



Woofs 'n Whiskers' Culture

Responsibility & Reward

January 1, 2017



We seek excellence

Our culture
rewards
initiative,
responsibility
and results

Woofs' Culture



1. Values
2. Responsibility
3. High Performance
4. Team Building
5. Results
6. Health, Happiness & Safety

Values are the heart of it

- ❖ Woofs 'n Whiskers places a high value on our values - meaning we hire and fire based on values that create Legendary Service
- ❖ Company values are reflected in who gets rewarded, promoted and let go
- ❖ Company values are the **behaviors** and **skills** that are valued by co-workers
- ❖ We value time, energy, initiative and commitment

“It’s not difficult to make decisions
when you know what your values are.”



–Roy Disney

Woofs incentivizes & rewards the following eight interconnected behaviors and skills



Behaviors and Skills

1. Initiative
2. Communication
3. Punctuality
4. Problem Solving
5. Responsibility
6. Selflessness
7. Passion
8. Honesty

Initiative

You are flexible and take it upon yourself to prioritize the workflow while focusing on Health, Happiness & Safety

Your goal is Legendary Service instead of getting bogged down in the process

You bring solutions rather than gripes to any conversation

You are consistently interested in improving your performance and by extension the team's performance

You use common sense and good judgment

You practice problem solving as a first resort

Communication

You listen well, instead of reacting fast, so you can better understand and learn from others

You are concise and articulate in speech and writing, mindful of the importance of what needs to be communicated and to whom

You treat people with respect independent of their status or disagreement with you

You remain calm, cool and collected in stressful situations always mindful of the Health, Happiness & Safety of everyone

You say what you know, NOT what you THINK you know

Punctuality

You will be ON TIME to work

The Health, Happiness & Safety of our guests and your co-workers depends on it

Legendary Service is all about the details: one minute late is LATE

You will take responsibility for getting up in time and navigating public transportation/traffic

You will respect your co-workers' time and be committed to the high-level of care we offer our guests by being on time

Nothing speaks louder to your commitment than being on time to work

#1 reason for termination: Tardiness

Problem Solving

You make wise decisions (animals, team, clients, personal conduct, workflow) despite shifting priorities

You search for solutions and can clearly articulate them to the team and/or clients

You view your workday strategically, focusing on the Health, Happiness & Safety of our guests, clients and co-workers

You seek out the guidance of those with more experience and knowledge independent of their status or position

You understand that what is good for business/morale/workflow is good for YOU

Responsibility

You directly impact the animals that you care for and understand the importance of that responsibility

You clearly communicate when you succeed or fail in providing Legendary Service

You seek out answers to improve performance for yourself and your team

You have clarity as to the how and why something happened: how those results can be repeated or avoided

You have a team mentality that we are only as strong as our weakest link

Selflessness

You understand that sometimes you need to make personal sacrifices to be able to maintain the Health, Happiness & Safety of everyone

You are available to mentor and learn from your co-workers, independent of status or personal relations

You share information openly and proactively

You respectfully listen to everyone so that we may all grow

You can accept and learn from mistakes and constructive criticism

Passion

You inspire others to work as hard as you do

You are committed to building a strong team through mentoring, systems building, problem solving and leadership

You care intensely about Woofs' reputation and providing Legendary Service

You want to be at work and therefore are on time for your shift

You understand that when you become replaceable, you become promotable

You celebrate the small victories

Honesty

You are quick to admit mistakes and accept guidance where improvement is required

You question actions that do not align with our values

You accept full responsibility for your actions and consequences

You speak directly to issues that affect you, your team, our clients and our guests

You respectfully listen to all opinions independent of status or disagreement with you

You only say things about co-workers that you would say to their face

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Responsibility

We are all responsible for maintaining Woofs' Values

"You question actions that do not align with our values" is part of our Honesty value





“A cadet will not lie, cheat, steal, or tolerate those who do.”

—West Point's Cadet Honor Code

Woofs values people that take on these Responsibilities

- ❖ Health, Happiness & Safety
- ❖ Legendary Service
- ❖ Performance
- ❖ Team Building
- ❖ Results
- ❖ Zero Tolerance for Bullying

Health, Happiness & Safety

of
our guests
our clients
and
each other

We are all responsible for living
Woofs' values

When Health, Happiness & Safety is
first and foremost on your mind
everything else falls into place:

- ❖ Legendary Service
- ❖ Communication
- ❖ Teamwork
- ❖ Performance
- ❖ Responsibility
- ❖ Results

You sleep well at night knowing you
gave 110% and each creature is
Healthy, Happy & Safe

Legendary Service

is created through
concise and clear
communication
on all fronts

Just as Woofs 'n Whiskers is setting high standards in the industry, so should you be setting high standards for yourself and those you work with

Legendary Service starts and ends with the DETAILS

Legendary Service is when the clients walk away thinking that not only did we MEET their expectations, we went ABOVE & BEYOND their expectations

The highest compliment we can be paid is to hear "I felt guilty that I didn't think about Fluffy once while I was away!"

Performance

At Woofs we want to reward
you for your hard work and
your results

You are responsible for your actions and
the consequences

You have to “bring it” each and every day:
ready to learn, ready to make a difference

You need to be flexible

Your performance, each day, directly
affects the quality of care that we offer
and the Health, Happiness & Safety of
each one of our guests, our clients and
each other

Your performance DIRECTLY affects
whether or not a client returns and
requests additional services

Legendary Service makes Woofs
successful, which makes YOU successful

Team Building

We help each other succeed

Just as it takes a village to raise a child, it takes a team to care for our guests

You have a difficult, detail-oriented job that takes time to learn and grow into — and you help your co-workers learn and grow into their job by sharing your skills, knowledge and processes

You take the initiative to improve yourself, your team and Woofs

Your job is easier when everyone's competence level is high

When you are replaceable, you are promotable

Results

KPIs

Key

Performance

Indicators

Woofs is results driven

We use productivity software to measure individual progress, which ties directly to your bi-weekly performance based incentive

We practice profit sharing

We offer bonuses based on team performance

We pay commissions on additional services offered

We want you to reap the rewards of your hard work

The Rare Responsible Person

Self aware

Self motivating

Self disciplining

Self improving

Self managing

Acts like a leader

Cleans the paw prints off the windows



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High Performance

Woofs demands you bring your
best game - everyday

And, it is management's job, to
make sure you have all the
support you need to succeed



High Performance in all areas

- ❖ Our culture rewards initiative, responsibility and results
- ❖ Woofs operates on the principle of sharing the wealth - commission and incentives are a large part of the culture
- ❖ Base pay is just that - a starting place
- ❖ Woofs has a strong management team that encourages the creation of a work environment that you can be passionate about taking ownership of
- ❖ Woofs promotes people that excel in the behaviors and skills that support our values - we do not promote to a level of incompetence
- ❖ Woofs is committed to helping you grow into your full potential

“Folks who never do any more than they get paid for,
never get paid for any more than they do”

— *Elbert Hubbard*



High Performance Incentives

**CPR
certified**

\$.50/hr
wage increase

complete Pet Tech CPR/First Aid certification class & produce certificate

**DoH Animal
Handling
Certificate**

\$.50/hr
wage increase

complete NYC Department of Health Animal Handling certification class & produce certificate

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Team Building

Success depends on each person
being successful.



"Coming together is a beginning.



Keeping together is progress.



Working together is success."

~ Henry Ford

Woofs' Team

- ❖ Woofs' culture is based on **teamwork** - lives are at stake
- ❖ The more skilled the team is, the more we can accomplish
- ❖ Woofs wins and we loses as a team - we strive to have stars in every position - superstars tend to burn out
- ❖ We help help each other LEARN & GROW
- ❖ As my father was fond of saying:
"You don't have to like a person to learn from that person."

Replaceable = Promotable

- ❖ Our goal at Woofs is to support each and every one of us to reach our **full potential** - from probie to boss
- ❖ We promote to your level of **competence** not incompetence - once you prove that you can handle the responsibilities of a position you are then promoted into it
- ❖ Teaching your skills to others creates a **competent support team** and allows you to excel in other areas of competence and be promoted
- ❖ "The ratio of We's to I's is the best indicator of the development of a team."
~ Lewis B. Ergen
- ❖ Co-workers that are not focused on team building and goal setting do not succeed here

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Results

Woofs does not measure your success by what you say you will do or did but by the end product



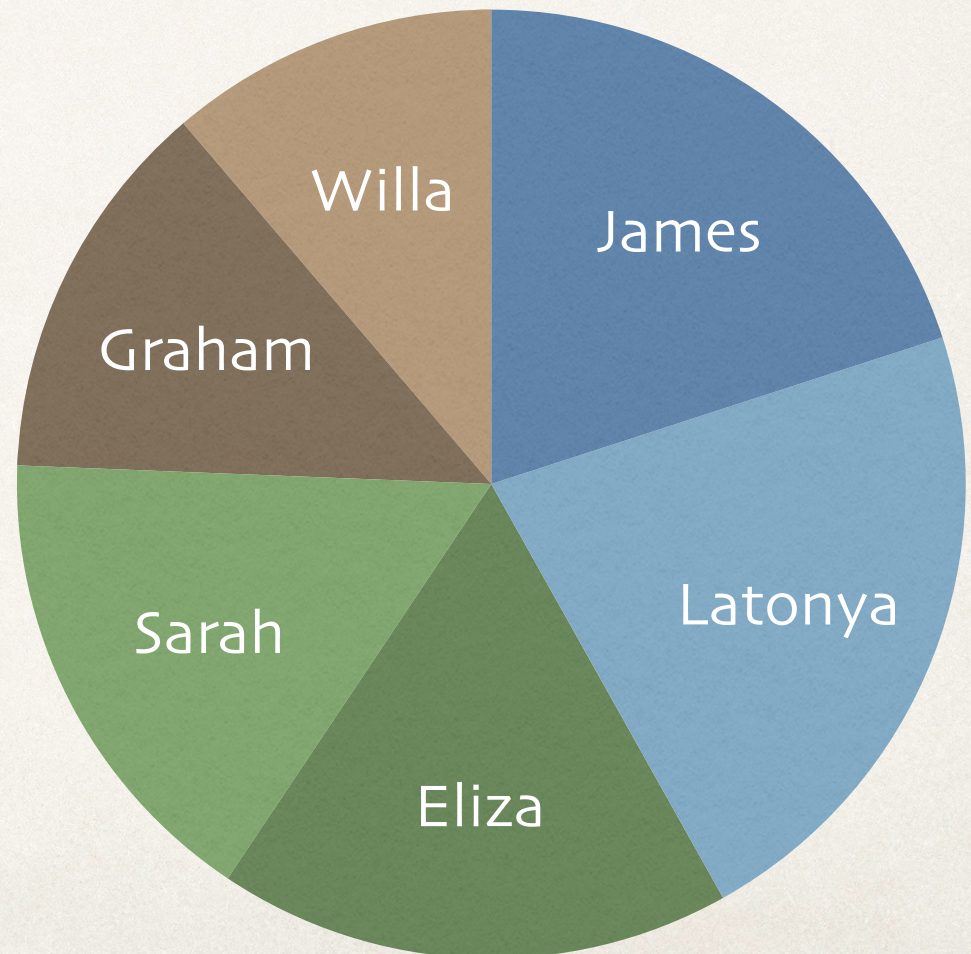
Commission Based Services

- ❖ We pay a percentage commission on baths
- ❖ We pay a straight 50% commission on nail trims
- ❖ We pay a straight commission on dog walks
- ❖ **Bath Commissions** are divided by the number of baths you completed by the total number of baths completed by your team mates. That percentage is multiplied by the total amount of income from baths that pay period.

Tips

- ❖ **Tips** are divided by the number of hours you worked by the total number of hours worked by your team mates. That percentage is multiplied by the total amount of tips.

Total Hours Worked



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Health, Happiness & Safety

It starts and ends here.

Thank you.

These are big shoes to fill...



Are you ready to join **Woofs 'n Whiskers?**