

## Leadership Pledge

Dogtopia of Madison West believes that our employees make our success possible. We believe that there is a direct correlation between our employees' level of satisfaction and our ability to achieve our noble cause.

As with every other employee, I, \_\_\_\_\_ pledge:

- ✓ To strive to achieve the Noble Cause during every shift and to use it as a guide for making decisions
- ✓ To find ways to enrich the dogs' experience to ensure every day is The Most Exciting Day Ever!
- ✓ To use my loud voice only 10% of the time and only when absolutely needed
- ✓ To reinforce the behavior I want to see from dogs with praise and attention
- ✓ To embrace the idea "Every dog deserves daycare" and to prioritize the development of goal behavior in all dogs that utilize our services
- ✓ To communicate to Leadership if I have a concern, an idea, or information that impacts the business
- ✓ To be patient with the dogs, with the customers, and with my fellow teammates and to be forgiving when I cannot be patient.
- ✓ To review my Dogtopia Connect trainings, knowledge checks, practical exams, and other trainings to ensure I am knowledgeable about the policies and best practices for my position and to prioritize my continuing education
- ✓ To share positive energy & encouragement with my team
- ✓ To continuously evaluate and improve my performance
- ✓ To ask for help when I need it and to own my mistakes

In addition, as a member of the leadership team, I pledge:

- ✓ I will get the right people in the right roles. Roles where they can leverage their strengths and still have room to grow.
- ✓ I will treat each employee with the respect due *every human*.
- ✓ I will remind myself often, "It's not about me."
- ✓ I will be attentive to the fact that everything I do, and not just what I say, sends a message. Employees will be watching me, as will customers, partners, competitors, "The street," and leaders across industries. I accept the responsibility that accompanies this reality.
- ✓ I will admit what I don't know, if not to my team then at least to myself. I will seek answers and expertise and ensure my ego never gets in the way of my company's success.
- ✓ I will set up every one of my employees for success, with appropriate resources and opportunities for development.
- ✓ I will make leadership development a priority, recognizing that leadership may be strong throughout the entire organization and not just at the top.

- ✓ I will commit to giving feedback, both positive and instructive, on a regular and timely basis with the intent of nurturing success in every one of my team members.
- ✓ I will recognize the impact of our company culture on the day-to-day lives of each employee, as well as the impact on our company brand, and I will cultivate an environment that attracts the best talent to our industry.
- ✓ I will create a clear and inspiring vision of where I am leading the company, and will communicate to every employee, partner, and collaborator how important their role is in bringing this vision to life.

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Signature

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Date