

Convincing Your Leadership

A key step to launching a Pets Work at Work program is getting the approval of your leadership team. Here are things to discuss.

- **Expected benefits of the program for your organization** – share information from the 2017 BANFIELD™ Pet Hospital Pet-Friendly Workplace PAWRometer™ survey and any other data you have that shows the potential positive impact.
- **Expected benefits of the program for employees** – use the results of the PAWRometer™ survey here too, and share information about anticipated impact on your employees. It also helps to show leadership the level of employee interest. You could conduct an informal survey to understand what percentage of employees at your organization would enjoy a pet-friendly workplace program – but, be careful not to get employees' hopes up without management buy-in.
- **Expected recruiting impact** – look at the companies with whom you compete for talent, both in your local area and nationwide. How many of them have pet-friendly policies? Have any of them gotten positive PR because of it? Do you think you could tout pet-friendliness to get an edge over competitors?
- **Expected financial implications** – while creating a pet policy that's right for your organization will take time and research, be ready to give at least a high-level overview of expectations to your management, including expected implications such as creating a pet waste space on your property or the need to renegotiate your lease to convince your landlord to allow pets.
- **Guidelines for success** – let your management team know that you intend to follow best practices of pet-friendly program development, including having a clear policy, training and guidelines for pets and their owners.
- **Testimonials** – if you find that some of your management team members have had experience with pet-friendly programs, or are particularly avid supporters of the idea, see if you can engage them to provide testimonials and personalize how powerful the program could be for your organization.

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