



## Our Strategic Vision

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 our facility's 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. Thanks for taking the time to read it, and we hope you find your place in it.**

### Who should Unleashed serve best?

Dog owners who consider their dogs as part of their family. They are active, travel frequently, value exercise, the outdoors and healthy living. They have money to spend on their dogs and want their dogs to enjoy life as much as they do. They feel guilty when leaving their dogs at home or when they aren't giving their dogs what they think their dogs want. They have a sense of adventure and fun, don't mind getting dirty or scratched up for a fun activity, and are willing to pay for things they see as high quality and trust worthy.

### How should Unleashed serve them best?

When the prospective client calls the office, a well-trained, friendly person answers the phone. The person who answers is in a quiet place where they are not distracted and have all the time in the world to thoroughly answer any questions and gather any and all relevant information from the prospective client.



The prospective client has the experience that they are talking to someone who loves dogs, is organized and professional and is truly interested in what is best for their dog. They hang up the phone knowing exactly how to make use of our services, what is expected of them before their introductory visit and what to expect from us.



When the prospective client arrives at Unleashed for the first time, they see grounds and a facility that is well kept, clean, safe and organized.

They are clear on where to park, where to look for their tour guide, and what to bring from their car.

They are greeted immediately by their tour guide in a professional, friendly manner. The tour guide greets their dog first, in a calm, friendly manner, and then greets the customer, leaving them feeling welcomed and in good hands.

During the tour, the prospective client is surprised at how quiet the dogs are, is delighted with how friendly the dogs are and impressed with the knowledge and professionalism of their tour guide.

The tour is concise and efficient, while leaving the prospective client with the experience that they had more than enough time to ask all of their questions and get a thorough sense of the grounds, the facility and what their dog's daily experience would be.

Prospective clients leave the tour with a clear picture of a day in the life of a dog at Unleashed and whether or not we are the best place for their dog. They have all the information they need to decide if our facility is a good fit for their dog. If we think their dog is not a good fit, the client feels that information was communicated in a respectful manner and, as appropriate, was given guidance in finding support for their dog or another facility that would serve their dog's needs. Upon leaving, prospective clients that are a good fit have scheduled an appointment, entered their credit card on file, been informed of and chosen any add ons, and know exactly how to contact us with any information in the future.



New clients feel lucky to have found us, have peace of mind that their dog will be well cared for and have fun while they are away, and are eager to tell their friends and family about Unleashed.

Each time a client arrives with their dog, they are greeted immediately, in a friendly, professional manner in a space that is warm, calm, clean and organized. They have the time and space to communicate any information to a staff member, take care of any payments or other orders of business, and say good bye to their dog as they watch them run eagerly to join their furry friends.

When clients call, email or text our office, they are responded to in a timely, professional, respectful, friendly and knowledgeable manner. Their requests are recorded accurately and communicated clearly to the staff who will fulfill the request. When a client has a complaint, they feel like their complaints are heard and resolved in a manner that has them want to return to Unleashed.



Clients are clear about what to expect from us and when. They have the experience of us being consistent in what we deliver, when, and the level of quality we provide. They know deadlines for making requests and the time windows of the services we offer. Their experience is that we can sometimes be flexible, but overall, adhere to a structure and schedule that provides exceptional care for them and their dogs.

Clients also trust us to be accurate. They never have any reason to doubt that their dog was given the right food and medication at the right time, given the amount of rest periods or other special accommodations we agreed to. They know they will get all of their items back at the end of their dog's stay, and that what we charge them is the exact correct amount.

Unleashed provides the best possible care for the dogs at our facility. We hire people who love dogs, have good intuition regarding dog behavior and anticipating and preventing issues. Our employees have all the training and support they need to keep our dogs safe, healthy and thoroughly enjoying their time at Unleashed.



Our staff to dog ratio allows us to give quality attention to each individual dog. Our employees pay attention to body language and behavior and are ready and able to prevent issues and intervene quickly and effectively as needed. The staff of Unleashed go above and beyond to make sure each dog is safe and comfortable, is getting the appropriate amount of exercise and rest, and has any health concerns treated immediately.

The dogs of Unleashed feel comfortable and at home with us. They are happy to see any employee who greets them at the door and can relax within the consistent structure we provide. Our dogs are put into play groups that are appropriate for their size, age and play style. Any dogs that are shy or hesitant to be with the group are given extra attention until they feel comfortable. Any dog who is showing undesirable behavior is managed in a way that aligns with positive training methods and teaches them positive replacement behaviors. Our dogs don't have to tolerate being bullied, left in an environment where they are uncomfortable or unreasonably stressed out or feeling physical discomfort or pain without us actively working towards relieving their symptoms.



The transportation we provide is of the highest quality. Our drivers show up when we say they will. They are professional and friendly, are highly skilled in effective dog management and practice safe driving strategies while on the road. There is never a reason for a person to call and complain about our drivers texting while driving, speeding, leaving dogs in a van parked in the sun, or otherwise engaging in behavior that is unsafe for the dogs, other drivers, or themselves. Our vans are kept in good repair with regular maintenance checks and services, thoroughly cleaned inside and out at least weekly, damages are repaired quickly and each van is fully stocked with all the necessary supplies to care for the dogs and driver in it.

The daily operations of Unleashed reflect a commitment to taking great care of our environment. Wherever possible, we reduce the amount of waste we produce, we



recycle, reuse supplies and repair all that we can in order to avoid throwing things away and buying new ones. We dispose of dog waste by composting it or use other methods of responsibly dealing with it.

### Why should we serve them?

The clients of Unleashed love their dogs and want the best quality of care for them. When their dogs are well cared for, our clients can tend to their families, their communities, their work and whatever else is important to them without the added stress of being concerned about their dogs. When Unleashed and other dog related business are providing high quality care, it raises the expectations of all dog owners in what they want from a dog related business and, as a result, raises the bar for dog care in general.



### Clients:

Our clients feel good about leaving their dog with us. They are happy to see their dog get excited as soon as they turn onto our street or as soon as a van pulls into their driveway. They report that we communicate clearly and openly, that they are well informed about any issues that arise with their dog or any aspect of their business interactions with us.

Our clients have peace of mind are free of guilt while they are at work or traveling. They find it easy to access our services and feel like they are getting more than their money's worth. They share photos of their dog at Unleashed with their friends and family and brag about how much fun their dog has while they are away from them.

### Dogs:

The dogs who come to Unleashed LOVE coming to us. They get excited in the car miles before arriving at camp. Every staff is their best friend and they run from their



car to our entrance every time. Every dog feels safe while at Unleashed. They trust each dog handler to protect them as needed and give clear, consistent instructions and set clear, consistent boundaries for them to operate within. They know what to expect, who to trust and what to do when they are with us. They can relax in a predictable, safe environment and if they could talk, they would say they are sure they had a more fun, relaxing vacation than their family did. Their families are a little jealous and wish they had a vacation as awesome as their dog did.

### Employees:

Unleashed has a diverse team of employees. We accept, respect, and value differences among people regardless of their age, gender, race, ethnicity, culture, religion or spiritual practices, disabilities, sexual orientation, gender identity, family status or veteran status.



The employees of Unleashed love their job and feel good about how their work makes dogs happy. They are paid what they feel is a fair wage and have paid time off that matches the Seattle Safe and Sick Leave Policy. They have the opportunity to request time off and trade shifts with other coworkers in order to accommodate whatever they need to attend to in their personal lives. All paychecks are delivered on time and accurately.

All employees are expected to point out where things are not working and are rewarded for bringing things to management's attention and for sharing ideas about how to improve things.

Employees are well trained in dog behavior and positive training methods. They are clear on what is expected of them, clear on how to advance within our company, and clear on the rewards and consequences of their performance and actions on the job. Our employees are self-motivated, care about the dogs and our clients and are always looking to improve the quality of care they provide. They bring complaints and issues to the people who can do something about them and refrain from gossip and other forms of communication that contribute to a negative workplace atmosphere.



### Investors:

Our investors/debtors are consistently paid on time. They experience Unleashed as being financially healthy and sound and are happy that they have invested in our company. They do not make decisions relating to the business of Unleashed.



### Suppliers/Contractors etc.:

Unleashed hires service providers who are honest, creative, hardworking, and provide high quality work. We pay our bills on time and those who do work for us complete projects on time or early and consistently exceed our expectations. Everyone who works with us is excited about what we are doing and wants to contribute to our vision.

### Neighbors:

The people who live in our neighborhood have a high regard for our company. They are consistently delighted in how quiet our dogs are, how secure our fences are, and how clean and visually appealing our grounds and facility are. Any concerns they have are addressed immediately and they have the experience that we go above and beyond to be great neighbors.

### **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 that to hear a pet owner say; "When my dog knows he's going to day care 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.

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!

