

The anatomy of a productive workplace: A dog's-eye view

Dogs thrive on communication, just as we do. Much like a responsible dog owner, internal communicators need to send out the right signals, nurture desired behaviours, and communicate clearly to build great relationships.

The bottom line

It takes more than a walk and a treat, of course, to keep a workplace happy and productive. But when it's well fed, healthy, and let loose to play, loyalty and engagement thrive.

The spine

Trust and integrity

Honest, ethical and confident leadership forms the backbone of any great workplace. Employees stand tall when leaders show integrity and empathy, while a strong vision creates a sturdy spine with everyone aligned with its ambitions.

The brain

Knowledge and understanding

A shared mission guides the pack. Deep understanding of the route ahead keeps the brain sharp and focused, giving each team member clarity to chase their goals.

The paws

Collaboration and teamwork

A coordinated team works like paws running in perfect sync. Collaboration strengthens bonds, sniffs out fresh ideas, builds energy, and supports the whole pack to achieve more together.

The lungs

Open communication

In a thriving workplace, open communication is like fresh air in an open field. It clears the mind, fuels collaboration, and keeps innovation sparking. It helps everyone feel safe to sound off when it matters – and know they'll be listened to, as well.

The eyes

Clear goals and feedback

Like a dog chasing a ball, your workplace needs a clear view of its objectives. Regular feedback helps employees stay on track and improves performance, making success a treat within reach.

The nose

Growth and development

Just like a curious pup, people stay motivated when they have opportunities to keep learning and growing. Development is the scent that keeps them pushing forward, exploring new skills and discovering new directions.

The heart

Passion and purpose

The heart of your workplace beats with passion. A sense of purpose drives dogged determination and keeps motivation flowing. When employees find meaning in their work, they stay committed and loyal, ready to fetch success.

The stomach

Job satisfaction and fulfilment

Job satisfaction is like a tummy full of tasty treats! People thrive when they feel valued, challenged, recognised and fulfilled, digesting their work with contentment and staying hungry for more opportunities.



Take a look at our 'A force on the move' case study



Have a listen to our 'Power of purpose' podcast



Take a look at our insights on open communication

