



**BURTON AND DOGS**  
MORE THAN JUST DOG WALKING

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# Our Mission Statement, Philosophy, and Dog Map

Thank you for your interest in Burton and Dogs! We are a dog walking company, but, as our tagline suggests, we aim to be more than that. **Below is an adapted excerpt from the employee handbook that we give to all of our employees during onboarding.** It describes our mission and the philosophy behind it. If you have any feedback, our text line is always open. We love to hear from people with aligned beliefs and goals.

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## OUR MISSION

### Mission Statement

Our mission at Burton and Dogs is to *Make Happy*. **The ultimate reason this company exists is to increase joy and optimism in the world.** We do it by providing outstanding services to dogs and striving every day to make their owners smile.

### How We Make Happy

The HOW behind what we try to accomplish every day is fairly simple. For one thing, there is a process for everything we do—from navigating to a house, to starting the timer at a specific moment during our arrival there, to leashing up a dog, to everything that happens during their walk, to taking pictures, to returning home, and finally to the drafting of the post-visit report card. There is a process and a system for all of that, which is designed to keep dogs safe, well-exercised, and happy at the end of the visit. Then, at last, the post-visit report card is where we really shine. It's where we try to get creative and put our personalities into our work. We

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compose a fun paragraph of text for clients that is different from yesterday's. We try to be quirky or deadpan or clever or light-hearted or ironic. And we do it with joy—because that's what our business, ultimately, is about. It's about sharing and spreading joy.

So, we don't just walk dogs. We don't just take them out for potty breaks. We don't just feed them their meals. We don't even just scoop the poop and call it a day. We try to give our clients *an experience*. We try to make them laugh, or at least smile. We share our personalities with you. That's how we seek to achieve our mission—

By providing more than just the services our clients pay us for.

## THE *IDEA* BEHIND BURTON AND DOGS

### The Good Is Real

Burton and Dogs was founded on the belief that doing good in the world is possible and worthwhile. That might sound obvious to some, but to others the question isn't so sure. They might say that what's considered "good" is just a matter of opinion, that there isn't really any such thing as "good" or "bad." According to this view, it doesn't really matter if you do wrong by another person, because *there is no such thing as wrong*.

The idea behind Burton and Dogs, however, is that there *is*, in fact, such a thing as wrong, but, more importantly for us, the corollary is just as true: there is such a thing as *good*. The reality of good stems from the fact that people and all other creatures—including dogs, obviously—are conscious and have experiences that can be either pleasant or unpleasant. They can be at ease or stressed. Calm or anxious. Depressed or happy. These experiences are real, just as the experience of putting your hand on a hot stove is real. We have the power to improve our experiences as well as those of others. *Really* improve them.

Burton and Dogs is about doing just that. It's about improving the welfare of "all living creatures and the whole of nature and its beauty," as Albert Einstein once put it.

Because doing so is possible. And doing so is worthwhile.

### Peaks and Valleys

If good experiences are real and so are bad ones, and it's possible to move from one status to another, then what's also real is a kind of landscape of possible experiences that people can navigate with the choices they make—a landscape of peaks and valleys.

This is the central metaphor of *The Moral Landscape*, a book that argues that morality, ultimately and always, comes down to a navigation problem. We have before us a terrain of peaks and

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valleys in which the peaks correspond to the heights of positive well-being while the valleys represent the opposite. Our actions can lead us up toward a mountaintop of joy or down into a pit of despair.

At Burton and Dogs we believe in striving upwards toward a peak, together with whoever else believes in our mission. That includes our team members, our partners in the community, as well as our clients. We call this collective *The Making Happy Co.*, because we are all aligned around a shared goal of spreading happiness and working together today to make tomorrow brighter than it was yesterday.

And the primary means through which we, as a pet care company, *Make Happy* is through our Dog Walkers; it's through our Pet Sitters; and even our Pooper Scoopers, because we are all interacting with people and animals who have an interior life that matters. We can affect them positively, make them smile, and bring them and their dogs higher up the landscape.

So, that's the idea. We are all mountain climbers in the end. Get your hiking boots on.





# Just A Fun Dog Map of Ahwatukee

We include this map in a physical brochure that we give to new clients who sign up for our services and schedule a meet and greet. The brochure is one among many surprise goodies that we hand out during our initial consultations in Ahwatukee. Gilbert Map is coming soon!

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# Your High-Value Coupon

Thanks for your interest in our business and mission. We appreciate that you want to be a part of it. This coupon is our token of thanks. We don't usually discount our services. The reason is we believe strongly in their quality. But if a \$100 credit helps you extend your trust to us, we are confident that we can earn that trust in a more durable way after your first experience with us as a client. Welcome to The Making Happy Co.

