

Practical Dog Management

Welcome!

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About This Course

- Aimed at those who wish to build a career working with dogs
- First of its kind nationally accredited course focusing on group dog care and management
- Prepare learners for multiple career choices
- Gain both the qualifications and experience needed to become employable or self employable

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Units Covered

- Business Characteristics
- Issues, Challenges and Trends in the Dog Care Industry
– Problem Prevention and Problem Solutions
- Legal Obligations of a Dog Care Centres
- Dog Care Policy Design, Development, Implementation and Review
- Dog Care Procedures Design, Development, Implementation and Review
- Communication Skills
- Dog Care Operational Skills
- Dog Care Work Placement

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Course Delivery

- 4 Practical Days
- Day 1 theory revision
- Day 2 skills training
- Day 3 and 4 skills practice
- 20 days work placement
- Sourcing work placement
- Carrying out work placement
- Assessment Process

Learner Record	60%
Portfolio / Collection of Work	40%

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Business Characteristics

Practical Dog Management

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Why Does This Matter

- Give you a better understanding of how businesses operate if you hope to one day become self employed
- Understanding how businesses function better will make you a better employee
- This module could help you see opportunities for future employers and make you more of an asset as an employee

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What is a Business?

- An organization that provides goods and services to the community in exchange for money, with the goal of becoming profitable.
- Businesses are focused on producing items or services to sell, making a profit, and meeting a particular need for society.
- All individuals in a business work together toward common goals, which are dependent on the type of business.

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What Activities Occur Within a Business?

- Businesses undertake different activities and operations to ensure that things run efficiently and effectively.
- ACCOUNTING – regular bookkeeping, overseeing transactions and paying taxes
- FINANCE – Run regular reports to see financial health of the business, sourcing loans, and managing spending
- PRODUCE PRODUCTS / PROVIDE SERVICES – the day to day purpose of a business
- MARKETING – amount of time focused on marketing can make or break a business
- SALES – sourcing customers who wish to pay for the products or services, and focusing on being able to sell at a profit

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Types of Businesses

- Service
- Manufacturing
- Retail

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Business Characteristics

- Economic activity
- Businesses perform the economic activities of producing goods and services and making them available to consumers. These activities also support the economy through job creation, as well as industrial and economic development.

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Business Characteristics

- Buying and selling
- Purchase raw materials / machinery / property / vehicles etc and sell the finished product or service
- Need to do so at a profit for a viable business

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Business Characteristics

- Continuous process
- For a business to be considered a business, it must trade regularly to have an ongoing profit flow.
- The process of producing and distributing goods and services is continuous and involves frequent strategizing to increase the business's profitability.

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Business Characteristics

- Profit motive
- The success or failure of a business is determined by its profitability. Businesses are centred on achieving the highest profit level possible by producing and selling goods and services. Higher profits enable a business to grow economically and expand its goals

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Business Characteristics

- Risk and uncertainties
- Critical to all businesses
- Every business should continuously take account of their possible insurable and non-insurable risks

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Business Characteristics

- Creative and dynamic
- As competition increases, being creative and dynamic matters!
- The dynamics of the business may evolve overtime as consumer needs change to stay profitable.

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Business Characteristics

- Customer satisfaction
- Profit is a business's main goal and can only be achieved if customers buy the goods and service they sell. Successful businesses constantly monitor customer satisfaction and adjust things like price or quality as needed. Satisfied customers become regular customers, and often produce more customers through word of mouth.

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Business Characteristics

- Social activity
- Businesses and society depend on each other, and businesses should be considered socially responsible. Their goal should be to meet societal needs by providing goods and services that people need and want to buy. In turn, various social groups help a business survive, such as employees, customers, investors, and suppliers

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Business Characteristics

- Government control
- All businesses have to adhere to government regulations and function under a certain level of control. This is to make sure that the business functions ethically, sells products and services that benefit society, and interact with customers and employees fairly.

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Popular Businesses in the Dog Industry

- Doggie daycare
- Dog Grooming
- Dog training
- Pet shops
- Dog kennels
- Pet sitting
- Dog walking
- Assistant dogs
- Professional rescue centres

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Business Characteristics of Dog Businesses

- We will discuss how the different types of dog businesses apply different business characteristics during our classroom session.

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Business Success

- What makes a business successful?
- We can look at business characteristics, and in human terms, they are similar to how a person operates through their lives.
- However, success takes more than that. Success is often the X Factor. Success is often down to the businesses personality. Who is that business?

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Business Personality

- Owners leading by Example.
- Why do you think that matters?
- Can you think of previous employers who did this well, or did this poorly?
- How do you think that impacted their business?

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Characteristics of a Business

- Having a simple business structure.
- Businesses need to grow and be dynamic
- However, businesses need to protect their bread and butter
- An important phrase in business to remember is “nail it, then scale it”
- Delegation is key to a business with a complex structure

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Characteristics of a Business

- Information sharing among employees.
- How does a business communicate minor, and major, details?
- Are there processes to ensure all staff are notified?
- Are staff held accountable?

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Characteristics of a Business

- Staff are carefully chosen.
- This is true of many industries. Working with dogs is more of a vocation than a run of the mill office job.
- Recruitment should be careful and not rushed
- Staff make a business
- Businesses advisors recommend that businesses should hire slow and fire fast

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Characteristics of a Business

- Staff commitment and loyalty.
- The staff are the front line of all businesses
- When a business can get loyalty and commitment from staff it means they are doing many things right
- Disgruntled staff can quickly turn a business on its head

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Characteristics of a Business

- A unique product or service.
- Being 'first to market' means that you're first in a catchment area to offer that product or service.
- It can result in long term marketing benefits as the subconscious belief is that the original business is the best and others merely copy

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Characteristics of a Business

- Willingness to take chances
- A successful business has to take chances
- No such thing as failure in business, just opportunities for improvement

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Characteristics of a Business

- Tenacity
- Being in business is not for the faint hearted.
- There are many examples of entrepreneurs who were unsuccessful and / or rejected many, many times, before gaining unimaginable success
- A thick skin is a benefit!

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Characteristics of a Business

- Customer Centric approach
- Small businesses thrive on customer recommendations
- Also, no one knows what will sell better than a customer!
- Include the customer in decision making
- Ask for their help
- Build the business the customer wants, not what you want!

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Characteristics of a Business

- Good marketing
- Marketing can often be outsourced if it is not the area of expertise of a business owner or its staff
- However, remember marketing can be learned

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What is a Mission Statement?

- A mission statement helps a business to define its purpose, who is this business? What does it do? Why?
- What are their values and philosophy?
- Who are the businesses target audience?
- Who are they offering goods or services to?
- Your mission statement should gain the attention of your market
- Your mission statement should outline what it is that you do that can benefit your market
- And finally what makes your business distinct? Why should customers buy from you?

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Why do Mission Statements Matter?

- Provide focus and direction for the business
- Help in having a high level of coherence and aspiration amongst staff and stakeholders
- Motivate staff to buy in to the purpose of the business

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Examples of Mission Statements

- IKEA: To create a better everyday life for the many people.
- Cradles to Crayons: Provides children from birth through age 12, living in homeless or low-income situations, with the essential items they need to thrive – at home, at school, and at play.
- Tesla: To accelerate the world's transition to sustainable energy.
- Amazon - We aim to be Earth's most customer centric company.
- We aim to be Earth's most customer centric company. Our mission is to continually raise the bar of the customer experience by using the internet and technology to help consumers find, discover and buy anything, and empower businesses and content creators to maximise their success.

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What is Workplace Culture?

- Workplace culture is difficult to define but easy to feel
- Forbes describes workplace culture as, "the environment that surrounds us all the time." The jobs website Indeed says it's a "collection of attitudes, beliefs and behaviours that make up the regular atmosphere in a work environment."
- It's the way things are done !

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Why Does Workplace Culture Matter?

- The culture of a workplace matters because it is the energy that surrounds the business – whether in a premises, working mobile, or working for home
- The culture predicts employee retention, how staff feel when going to work, impacts everyone's mental health, and impacts the productivity, and profitability, of a business

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Factors Impacting Workplace Culture

- Management style
- Employee attitudes
- Recruitment and firing processes
- Communication between management and staff
- Employee performance and productivity
- Transparency and trust
- Teamwork

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Different Management Styles

- It is important to be able to recognise different management styles, to see what works for you and to also recognise different styles in workplaces you work in

- Authoritarian Style

Also referred to as coercive style of management, authoritarian

managers would normally demand immediate compliance. Basically such managers are saying "just do as a say"

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Different Management Styles

- Authoritative Style
- Full of authority and influence, managers who display this type of management style can very easily mobilise people with a great deal of enthusiasm and with clear objectives. These are very confident and charismatic managers who are basically saying "come with me, trust me"

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Different Management Styles

- Democratic Style
- Democratic managers try to achieve objectives by including the opinions of all staff., especially on serious issues that impact their working lives.
- This is likely to reduce staff rebellion. However, there may be problem areas if, for instance, the staff are against an important plan that management wants implemented.
- Nevertheless, this style of management is likely to facilitate effective communication within the organisation.

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Different Management Styles

- Affiliative Style
- Similar to democratic style, affiliative style of management attempts to create unity and harmony in the organisation by seeking to build an emotional bond among staff.
- This can be seen as a motivator.
- While there is no doubt that it is a positive style, some may worry that being too close and friendly with the staff could cause problems relating to too much familiarity.

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Different Management Styles

- Permissive Style
- Managers give little or no direction to the staff, letting the staff to just carry on with their job.
- This provides a great deal of empowerment for the staff, who may feel proud that they are in charge of their work and can work without supervision.
- This only works well with well trained, experienced, skilled, trustworthy staff
- Risks when staff do not communicate well to management, or if staff are not competent, or if staff do not take initiative, and some members take on more workload than others.

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Different Management Styles

- Indifferent Style
- While a bit similar to the permissive style, the indifferent style is basically that the manager just can't be bothered. This may be the case where the manager is seriously demotivated as a result of lack of recognition or simply that he/she has had enough and does not care what goes on.
- Obviously, this is an unacceptable style in modern management.

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Different Management Styles

- Coaching Style
- This is a management style where a manager focuses on training, guiding, counselling and staff personal development for the future growth of the organisation.
- This will be extremely useful for the improvement of staff performance and the future strength of both staff and the organisation.
- Properly trained staff will be much more confident and efficient on the job.

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Different Management Styles

- Pacesetting Style
- This is a style of management where managers set examples and standards for high performance. Basically, it is management by example, where managers are saying "do what I do".
- It is like a role model management style. 4 This sort of style may only be suitable for staff who are highly motivated. Others may find it too intense and overwhelming and may just give up, because they are unlikely to achieve such standards.

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Different Management Styles

- Visionary Style
- This is a management style, where managers move their staff to share positive dreams of the potential benefits and opportunities that they stand to gain.
- This is where when both staff and organisational goals are clearly defined and the means of achieving them are well known by everyone. Visionary managers can be innovative and would normally seek to develop the staff ability to make effective decisions and to improve performance.

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Different Management Styles

- Bureaucratic Style
- This is a management style by the book, so such managers are completely inflexible. Basically such a manager is saying "I go by the book, no more no less".
- The Bureaucratic style require that everything is done in accordance with company policy, procedure and culture. This type of management style may only be useful where:

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Different Management Styles

- Defensive Style
- This is a management style that is practiced by managers who always seek to find fault from the staff and gives the impression that he/she is correcting the fault. For example, such managers may always say words like: "that is wrong, you shouldn't be doing that".
- The problem is that such managers are always negative in their attitude towards the staff, finding faults and errors, but not their positive contributions. This sort of management style can be very de-motivating and demoralising. If such behaviour persists, the staff may also become defensive towards the manager

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What Should I Do Now?

- As you revise this webinar, think of the industry you would like to work in.
- Apply the information to your industry of choice
- Familiarise yourself on the different terms
- Begin to look at all businesses through different eyes
