME

- Pre-Recorded content sessions are drip fed every 2 weeks, giving the opportunity to consume these sessions either bi-weekly or monthly.
- Each content session has a suggested focus, or exercise for the next two weeks or month.
- Coaching calls are available every week on Wednesdays at 8pm (GMT/BST)
- The first coaching call of the month is a personal development discussion, with a chance to welcome new members in.
- If numbers are larger, we have multiple coaches available to open breakout rooms.
- Individuals are welcome to partake in any coaching call they'd like, or are welcome to listen.
- A WhatsApp group is available throughout, as well as the option to pre-submit questions or coaching requests.
- 1:1 Add on options are available at any time throughout.
- Sunday journaling and meditation sessions are available at 7:30pm(GMT/BST) and are available throughout.

## ONGOING SUPPORT

We have a number of options to provide ongoing support. Some members of the Vet Empowered community prefer to re-engage with the full programme with continued access to all resources, whilst others opt to just attend Sunday evenings and the monthly personal development sessions as a separate package.

We outline all ongoing support options during our offboarding process.

# PROGRAMME FAQs

Questions about our signature group programme?



## How long does Vet Empowered last?

Due to popular demand, we are restructuring the programme to give the option for it to be worked through over 6 months or 12 months, and to be onboard every month. This gives access to online content lectures, and the opportunity each week to be coached, mentored or have questions answered each week. These changes are anticipated to come into place in late 2022. All calls are online, recorded and accessible afterwards.

## How much CPD does this count as?

Each 1 hour coaching session can count as one hour of CPD and the 6 content modules as well as bonus webinars, this is self-tracked. 12 months in the programme can provide upwards of 70 hours of CPD.

*"The RCVS does not accredit or otherwise 'kitemark' activities designed and marketed by training providers as CPD, as it considers that members should identify and plan their CPD to meet their own individual skills and knowledge developmental needs as practising vets."* - RCVS

[www.rcvs.org.uk/faqs/im-a-training-provider-how-do-i-get-a-course-accredited-by-the-RCVS](http://www.rcvs.org.uk/faqs/im-a-training-provider-how-do-i-get-a-course-accredited-by-the-RCVS)

Vet Empowered works on the individual skill sets that allow vet professionals to care for themselves in practice, progress safely and look after their wellbeing long term, as well as create a life aligned with them. It is the responsibility of the vet or nurse themselves to log and reflect on tasks. Vet Empowered will issue a CPD certificate.

## How many coaches are at Vet Empowered?

Vet Empowered was founded by Katie Ford and Claire Grigson. We have access to a number of other veterinary based coaches that align with the Vet Empowered mission. All coaches that we work with are certified and trained with their own areas of expertise, and may be involved in 1:1 work or delivery of workshops and training. Support coaches will often run the Sunday journaling and meditation sessions.

## How do you ensure this is the right thing for someone?

We are aware of the challenges within the veterinary profession, and the ever changing nature of the job too. We are strong advocates for seeking support from medical professionals where needed, and we showcase this regularly. We perform discovery calls and will redirect people appropriately. The wellbeing of attendees is more important to us than profiteering.



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## COACHING & MENTORSHIP

*How often do we sit and check in with ourselves?*

*What do we want in life?*

*How do we set boundaries around what we value?*

*What is important to us?*

*What daily actions are we taking?*

*What does fulfillment look like to us?*

*Who are we outside of work?*

Holding space for individuals and team members to do this can be incredibly rewarding, for the coachee and for the people around them. It's easy to forget who we are, especially in the hectic day to day life of veterinary and animal related industries.

We are heart centred coaches, which means we are about kindness and compassion as our core values. We care primarily about the individual, reminding them of their value and allowing them to see it too, alongside helping them realign with what is important to them. This can have a cascading effect in all areas of their lives, improving confidence and satisfaction. Gone are the days of setting big goals and aspirations that society conditions us to, yet feel unfulfilling, or leave the door open to feeling crestfallen. We help individuals to see they *are* capable, to help them define what authentic success means to them and to find enjoyment day to day too. Many people in this profession have achieved many things already in their lives, this is a different level. We bring in self awareness, self compassion and emotional intelligence.

Coaching work has the ability to allow people to thrive, rather than just survive. To have the space to consider their thoughts moving forward and to encourage them to look at the next actions and steps they'd take, considering responding over reacting. Imagine the impact this would have on the consciousness of our workforce?

We are proud to provide 1:1 coaching packages with our team of coaches, on a retainer or block basis.

All coaches are trained and have their own indemnity insurance.

Please contact us if you'd like to hear more [hello@vetempowered.com](mailto:hello@vetempowered.com)

[www.vetempowered.com](http://www.vetempowered.com)





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*NEW FOR 2022: Corporate Events*



## WORKSHOPS & RETREATS

In collaboration with:  **INTRODUCING  
EVENTS**

As much as we love delivering virtual workshops across the globe to our Vet Empowered community, there is something very special about being in the same room, and in the same energy,

We are proud to collaborate with Introducing Events, an event management and production company with over 17 years of experience in this field. Together, we provide delegates with an experience that is unforgettable, for all the right reasons.

We can cater from groups from 2 to 500+, creating wellbeing based events in the veterinary profession that range from 1-3 day workshops, team building, lectures, bespoke retreats and more.

We work with you to create the experience that your team wants, putting personal development and growth at the forefront. We cover a range of topics, exercises and activities, with teambuilding components, as well as a range of other speakers and partners that we can call upon.

We are passionate about empowering personal development, that gives delegates the tools and insights to find their space and grow.

For a refreshingly different, fun and collaborative day for your team, get in touch:  
[katie@vetempowered.com](mailto:katie@vetempowered.com)

We can't wait to help you create something amazing!

[www.vetempowered.com](http://www.vetempowered.com)



## ONLINE WORKSHOPS & WEBINARS

Vet Empowered have a bank of webinars and workshops accessible online, with the potential to be logged as non-clinical CPD. Topics range from habit setting and confidence to outlining intentions for the year.

This list is being continually updated.

*"This content was so different to what I've seen and listened to previously, extremely relatable and I felt understood."*

Recent Graduate Veterinary Surgeon

### FREE WEBINARS

We regularly bring in guest speakers on a number of topics throughout the year, making these sessions free to attend.

If you'd be interested in receiving sign up links to circulate amongst your team, please get in touch. [katie@vetempowered.com](mailto:katie@vetempowered.com)

*"This workshop was absolutely fantastic, I have learned so much and know this will help me!"*

Vet  
Confidence Workshop Attendee

"I finally watched (the confidence workshop) yesterday and it was fab!! I'll be honest, I wondered if it might be a bit 'woo' but it wasn't at all, it was SO helpful"

M.Mason,  
Confidence Workshop Attendee





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**Graduate Programme Lead**

## CONTACT US

*Thank you for taking the time to read through this brochure.*

*We'd love to answer any questions that you have.*

[hello@vetempowered.com](mailto:hello@vetempowered.com)  
[@vetempowered](https://www.instagram.com/vetempowered)  
[www.vetempowered.com](http://www.vetempowered.com)

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