

# 01 | **Our Values**

## Unapologetic

We unapologetically present as ourselves. We are the leaders in the professional pet industry who pave the way for others to easily follow.

- We don't have to be carbon copies of others in the industry. You don't have to be anyone else. You have to be you.
- We find solutions to be ourselves in creative ways to look professional and look like ourselves.
- Looking professional isn't a checklist based on someone else's clientele. Well groomed doesn't mean makeup, no tattoos and being someone else.

## Inclusivity

We feel everyone has a right to learn no matter how they learn. We set up for success by providing the right tools.

- I provide closed captioning, transcripts and transcripts in any language needed.
- I take into account learning styles. I provide workbooks for all of my students. The first thing my returning students look for is the workbook I provide.
- The speakers that I select, many of which are neurodiverse, and are chosen on their ability to reach an audience, and give me the stuff I need when I need it.

## **Adaptability**

The world is not static. The only real constant is change. We embrace the opportunities to make the professional pet industry a better place.

## **Sustainability**

We create sustainable professional pet professionals. Whether your goal is to groom until retirement or create an entirely new career in the the pet industry, We offer training that moves you forward through online group and one-on-one programs.

## **Inspiration**

When your goals look out of reach, we inspire confidence and fortitude, while teaching you the skills necessary for success.

Imagine networking and learning with those pet professionals like yourself looking to achieve more in their careers .

## **Commitment**

I am successful when you are successful. My promise to you is that as long as you are willing to use the tools and commit to your success, I will be there for you.

## **Creativity**

We are a creative industry.

Creativity drives change. Our needs as professionals and business owners evolve and we are here to offer programming that meets those ever-changing needs.

## **Imagination**

We believe in the value of innovation. Without it, we'd still be grooming with one pair of straights and a manual clipper. If you can dream it, we make it happen.

## Recognition

The industry is where it is today because of the dedication of those before us who taught and made us better groomers. We recognize and value their contributions. We also encourage those who want to advance our profession to greater heights.

## Altruism

There but for the grace of God go I is a sentiment that has impacted our values as a business. And while we are not a particularly religious brand, spirituality shows up in everything we do. This industry has graced me with the ability to make a living and to inspire those around me. I will always help those less fortunate than myself whenever possible.

## 02 | **Unapologetic Truths**

**You have autonomy over yourself. This could be your pronouns, your style, and what makes you comfortable in your own skin. Other people's opinion of you is none of your concern.**

**If you actually use the tools, you will achieve your goals. I can give you the tools, but if you don't use them it doesn't matter.**

**Your business should be run as a business, not as a hobby. You need to be fully committed to it.**



**If you want to be successful in the pet industry and be respected, your word must be your bond.**

**It's our duty to leave the pet industry better than when we started.**

**The industry requires innovation and evolution in order to serve pets & the professionals in the way they deserve.**

**Whether you are new to the industry or been in it for  
decades, you deserve to be elevated in this industry.**

**Chaos is either a ladder or a pit. You get to choose.  
Adaptability is what grows a business.**

**None of us knows everything. There is always something to  
learn. When we stop learning, we stop growing.**

**There needs to be a beginning and an end to your day. You start your business, do your business, end your business, and then live your life.**

**I will acknowledge those who came before me to make my life easier.**

**My programs help everyone no matter where they are on their journey.**

**Quit being comfortable in the pet industry. If you want to be in the forefront of change, then stepping outside of your comfort zone is what will guide your pawprint on the industry.**

**Watching what others have accomplished will either inspire creativity and desire Or jealousy. If it's up to you to choose which path.**

**It's more than wanting to succeed. It is hard taking that first step. Either you make excuses or you make plans.**