



## Out With The Mission Statement In With The Vision

### **This is Our Strategic Vision (a Short Story Version)**

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 of our perfect customer story** – meaning it tells the story of Grrreendog, and why we are here to make this experience true for our customers. **The main difference between our Strategic Vision and a "mission statement" is that everyone can relate to it**, and each Grrreendog team member can be the HERO of it, and make it come true every day. It's designed to let us all know how Grrreendog can fit into the perfect customer story in meaningful ways. It will be used on a regular basis – by team members and the owner – as a guide for who we serve best, how we serve our customers best, and why it is truly worthwhile to work here.

Probably the most important part of this is the fact that all members of our team must clearly understand not just their work, but exactly how that impacts our customer's lives. Not only do we need to know it, we need to communicate it with our actions. **It's in this perfect story that we get to be the "movie star" or "hero" — saving the day!**

### **Calm, Gentle and Peace of Mind**

Walking into Grrreendog is stepping into a **place where the energy exudes calm and gentleness, and relays a sense of peace of mind**. When we say "calm, gentle and peace of mind" that means something very specific: Calm means there is no chaos, the humans are in control of themselves and the environment; Gentle is our attitude. We walk gently on this Earth and are compassionate people; 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 pup and it matters. It means knowing they can trust us.

In building that trust, **we really get to know our customers and their pets**. We know what they do and what they like. We congratulate them on personal and professional victories, we ask about family members, and we care about their setbacks.

The other aspect of **peace of mind is that we listen - carefully and actively**. And we answer questions with professionalism and courtesy. We take our customer's concerns to heart, and want to let them know that we are interested in understanding and solving those concerns more than looking good. If something can be made better, we're on it!



Outstanding service can sound like a marketing term but at our facility we really mean it. 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 a better time than I am at the hairdresser's! I want a spa day, too". **Our goal is to have everything our customers need.** But it doesn't end there. Having options available is good, but it only becomes exceptional when the way those services are provided and priced, exceeds expectations.

### Grooming-

Our grooming salon is quiet and offers open corrals to confine dogs when necessary, or roam free in an open and limited space. Our groomer works with each dog, not with the clock

### Bathing and Spa-

Our bathing and spa services include the best products available to groomers. When I began grooming, there were few-and-far-between 'green' products available in 2009. It was a new niche. Now, we are sought-out **because we use the highest quality botanically-based products proven safe for dogs and the environment.** We have also been trained to work with chronic and recurring skin and hair issues. We help heal issues on the outside of the dog, leaving and referring all else to our local vets.

### The Daycare-

Our dog daycare will be unique. Now, we understand much more about your dog's need for play and **enhanced** exercise! Dog care professionals realize that complete exhaustion should not be the goal. **At Grrreendog Daycare we are dedicated to becoming a dog's teacher, not a hall monitor**

The program we have incorporated is advanced, enrichment-based, a fully programmed, and creatively structured approach. **Think "Montessori" school for dogs. Think Kindergarten versus babysitting.**

### Our Team

To serve our customers best 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 participating in continuing education to keep our skill set fresh and up to date. **Using our Masterplan employee-incentive software, we all have access to professional development courses, and know what is expected of us every day.**

Our best customers become a part of our family, and we become a part of theirs. We're not just another stop on the to-do list. We care and we know them and their dogs, and they value us for that. **We want them to continue being customers through generations of family dogs – customers for life is our goal.**



## **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.**

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 - 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.**

## **Our Services**

**One of our services that many don't expect but truly value is the great education we give our customers.** We help them understand the healthy food choices which we can offer, good nutrition, behavioral hints, the best toys, and treats. We help them become better owners and feel great about how well they can take care of their dogs.

## **Customers for Life**

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. We truly want their pet(s) to be healthier and live longer happier lives.**

## **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.

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 our Strategic Vision!*