

Appropriately Assertive Communication and Raising Concerns

Understand the concept of assertive communication & learn how to constructively raise concerns

Overview

This two-part online course introduces veterinary team members to the principles and practice of appropriately assertive communication. We will explore the differences between passive, aggressive, and assertive behaviours, and discuss the importance of understanding how power and privilege shape the perception of communication within teams. We will offer practical guidance on raising concerns respectfully and effectively when perspectives differ, with specific considerations for communication across hierarchical boundaries. You will learn how open communication supports team performance and patient safety, and will be introduced to a structured tool designed to raise and escalate concerns assertively without undermining colleagues.

Who is this course suitable for?

The course is suitable for all roles and career stages within the veterinary profession.

Investment

£49 + VAT per person

Format and delivery

This course includes a one-hour pre-recorded session and followed by a one-hour live discussion group in an online setting.

Learning Objectives:

- Define assertive communication and distinguish it from passive and aggressive styles
- Understand how open communication supports team functioning and patient safety
- Recognise behavioural and contextual factors that influence the perception of assertiveness
- Learn how to use a structured tool to raise and escalate concerns in an appropriately assertive manner

Meet the Trainers



Dan Tipney

Dan provides an array of insights into human performance gained from his perspective across numerous disciplines. Formally an international athlete, sports coach, pilot instructor, and airline pilot, he now delivers training and support for veterinary teams.

Dan led the Human Factors training programme at a major UK airline and has since developed and delivered non-clinical training to both veterinary and healthcare professionals. He represented Great Britain both as an athlete and a coach and has a great passion for supporting teams so that they can consistently achieve their goals. Across all fields, Dan has consistently identified that understanding ourselves as humans, both individually and collectively, is the basis for delivering positive change.

Since co-founding VetLed in 2015, Dan has collaborated with experts from veterinary medicine, aviation, psychology, and healthcare when developing training material, campaigns, patient safety tools, and cultural initiatives for veterinary teams.



Sara Jackson

Sara worked as a GP vet for six years before starting an eight-year career in emergency and critical care. During those eight years, Sara discovered her passion for all non-technical skills as the foundation block for staff well-being, optimal client care, and excellent patient safety.

Clinically, Sara enjoys trauma, CPR, and sepsis; enjoying these high-pressure clinical situations has helped her realise the importance of decision-making under pressure and excellent team communication. To date, Sara's focus on non-technical skills has been reflecting on what goes well, taking a holistic approach to mistakes, and developing workplaces that promote a just culture.

Through her clinical and non-clinical work, Sara has talked at multiple national and international conferences, including BVA Live, Vets Now ECC Congress, VetLed, and EVECCs. Sara is also proud to work as a BVA veterinary good workplaces accreditor. And to represent the North-East of England on the BVA Council.