

# Better than a Mission Statement

## Our Strategic Vision (Summary)

Almost every business has a mission statement. Unfortunately, once those mission statements are created and shared, they are almost always forgotten, and have little if anything to do with everyone's day-to-day work.

Thankfully, this isn't a "mission statement." It's a strategic vision – meaning it can actually be followed into the future. The main difference is that we can all relate to it and act on it with our daily work. It's designed to let us all know how we fit into the BrownDog Lodge story in meaningful ways. It will be used on a regular basis – by everyone – as a guide for who we serve best, how we serve them best, and why it is truly worthwhile to work here.

Probably the most important part of this is the fact that all of us must clearly understand not just our work, but exactly how that impacts our customer's lives. We have to know how our actions will improve the happiness and quality of life of our customers and their pets. Not only do we need to know it, we need to communicate it with our actions.

We're excited about this vision and we hope you will be too. The following is a summary of our vision. Thanks for taking the time to read it, and we hope you find your place in it.

### **Who We Should Serve Best**

Our loyal customers really want two main things from us: 1) Peace of Mind and 2) Outstanding Service.

#### **Peace of Mind**

When we say "peace of mind" that means something very specific. Peace of mind means the ability to relax - to really relax. Our customers want to know that their dog is in the best hands, getting the best treatment, and having a blast. They want to know that as a dog owner they are doing the best they can for their dog and it matters. It means knowing they can trust us.

#### **Outstanding Service**

Outstanding service can sound like a marketing term but at BrownDog Lodge we really mean it. Our customers have a certain expectation - thoughts about how things should go, and the results they really want to see. And it's our job to deliver consistently and professionally.

#### **How We Serve Them Best**

Now let's talk service. This means that our customer's dog is happy. They think to themselves, "My dog is having as good a time or better than I am" while they are here. Our goal is to have everything our customers need. But it doesn't end there. Having

options available is good, but it only becomes excellent when the way those services are provided and priced exceeds expectations.

In doing that, we have to have excellent service, products, and professionals. But we also have to have a culture that inspires everyone to think ahead, and to consider what might be important to any particular client.

### **Our Services**

BrownDog Lodge is a luxury dog hotel, daycare and spa. We care for dogs overnight while customers are on vacation. We offer daycare for the busy parent or working professionals so their dogs can have exercise and social interaction just like they do on a daily basis. We offer spa services to keep the dog's looking their best including baths, haircuts, nail trimming and even teeth brushing. Dog training is also offered through group classes and individual basis as well.

### **Our Team**

To serve our best customers in this way, our team has to be the best. Our staff is upbeat and happy, professionally dressed, and knows what's expected of them. We are all doing continuing education to keep our skill set fresh and up to date.

We all use the proper terminology for our services and are well versed in communicating them with prospects and customers alike. In fact every job function is documented and fully systemized. There's a special "way" we do everything. And we reward our employees for the great work they do. We all take ownership of our responsibilities and feel great about knowing that our efforts are rewarded.

### **Why We Do It**

We enjoy seeing pet owners feel good about taking care of their 4 legged family members. The services we provide for them goes far beyond just taking care of their animals. It involves developing a meaningful purpose filled relationship with each and every one of them, a relationship that will grow and prosper through many generations of pet ownership. It's so great to be able to educate pet owners and share the knowledge we have, in order for them to make better decisions for their pet(s) on a daily basis. We truly want their pet(s) to be healthier and live longer happier lives.

Nothing makes us happier than to hear a pet owner say; "When my dog knows he's going to BrownDog Lodge he/she gets so excited!!" That to us is true success!!

### **We Are Their Companions**

We believe our customers' dogs are family members. No, not in a ridiculous way, but in a humane way - we should view them as deserving of respect and loving care.

At BrownDog Lodge our goal is to improve the lives of dogs and their owners in all situations. Dogs are full of unconditional love. And it's our duty to give some of that back.

When you see in a customer's eyes the look they get when they really understand that we care about their dogs just the way they do - when they really know that it's true - well that's a feeling that's hard to describe. It's overwhelming, it's heartwarming. It's the combination of immense trust and honorable service that makes us so proud of what we do. And it drives us to constantly be looking for ways to improve.

And that's why we do it. This is our story and this is BrownDog Lodge!