



# CULTURE CODE

Creating a company we Love



# Always a works in progress

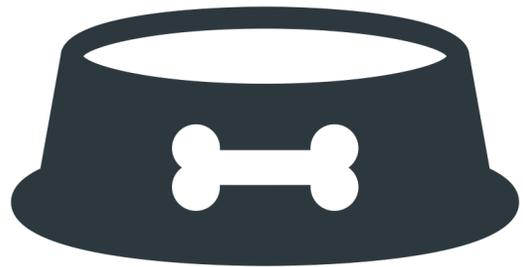
- As with everything we do and ourselves, this document is a continual work in progress.
- Updated 27 October 2023.





# PITC's **CULTURE CODE**

**Is the kibble that feeds us and keeps us fit and healthy**





This document is  
part manifesto, and  
part employee handbook.

It's part who we are, and  
part **who we aspire to be**





# THE **Pets**<sup>in</sup>the**city** CULTURE CODE

1. We commit manically to both our mission and metrics.
2. We strongly believe we really do have the best job in the world!
3. Our values define who we are and steer all our decision making
4. We share openly and are remarkedly transparent.
5. We believe our key to success is having the best pet resort systems on the planet.
6. We dare to be different and challenge the status quo.
7. We maintain a relentless commitment to safety.



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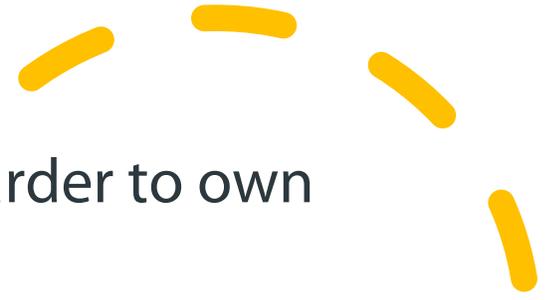
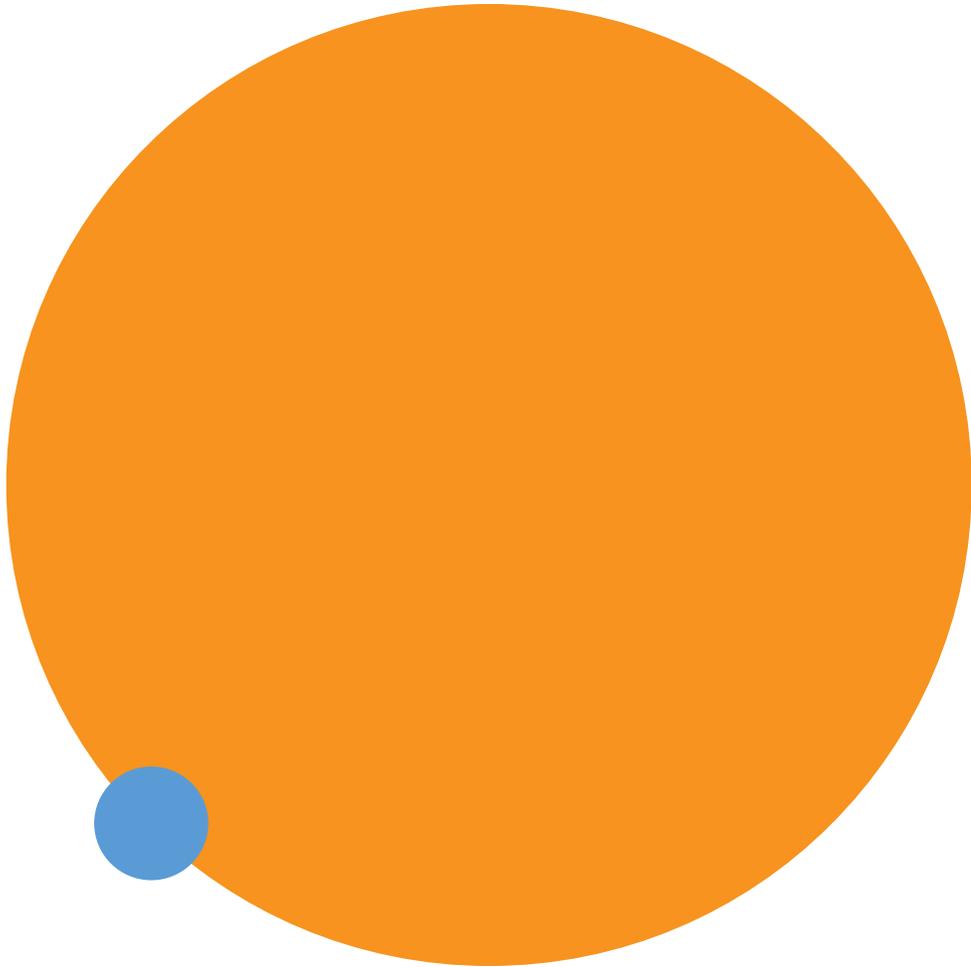
**We commit  
manically to both  
our mission and  
metrics.**



# We **LOVE** dogs...

And believe (almost) everyone should experience the joy of having a dog in their life.





But it's getting harder and harder to own a dog in the 2020's.

Many people are now living in apartments, or in houses on smaller sections, and working longer hours than ever before.

How does a furry best friend fit into our modern lifestyles?



Our **MISSION** is to help  
**DOGS, their OWNERS,**  
and **OUR PEOPLE** live  
their **BEST LIFE.**

And because of that we are committed to providing a **clean, safe, caring** and **enriching environment** that is **conveniently located, well-staffed** and offers **fun, exercise** and **learning** for your pet.



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Our goal is to build a lifelong relationship with both the pup and fur parent.

We get to see the dogs grow and develop over time, and it is a great feeling when we can see the positive impact that we have had on their lives.





# To achieve our Mission, we:

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- Treat all our guests like they are our own.
- Provide our guests with a wide variety of enrichment and exercise opportunities.
- Provide environments that encourages safe socialisation learning and play
- Maintain high standards and ensure staff are well trained.
- Ensure fur parents don't feel like they are on their own on their dog raising journey.



# Our OBJECTIVE

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To transform Pets In the City into an iconic and cherished household name, celebrated as the unrivalled beacon of trust and love for All Things Dog throughout Australasia, igniting hearts and wagging tails across New Zealand and Australia.

# Our PURPOSE

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At Pets In the City, **OUR PURPOSE** is to enrich the lives of pets and their owners through exceptional, holistic care and sustainable practices.

We are committed to providing luxury pet experiences, prioritising animal well-being and fostering a thriving, compassionate pet community in New Zealand.

Through our dedication to responsible pet care, community engagement, and a sustainable business ecosystem, we strive to create a harmonious environment where pets and people can thrive together, making a meaningful and lasting impact on the well-being of our furry companions and the communities we serve.



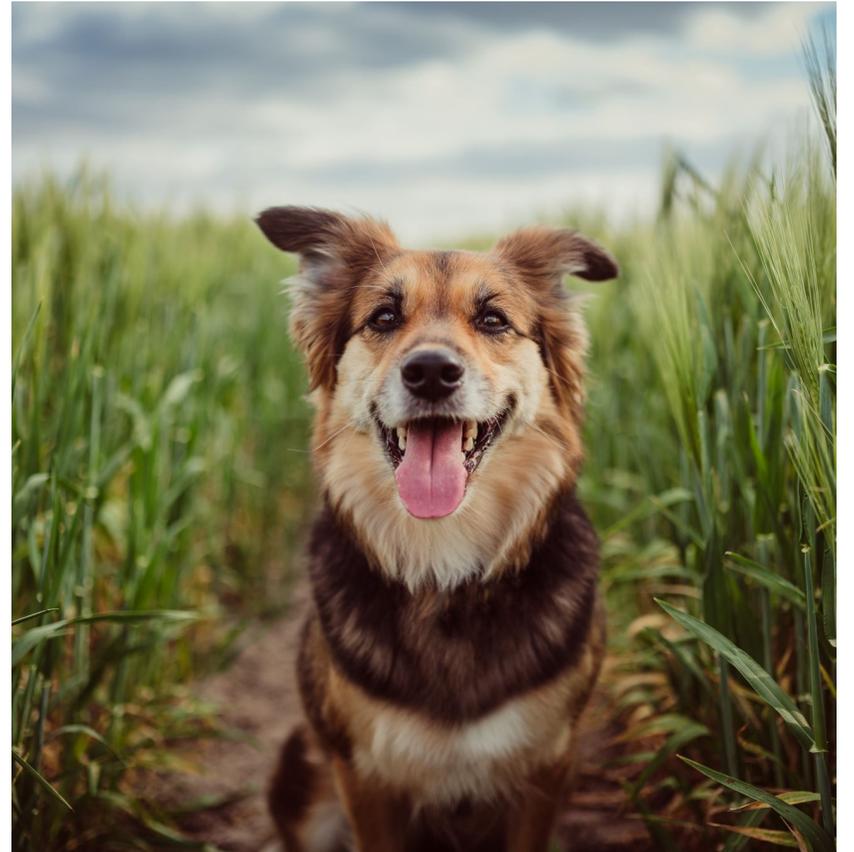
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**We strongly believe we really do have the best job in the world.**

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We approach every day with enthusiasm because we work in the best industry in the world.

We know that working in a dog daycare is not for everyone, but for us, it's the perfect job. We are passionate about dogs and believe this is the best way to spend our days. We are grateful for the opportunity to work with these fantastic animals; we wouldn't have it any other way.



But, working in a dog daycare is more than just playing with dogs all day.

It's also about being responsible for their safety and well-being. It's about understanding their individual needs and personalities and ensuring they are happy and healthy. It's about giving them love and attention and ensuring they have a good time.

It's a challenging and rewarding job that allows us to spend our days surrounded by the animals we love, while making a positive impact on their lives.





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To sum it all up though...

At PITC, we have endless love for them all. And we stop at nothing to make sure they're happy, safe and fulfilled even when you can't be there.



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**Our Values  
define who we  
are and steer all  
our decision-  
making.**





# DISCLOSURE

**PITC is not a utopian workplace.**

**We are not the perfect fit for everyone.**

And not every amazing person is a great fit for us.



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Anything that gets in the way of efficient communication is crippling to a strong organization. Fuzzy thinking, unnecessary jargon, impenetrable hierarchy, and playing the “Yes Man” gets in the way of adding value for clients and staff.

Structured thinking, straightforward language, meritocracy with the obligation to dissent, and professional objectivity allow an organization and its people to reach their maximum potential. But, of course, Pets in the City has its own word for this; it’s called:

**Professionalism.**

Paraphrased from *The McKinsey Way, 1998*



So, what makes someone a great fit for PITC?

What makes this the place they belong?

**What does it mean to be  
part of the PITC PACK?**





There are four attributes  
that **WE VALUE** in people.





# PROFESSIONALISM

Are you the type of person who is always striving to be the best at everything you do?

**We can probably find a place for you.**

Happy with just being mediocre?

We wish you all the best –  
but mediocre is just  
**not how we roll...**



**Part of being  
PROFESSIONAL  
means...**

You inspire others with your thirst for excellence.

You always display a “Yes We Can’ attitude and go the extra mile with passion and enthusiasm.

You remain cool, calm, and collected at all times, no matter how stressful things get.

You care intensely about PITC’s success.



# INTEGRITY

We believe that, above all else, it is always more important to do the right thing. By our dogs, our clients, and by the other members of our pack.

There is no exception.

Its just how we do things around here.



**INTEGRITY**  
**also**  
**means...**

You say what you think, even if it is controversial.

You demonstrate the courage to do the right thing when faced with tough decisions.

You question actions inconsistent with our values

You only say things about a fellow employee you would say to their face.



# TEAMWORK

The wise words of Aristotle - 'The whole is greater than the sum of its parts', are particularly poignant when it comes to teamwork.

Forging a team relies on each team member bringing their own skills and training into the melting pot of abilities that is amalgamated into an unstoppable force of nature!





But to keep it super simple...

team > individual

Don't solve for personal interest to the detriment of the team

**We loathe selfishness and  
love teamishness**



To be a good  
**TEAM PLAYER,**  
you need to  
be...

HUMBLE.

When things go well, humble people tend to  
**share the credit.**

When things go poorly, they tend to  
**shoulder the responsibility.**

## **You also need to...**

Act with compassion and respect for dogs, customers, and colleagues.

Make time to help your colleagues.

Share information openly and proactively.

Treat people with respect, independent of their status.

ALWAYS BE THE FIRST TO JUMP IN AND PICK UP  
THE POO...

NO MATTER WHAT JOB THE POO MIGHT BE.



# Being team players also means we **HAVE EACH OTHERS' BACKS.**

This means we encourage each other to be the best team member they can be.

It also means that if a team member stumbles, we all rush to give them a helping hand.

We stick by each other for the good of the team.

If a Team members Dog goes missing,  
we all go help find it.





# CONTINUOUS IMPROVEMENT

There is always a better way to do something.

If we don't find it, someone else will.

Its our job to find it first.



**Always  
seeking to  
be better  
means  
that...**

You make an effort to understand others and always maintain an open mind.

You think outside the box to deliver practical solutions to hard problems.

You keep us nimble by minimizing complexity and finding time to simplify.

You share new ideas that prove useful.



**So, to bring it all  
together...**





- **P**rofessionalism
- **I**ntegrity
- **T**eamwork
- **C**ontinuous Improvement

Yes, the "PITC" acronym is a bit cheesy, but we also like to keep things simple and easy to remember 😊



We don't just  
believe in these values,  
**WE BET ON THEM.**

We recruit, reward and release  
people based on these values.





# Compromising on culture fit Is mortgaging the future.

It is reasonable to want to hire for skills and experience when the need is painfully acute.

It's reasonable. But, its also wrong.

The interest rate on culture debt is crushingly high.



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**We share openly  
and are  
remarkably  
transparent.**



# OUR CUSTOMERS

## TRUST US

## WITH THEIR PETS.

To maintain that trust, we must always be completely open and transparent about everything that happens with their fur baby in our facilities.



# 5

**We believe our key to success is having the best pet resort systems on the planet.**

Disclaimer: We have a long way to go to be the best but are fanatical about achieving this.

# **Why are systems so important to us?**

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Systems provide consistency.

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Change is easier to accomplish.

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Training new employees becomes easier.

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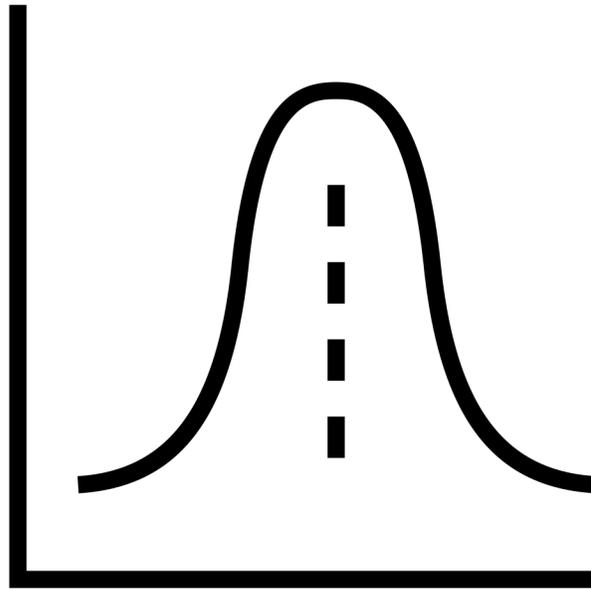
Systems allow staff to focus on what they do best.

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Systems create value.

6

**We dare to be  
different and  
challenge the  
status quo.**



If we regress to the mean, we fail. It's that simple.

Many companies start out being exceptional.

As they grow, there is a dark, powerful force that pulls them towards the average.



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**We encourage  
experimentation.**

**Better to try and  
Sometimes fail  
Than to sit  
Tight and...  
Fail for sure.**



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**We don't mind making mistakes,  
We do mind repeating them.**

**Each mistake carries a lesson,  
We try and make sure we learn  
it.**



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One of the most important ways we try to be different:

**THINK SIMPLE.**

Conventional wisdom suggests more is better. More bells, more whistles.

We believe **simplicity** is a competitive advantage.





# THINGS START SIMPLE – COMPLEXITY QUIETLY CREEPS IN...

## WHY?

It is often the quick seductive answer to short term issues.

Fighting for simplicity

And looking to the long-term

Takes courage and commitment



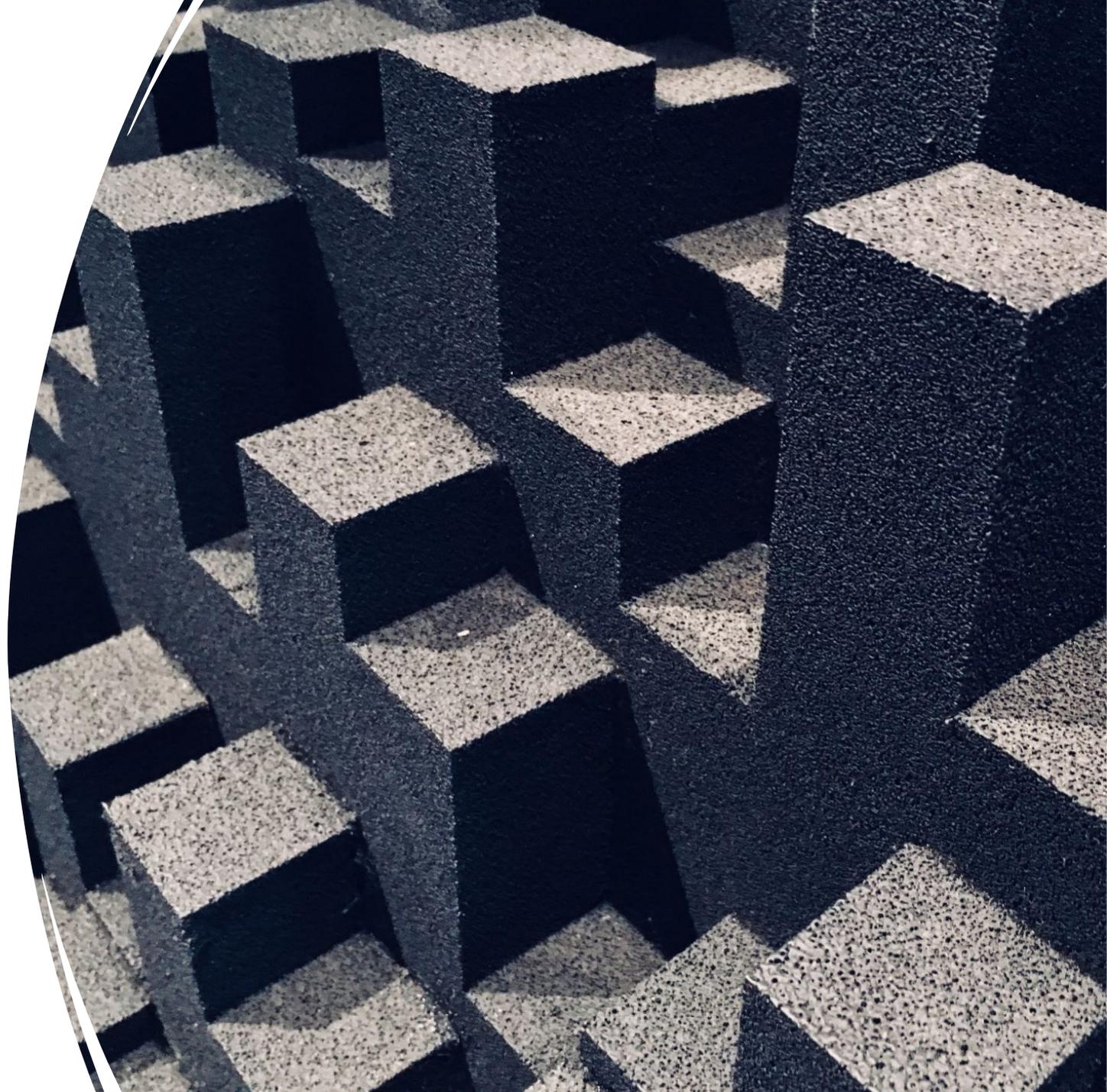
# Fight for SIMPLICITY

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- You cannot add simplicity **in**.
- You must take complexity **out**.

## We want PITC to be:

- EASY FOR CUSTOMERS
- EASY FOR STAFF
- EASY TO LOVE





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**We maintain a  
relentless  
commitment to  
safety.**

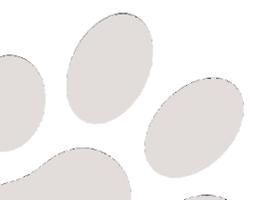




Our pledge to pet parents is that their pup will always be in great hands with us.

When they pick them up, their dog will be happy, healthy and excited to see them!

Our pledge to staff is that we will always put their safety above everything else.





It's not just okay to say the right things, though...

**SAFETY MUST BE AT THE  
FOREFRONT OF EVERYTHING WE  
DO.**



**to re-cap**





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# How do we know we have the **RIGHT CULTURE?**

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- Stuff gets done
- It gets done well
- People are happy
- Leaders provide direction and guidance and **GET OUT OF THE WAY**
- Success is celebrated
- Failure is used as a learning opportunity





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With great people comes great responsibility.





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We want to be as proud  
of the **people** we grow  
as we are  
Of the **company** we grow.



We believe in investing in individuals to help them be the best they can be.

No, they won't all stay forever, but our goal is to ensure they all leave us in a better position with more opportunities than when they joined us.

We want to be part of your journey to success.



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Being part of the PITC Pack means you can expect us to:

- Value your input and the skills you bring.
- Support your ambitions, whatever they may be and wherever they may lead you.
- Provide opportunities for advancement – for the right people.
- Train you appropriately for your role.

**As a member of our pack,  
we will always HAVE YOUR BACK.**



Whether you were delighted or displeased, all feedback is appreciated:

[Layamon.b@petsinthecity.co.nz](mailto:Layamon.b@petsinthecity.co.nz)





# THANK YOU

Well done for making it this far.



Yes, we're hiring.  
Click the logo.

