

APDT Tips for Trainers and Businesses



Navigating Through COVID-19

CLIENTS

- Keep in contact with your clients to make sure they are okay, and let them know you are a resource for them with frequent updates on your social media accounts, personal videos to post, etc.
- Be available to them in case they have questions about training, pet safety and how training will continue in the future.
- Programs like Zoom, Skype, Google Classroom and FaceTime/Duo/WhatsApp offer video services where you can conduct virtual training remotely.
- Encourage clients to work with their dogs on the lessons you provide them.
- Look for other services you can provide, e.g., dog walking.



BUSINESS OWNERS

- Be realistic on the economic impact this virus can have on your business. If you have a contingency plan, decide when to implement it, either now or in the future.
- If layoffs or reduction of hours are a reality, help your staff seek state-offered assistance, i.e., unemployment.
- Focus on other ways to supplement lost income through online training options or your retail products, etc.
- Offer gift cards or gift certificates for clients to redeem later that can help with your cash flow today.



WELL-BEING

- Take a deep breath! Take care of your health and the health of those around you.
- Follow recommendations from CDC and others:
- Wash your hands frequently
- Practice social distancing; leave your home only for absolutely necessary reasons.
- Rest and monitor your health (i.e., check temperature and other symptoms of the coronavirus, flu, etc.)
- Take your pets for frequent walks but avoid dog parks if groups of individuals are present.
- Turn off the news and relax with a training book or watch APDT's online webinars (pathlms.com/apdt) to keep your mind sharp.

