



THE WORKPLACE AND DOGS





WHO'S THIS GUY

- About me:
 - Filled many roles from retail sales to VP since 1995
 - Met many dogs in business engagements
 - Dog owner since 2018 ( @coopermutt)
 - Learned many things along the way (the hard way)
 - Try not to be boring





WHO THIS IS FOR

- Human resources professionals
- Managers and entrepreneurs looking to enhance the employee experience
- Hiring managers
- Curious business people





PANDEMIC DOGS

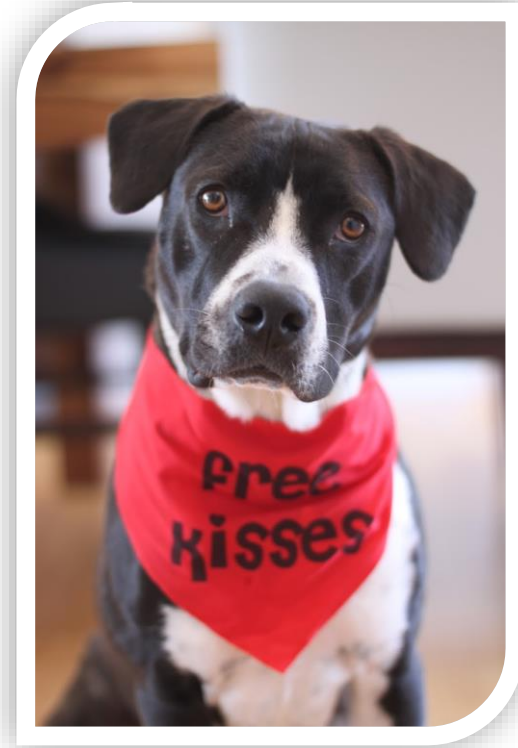
- With the pandemic, your colleagues and employees adopted dogs
- Dogs get separation anxiety
- Humans get separation anxiety
- Employers are somewhat stuck in this





HR BENEFITS

- Stress reduction: many studies!
 - Productivity, anyone?
- Exercise
 - Dogs
 - Humans
- Overall office mood & bonding
- Office therapy dog services also exist





OBSCURE PRACTICE?

- “We allow dogs in the office” is an interesting play



TRADESY





RECRUITMENT

- Make it a benefit!

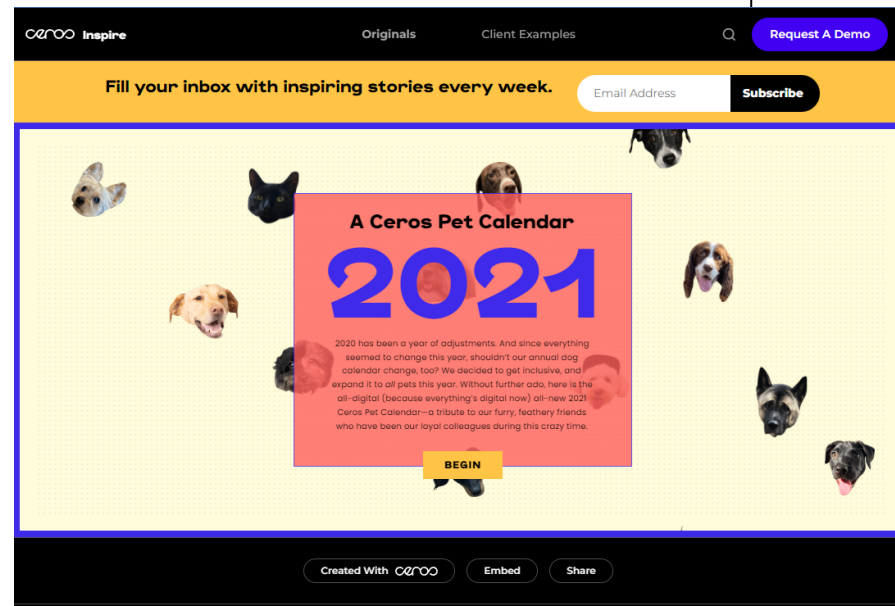
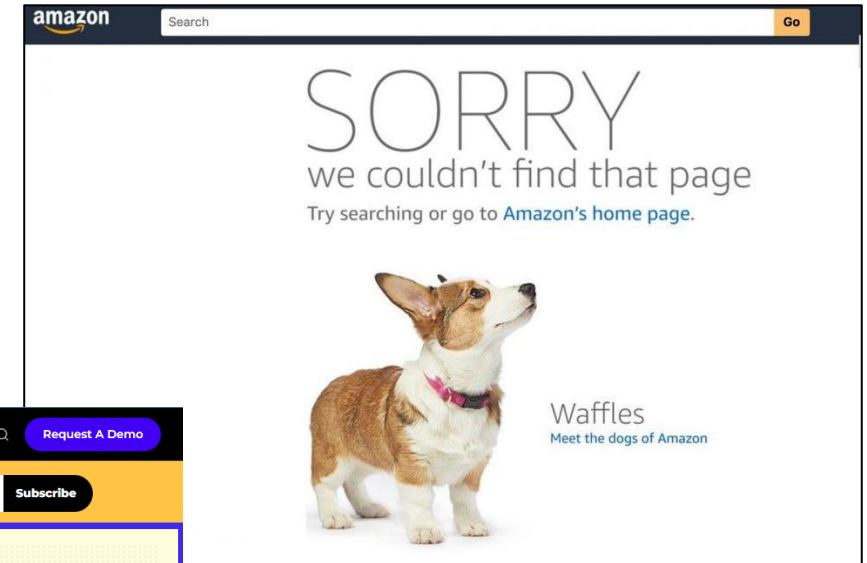
The screenshot shows the Sky High ERP website. At the top, there is a navigation bar with the Sky High ERP logo and links for Home, Services, About, and Contact Us. Below the navigation bar, there is a row of partner logos including Oracle NetSuite, boomi, salesforce, and Mavenlink. The main content area has an orange background and features the heading "Join the Team!". Below the heading, there is a paragraph of text: "Sky High ERP is growing! We are looking to expand our NetSuite consulting practice." This is followed by a blue-bordered box containing the text: "We offer very competitive compensation, work from home capabilities, growth opportunities and a fun group of people to work with. Plus we have a dog-friendly corporate culture!". Below this box, there is a list of current openings: "Senior NetSuite Consultant" and "Intermediate NetSuite Consultant". At the bottom of the text area, there is a "Watch on YouTube" button. To the right of the text area, there is a vertical image of a wooden door with three signs hanging from it: "WE ARE HIRING", "APPLY TODAY", and the Sky High ERP logo.

The screenshot shows an Amazon news article. The top navigation bar includes the Amazon logo, a search bar, and various menu items like "Who We Are", "What We Do", "Our Workplace", "Our Impact", "Our Planet", "Follow Us", "Subscribe", and "EN". The article title is "Meet some of the 8,000 dogs that 'work' at Amazon". Below the title, it says "Last updated February 2, 2022" and "Written by Amazon Staff". The main image shows a Papillon dog sitting on top of an Amazon cardboard box. A play button icon is overlaid on the image, indicating it is a video. The video title is "Meet some of the cutest dogs at Amazon". There is a "Copy link" button in the top right corner of the video frame.



BRAND MANAGEMENT

- Be different
- Use your own dog food
- Social engagement marketing
(see my video!)



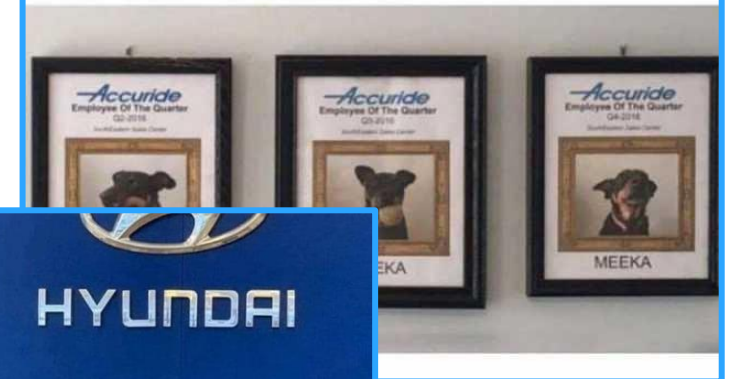


HAVE FUN WITH IT

- Dog birthday calendar
- Halloween
- Winter holidays
- Organized lunchtime walks
- Caption contests
- Employee news
- Pet sitting for non-owners!

Man Who Works From Home Keeps Naming His Dog 'Employee Of The Month'

By Julia Banim
January 2, 2019 · 3 min read



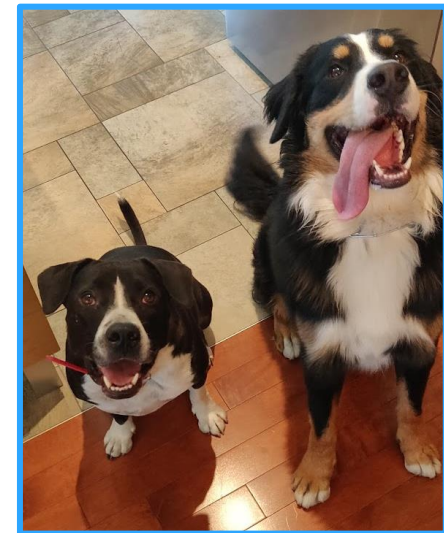


MAKING IT WORK

- Ask your landlord!
- Common sense prevails
 - Be respectful it's everybody's workplace
 - Dogs have allergies, too
 - Offices have doorbells, too
 - Dogs can be distractions
 - Gear: employee or employer?
 - Pet-proofing!
- “Dog committee”
 - Rules of engagement (vaccinations!)
 - Which dogs “pass the test”
 - The dog's owner is responsible
 - Intranet/Wiki



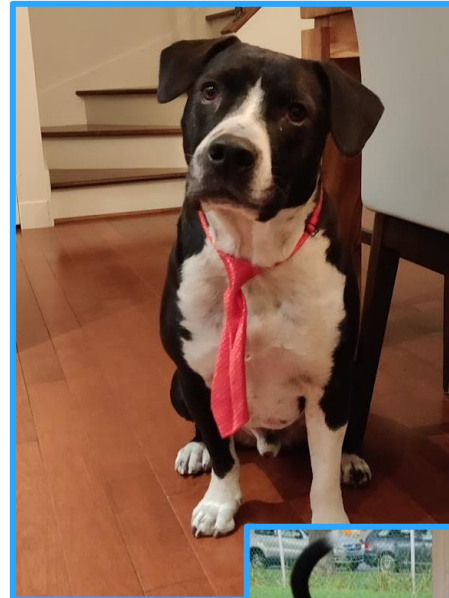
AMERICAN
KENNEL CLUB®





SUGGESTED OFFICE ITEMS

- Welcome sign at front door
- Water bowls
- Poop bags
- Beds (branded?)
- A few leashes
- Treats (non-allergic)
- Towels
- Branded bandanas
- Chew toys
- Formalwear





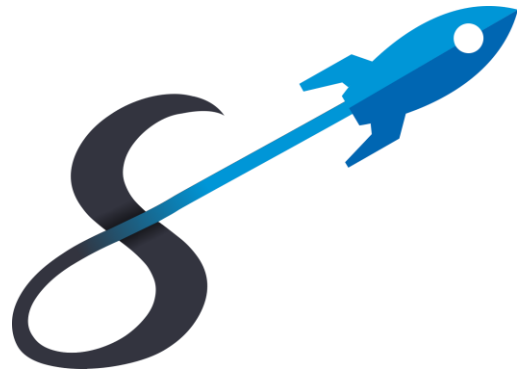
REFERENCES

www.rock8fuel.com/dogs





THANK YOU



Jean Pascal (JP) Hébert

Rock8fuel

833-376-3800

514-376-3800

jp@rock8fuel.com

www.rock8fuel.com