

Better than a Mission Statement

Our Strategic Vision (Summary)

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 the **Riverside Grooming** 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 customers' 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. The following is a summary of our vision. Thanks for taking the time to read it, and we hope you find your place in it.

Who We Should Serve Best

For 1000s of years dogs have been by our sides. If it were not for dogs the societies we have today would not exist. We owe them the utmost consideration and respect.

Peace of Mind

Our staff understands that although they themselves may see many pets in a day, each pet owner is interested in only their pet/pets and those pets are very special to them. That owner knows this and knows that when they entrust their pet to our care we will not forget that and will treat their pet as someone precious and loved.

Outstanding Service

Our pet owners know that their pet will be encouraged and reassured throughout their stay as they realize that they are out of their environment and, even though they are not with their owners. They like it when the human that is dealing with them talks sweetly, calls them by name, and pats/strokes them like their owners would do if present.

How We Serve Them Best

Pet owners know that when they leave their pet with us, that each and every staff member that comes in contact with their pet knows who the pet is by name and breed and will know what

agreements were reached by reception and pet owner as to what kind of care that pet will get during that pet's stay. Pet owners may even have a tinge of envy, knowing their pet is going to experience a relaxing spa day and they wish they could be pampered like that themselves.

Our Services

Our customers are always impressed by our knowledge and the time we take to educate them about products, training, local resources, nutrition and safety. We work with them to be great pet owners and that makes them feel good about how they are taking care of their pet.

Our Team

In order to provide this excellent service to our best customers on a regular basis, our team has to be the best we can be. With positive attitudes, happy and proud of their work, dressed in their provided uniforms, they all know their jobs and what is expected of them. Our team is enthusiastic about continuing to educate themselves in their field of choice.

Why We Do It

As a team of professionals, we have come together with the common bond of the love of pets. When potential staff walk through our doors to apply, we are always hoping that they will become "one of us" and truly join our team. Those who decide to stay, do so because they have observed that once they are a part of us, they will be able to use their talents to advance in our organization and culture. We have a "we believe in you" attitude towards our staff here.

Nothing makes us happier than to hear a pet owner say; "When my dog knows he's going to **Riverside Grooming** he/she gets so excited!!" That to us is true success!!

We Are Their Heroes

The pet care industry is rapidly changing and is at a very crucial stage. It is now in the hands of pet professionals to determine the fate of our furry friends. Through education of staff and in turn the general public, dogs and cats will remain a part of our daily lives for years to come. So yes, from the pet owner to the pet professional, we are significant and important more than ever before.

At **Riverside Grooming** 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 **Riverside Grooming!**