

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



[Register here](#)

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 lunch and learn sessions utilizing WDDC & HILLS field Reps.

Hosted & Sponsored by 

co-sponsored by 

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

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!***

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.
- ✓ ~3 hours of CE credits

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.

Contact us:

Email: mSERVICE@wddc.com
 Phone: 877-746-9332

Senani Ratnayake, BSc/ RVT

Motivatum Consulting

(www.imotivatum.com)



Senani attended Queen's University and the University of Guelph where she completed a Bachelor of Science before pursuing Veterinary Technology at Ridgetown College, graduating in 2002.

From small animal general practice and emergency/ICU she uses her experiences and knowledge, combined with her natural way with words, to become a catalyst for change within the industry.

In early 2011 Senani officially launched Motivatum Consulting, an umbrella to house the veterinary communications and leadership work she had been doing for the previous eight years. Senani spent 6 years working as a consultant for the Shareholders of Veterinary Purchasing – coaching owners, managers and associate veterinarians, training team members, and supporting the individual business needs of the hospitals with customized operations, marketing and team strategies. She then spent three years working as the Director of Learning and Engagement for a Canadian corporate group of veterinary hospitals.

She is also a popular coach and mentor for DVMs and RVTs who appreciate her authentic and honest approach to their personal success. Senani is a Past President of the [Ontario Association of Veterinary Technicians](#) and is also a facilitator for the OAVT Professionalism and Ethics course. She participates on a variety of veterinary related committees and is a Past President of the [Toronto Academy of Veterinary Medicine](#) where she was also a contributor to their quarterly publication, [The Scalpel](#).

She received the OAVT Honorary One Year Membership Award in 2010, was honored with the OAVT award for Recognition of Outstanding Contributions to the Profession.



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](#).

THE DREAM

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