

## Strategic review for Goddard Vet Group

**Goddard Vet Group, the largest privately owned veterinary business in the London area, celebrated its 60th year in business in 2012. The senior management team wanted to plan ahead for the next 60 years, and invited Jon Pope of Barker Dewson to help them conduct a strategic review.**

Feedback was gathered from customers, clinical, and support staff, and an analysis suggested that there were half a dozen areas where the business could drive change – some immediate, others over the longer-term. The Group was careful not to lose sight of what had made it successful, and was keen to retain the founding principles upon which its reputation was built.

The strategic review process enabled the management to reflect on the type of business they ran, how it worked best, and what they wanted for the future. “It was good to raise our heads from the day to day problems in front of us, and think ‘what if’ and ‘why not’,” said Mark Gill, Regional Manager. The Group committed to several major change projects to better support its vision, mission and newly-developed strategy for the future.

