

# The link between management, communication, culture of care and the individual through the eyes of the designated veterinarian

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What lessons a veterinarian can learn in a CRO (Contract Research Organization) environment, who is not formally trained in management and communication, but enthusiastic to support the culture of care of their establishment? What opportunities organizations might have to support animal welfare or other values? What specific aspects does a CRO need to consider in their management? Are there any tips and tricks individuals may use in their daily communication to provide better contribution? What are the 3Rs of communication? After reviewing some fundamental definitions that are necessary to discuss such topics of management and communication, that are out of the daily routines for most of us doing hands-on work with laboratory animals, we may attempt to review a few helpful analogies to place these “foreign” topics into the context of research animal use, primarily focusing on Contract Research Organization environment.