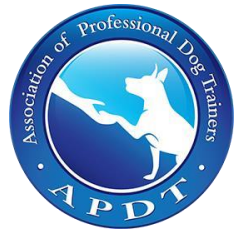


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Course Overview

Title: Top Dog: Lessons from Dog Training for the Entrepreneur

Course Dates:

- **Start:** Thursday, April 25, 2019
- **End:** Wednesday, May 22, 2019

Description: Today's successful dog trainers understand that success depends not only on your skillset as a trainer, but also your business strategies. In this session, Megan will outline various strategies she learned from dog training to help streamline and grow her business to a seven figure organization. Megan has worked as a contract dog trainer, then started her own training business and has gone on to open two successful dog training & day care facilities. She will provide business tools for trainers who are in start-up to growth stage in their businesses. This session is designed for today's discerning dog trainer who is looking for business solutions to increase profits and provide them more time outside of their business. Dog trainers need to understand basic business foundations to compete and set themselves apart in today's market. Owning your own business can be overwhelming and full of challenges, but with the right tools and structure you will learn how to earn the freedom and financial benefits from your business. In this session, Megan will share lessons in leadership, marketing and client solutions, tools for managing growth and start-up tips that are unique to dog trainers.

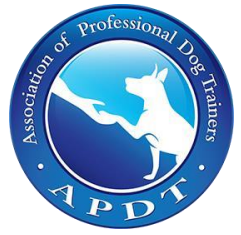
Level of Knowledge: *Prior to attending this course, it is assumed that all students:*

1. Currently work as a professional dog trainer.
2. Currently own or plan to operate their own dog training business in the immediate future.
3. Have a basic understanding of business fundamentals.

Learning Outcomes: After completing this course, students can expect to be able to:

1. Gain an understanding of how to complete a business and marketing plan for their business.
2. Understand what tools are needed for success and to compete and set themselves apart in today's market.
3. Gain the knowledge to work towards working on versus in their business.
4. Understand the skills to be an effective leader.

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Instructor: Megan Stanley, CPDT-KSA, CBCC-KA

Bio: **Megan Stanley**, is the owner of Dogma Training & Pet Services Inc. in Calgary, Canada and former Chair of the APDT Board of Directors. dogma is a canine behaviour and education centre that offers dayschool, training and retail services with a team of almost thirty between two facilities. Dogma is an innovative canine center that specializes in modifying complex behaviours and offers a full range programs to integrate dogs back in with their canine companions and the urban world. Through dogma, Megan developed a unique and comprehensive dog training apprenticeship program that is one of a kind in Canada. The first session began in November 2009, and to date, there have been over sixty-five successful graduates.

Megan started as a professional dog trainer with The Calgary Humane Society where she held the position of Internal Canine Behaviour Coordinator for a year and a half before starting dogma. Megan was also a founding member and President of the Board for a local animal rescue organization, pause4change Rescue Foundation. She was the designated trainer for the Alberta Rescue Foundation (ARF) and a consultant for Cochrane Humane Society, transitioning both of these organizations to become leaders in training. She has also been a certified mentor trainer for Animal Behavior College.

Megan has over 10 years as a professional dog trainer and education is the core of her business. She has recognized that there is a strong need for regulation in the pet care industry and has set the standard for dog training and daycare in Calgary through dogma. She provides education through her business, free online resources to dog owners and trainers and through speaking engagements, such as the APDT Conference. Most recently, Megan has launched www.everydoghasitsdayblog.com to create a community of support and sharing for entrepreneurs. She believes life is too short to not do what we love, so strives to inspire and encourage others to follow their dreams.

Course Evaluation & Completion: will be determined based on but not limited to:

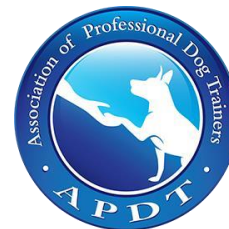
- On-time completion of all required homework assignments.
- Participation, attitude, enthusiasm, and productivity.
- Grammar, punctuation, clarity, and efficacy of written discussions and assignments.
- Meeting assignment guidelines or criteria provided by instructor.

CEUs: (partial CEUs will not be awarded.)

- 16 for successful completion of entire course from CCPDT, IAABC, KPA, & IACP.

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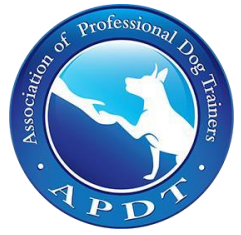


Recommended Course Materials:

- How to Run a Dog Business by Veronica Boutelle
- Fetch More Dollars for your Dog Training Business by John D. Visconti, CPDT-KA
- Links to selected online resources may also be provided in your dashboard during class

Course Calendar & Deadlines

Day	Date	Time	Event
Prior to start of course			Secure recommended reading (optional, but strongly recommended) Become familiar with course platform, introduce yourself on discussion board Review course details
Thursday	4/25/2019	12:00pm ET	Week 1 Begins Lecture recording becomes available Assignments given
		1:30pm ET	Online discussion begins
Wednesday	5/1/2019	12:00pm ET	Week 1 ends - Deadline for ALL assignments
Thursday	5/2/2019	12:00pm ET	Week 2 Begins Lecture recording becomes available Assignments given
		1:30pm ET	Online discussion begins
Wednesday	5/8/2019	12:00pm ET	Week 2 ends - Deadline for ALL assignments
Thursday	5/9/2019	12:00pm ET	Week 3 Begins Lecture recording becomes available Assignments given
		1:30pm ET	Online discussion begins
Wednesday	5/15/2019	12:00pm ET	Week 3 ends - Deadline for ALL assignments
Thursday	5/16/2019	12:00pm ET	Week 4 Begins Lecture recording becomes available Assignments given
		1:30pm ET	Online discussion begins
Wednesday	5/22/2019	12:00pm ET	Week 4 ends - Deadline for ALL assignments



Course Details

Week 1:

- Lecture: Houndsight: Defining and Planning your Business

○ Summary: It is important that you can define exactly who you are as a business and the products/services that you provide. This week we will begin by defining your why, vision,

and core values. What are the key tenants that drive your business and what problems do you solve? From here, we will outline your business's SWOT Analysis and define the products/services you will provide. The vision and planning for your business is the foundation of your success. This week will create that for you.

○ Learning Outcomes: After this week, students will be able to:

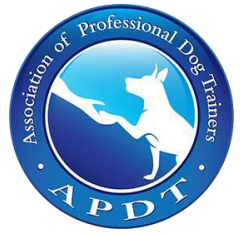
1. Describe a business and strategic plan and the value of each for your business.
2. Explain what your why is
3. Describe what vision, mission and core values are.
4. Define and create a SWOT Analysis for your business and the competition.

- Assignments:

1. Define your Why, Vision, Mission and Core Values. Outline your products/services. Submit by uploading via your Education Dashboard
2. Create a SWOT Analysis of your business and three of your main competitors. Submit by uploading via your Education Dashboard.
3. Recommended watching:
 - a. https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action

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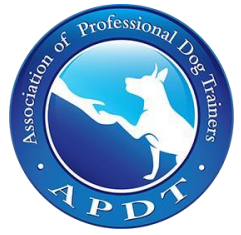
Week 2:

- **Lecture: Dog Park: Marketing & Client Relations**
 - **Summary:** Once you've defined your business, you need a plan on how to promote it and create market awareness. It is important that you develop your corporate image and brand, including a logo, website and social media. This week will help you identify your target market, define your competitive advantage/positioning and outline your keys to success. You will gain the tools to create a successful marketing plan and understand the strategies to help you sell.
 - **Learning Outcomes:** After this week, students will be able to:
 - Define your target market, competitive advantage and keys to success.
 - Gain a solid understanding of how to develop a marketing plan
 - Understand effective sales strategies
- **Assignments:**
 1. Participate (at least two thoughtful posts) in the Online Discussion Forum
 2. Define your Target Market, Competitive Advantage, Positioning and Keys to Success. Submit by uploading via your Education Dashboard.
 3. Create or submit your social media handles for Facebook, Twitter and Instagram. Submit by uploading via your Education Dashboard.
 4. Recommended reading:
 - Chapter 4: Build it and They Will Come? You Need a Marketing Plan from How to Run a Dog Business by Veronica Boutelle
 - Chapter 1-4 of Fetch More Dollars for your Dog Training Business by John D. Visconti, CPDT-KA

Week 3:

- **Lecture: Nosework: Creating Systems and Outsourcing for your Business**
 - **Summary:** Managing growth can be challenging for any entrepreneur. Too many businesses suffer or even fail during growth due to poor systems or lack of

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preparation. This week we will outline the key systems and experts you need on your team to ensure success. A business owner must understand financial and be able to define the income streams and core expenses, key performance indicators (KPI's) and the basics of financial reporting. This week you will learn all of this and how to define systems and outline processes to keep you one step ahead of your competition during growth.

- Learning Outcomes: After this week, students will be able to:
 - Gain a solid understanding of key financial terms and reports and what they mean for your business.
 - Understand relevant income streams and expenses and KPI's for your business.
 - Identify skillsets that should be outsourced for your business.
 - Understand how to create systems for your business.

Assignments:

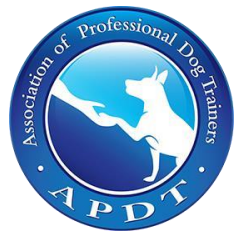
1. Participate (at least two thoughtful posts) in the Online Discussion Forum
2. Define your income streams, key expenses and KPI's for your business. Submit by uploading via your Education Dashboard.
3. Identify systems that need to be developed and areas of expertise to outsource and why. Submit by uploading via your Education Dashboard.
4. Recommended reading:
 - Chapter 2: Finances and Systems for Your Business of How to Run a Dog Business by Veronica Boutelle

Week 4:

- **Lecture: Gone to the Dogs: Tips for Success for Business Owners in the Dog Training Industry**
 - Summary: Working with dogs can be emotionally and physically demanding. It is a changing industry of varying opinions, methods and philosophies. Some of our clients can put a great deal of strain on us due to demands, challenging personalities and unrealistic expectations. Although it is generally a rewarding profession, we can be faced with unique challenges that can take a toll on us mentally and emotionally. These challenges can cause an increase in stress and workload that will eventually be detrimental to our business. This week will

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outline tools, systems and strategies to help us avoid burnout and tips to better manage stress.

○ Learning Outcomes: After this week, students will be able to:

- Distinguish traits of burnout and tools to avoid it.
- Understand how to set up your business procedures and policies to set boundaries in your business.
- Gain a thorough understanding of stress management strategies.
- Understand how to focus on your business and eliminate negative distractions that can hinder your growth/success.

- Assignments:

1. Participate (at least two thoughtful posts) in the Online Discussion Forum
2. Identify your ideal client and your worst client. Submit by uploading via your Education Dashboard
3. Outline the key policies and outline the main points to set up boundaries for your business. Submit by uploading via your Education Dashboard.
4. Recommended reading
 - Read Chapter 8 Feeling the Burn: Avoiding Professional Burnout of How to Run a Dog Business by Veronica Boutelle