

When our Perceptions & Thoughts Influence Our Communication Choices CE for the Conflict Averse!



3 in-person sessions - below are location & times (limited seating available, ~3 hours of CE)

Winnipeg - Wed June 17, 2026 (in person) 9am – 1pm
 Edmonton - Thurs June 18, 2026 (in person & Virtual*) 1pm - 5pm
 Calgary - Fri June 19, 2026 (in person) 9am – 1pm

1 virtual session offered on Thursday June 18 2026*

* Video recording will be made available to your hospitals via in person sessions utilizing WDDC & HILLS field Reps.

[Click Here To Register or Scan QR Code](#)



Hosted & Sponsored by 
 co-sponsored by 

Speaker: Senani Ratnayake, BSc / RVT
 Owner of Motivatum Consulting!

In-person & Virtual Sessions
 register by selecting the button above or go on-line to www.wddc.com and select the link under our MESSAGE BOARD section.

Lecture information:

- ✓ Times based on local time
- ✓ Bunch / Lunch provided
- ✓ RSVP Deadline is June 12, 2026
- ✓ **Edmonton session will be recorded** and made available for future in-clinic lunch & learns. Allow 2-3 weeks following the live CE event.
- ✓ 4 hours of CE credits approved by ABVMA

Cost to attend:

WDDC Member \$ 0.00 *
 Non-Member / Personal Use \$150

Maximum 3 individuals per clinic

* Attendees who register but do not show up or cancel within 48 hours of the required time to book food with hotel, will be charged a flat \$150 fee.

What you will learn:

This session is for the conflict-averse. For those who hesitate. For those who worry about sounding pushy. For anyone who knows communication matters - but are not getting the outcomes they want. Together, we will explore concepts and tools that build confidence so you can recommend clearly, navigate resistance confidently, and advocate fully for your patients – without compromising relationships or your own wellbeing.

To truly provide care, we need clear communication – and clients who confidently act on our recommendations. Recommendations are not solely made by veterinarians. Recommendations include encouraging appointments, reinforcing wellness and preventive care, and guiding serious medical decisions. So, what gets in the way?

Making recommendations can feel intimidating because we don't always know what objections a client will have. Resistance can feel frustrating when it stands between us and what's best for our patients. More often than we realize, it's our own perceptions and thoughts that influence our communication choices. Those choices impact our outcomes. ***This session will empower you to achieve the outcomes you want, by being able to communicate with confidence!***


Contact us:

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Senani Ratnayake, BSc/ RVT

Motivatum Consulting

(www.imotivatum.com)




Senani Ratnayake has spent more than two decades helping the veterinary profession evolve – not by following trends, but by being ahead of them. Inspired early in her career by what she saw (and what she felt was missing), she has built a reputation as an authentic voice – one that blends sharp strategic thinking, deep care for people, and a refusal to settle for “that’s just how we do things.”

Starting in small animal practice and ICU emergency /dermatology referral settings, Senani developed firsthand insight into both the clinical and human side of veterinary care. From there, she brought her communication strengths into industry roles – including media and prescription-nutrition work – always steering toward one goal: helping veterinary teams feel valued, confident, and capable.


In 2011 she founded Motivatum Consulting, to formalize the work she had been doing—coaching, facilitating, designing leadership and communication tools—so that change would be practical, measurable, and woven into everyday life at clinics. Today, in her role as National Director, Engagement & Practice Services at Vet Alliance, she not only oversees the entire organization, but also personally supports independently owned veterinary hospitals across Canada, helping them build culture, leadership, client experience, and business practices that last.

Her work has been recognized many times: in 2021 she was named Canadian Registered Veterinary Technician of the Year by the Registered Veterinary Technologists and Technicians of Canada (RVTTTC), she has also received the Founder’s Award from the Uncharted Veterinary Community, and has been honored for Outstanding Contribution to the Profession by the Ontario Association of Veterinary Technicians (OAVT). She has served as President of the OAVT, and was the first non-veterinarian President of the Toronto Academy of Veterinary Medicine.

Senani believes that change starts with connection: when people feel valued, they open up. When they open up, dialogue shifts. When dialogue shifts, learning becomes real – and learning drives change. Her sessions, whether with single clinics or national audiences, are built to be honest, practical, and rooted in what people are living now. She doesn’t just give inspiration; she gives tools, challenges assumptions, and helps people walk away ready to do differently.

Senani has been educating veterinary professionals for over 17 years and has received multiple awards for her contributions to veterinary medicine, including most recently the Founders Award from Dr. Andy Roark’s Uncharted Veterinary Community



Renowned and respected coach and facilitator across Canada, with exceptional reviews!



in 2015, awarded 'Best Woman in Human Resource Management' by Women in Management - Canada Chapter in 2019 and felt especially privileged to be voted by her peers to receive the Founders Award from the Uncharted Veterinary Community in 2020. Most recently, she was humbled to be awarded the 2021 RVT of the Year by the [Registered Veterinary Technologists and Technicians of Canada](http://www.rvtcanada.com).

THE DREAM

To have an effective and well-rounded team who work to make your practice exceed the clients’ expectations every day.