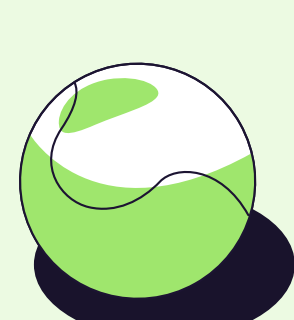




Ask anyone in the pet grooming industry, and they'll tell you that finding and keeping skilled groomers is no easy feat.

But what if there was a way to identify and grow your future grooming rockstars? We [sat down](#) with expert Joe Zuccarello to uncover the best strategies for attracting and retaining the talent that will take your business to the next level.



## Staffing Challenges and Key Stats

The realities of staffing shortages in pet grooming

**Key Issue:** High turnover, disengagement, and difficulty finding trained groomers

**63%** of workers leave due to lack of career advancement<sup>1</sup>

**87%** of professionals are passionate about their jobs, but **64%** experience high stress<sup>2</sup>

**75%** of employers face challenges filling roles<sup>3</sup>



## How to Overcome Staffing Shortages

Grow your own team: *Strategies for success*

### Hire Locally

- Target local **high schools, community colleges, and job fairs**
- Tap into **4-H groups, equestrian clubs, or others** with animal care experience

### The Triple-A Hiring Approach

- **Attendance, Attitude, Appearance**
- Focus on cultural fit over technical skills (trainability matters!)

### Reduce Hiring Time

- Use **texting** for initial communication
- Schedule **quick 10-min Zoom screens** for a faster decision process
- **Pass/fail** criteria to quickly filter candidates

### Bonus

Unsure what to ask in an interview? [Paragon Pet School](#) has you covered for structured training support.

## Training the Next Generation of Groomers

On-the-job training: *Setting up for success*

### The Challenge

Mentorship can impact productivity, but it's an essential part of building your team

### Keys to Success

Ensure mentors teach correct techniques with clear, hands-on guidance

### Take Action

Invest in programs, like [Paragon Pet School](#), for structured training support



## Retention Strategies for a Strong Team

Keep your best staff happy and engaged

Why people leave:

**62%** leave due to a toxic work culture<sup>4</sup>

**56%** due to poor management<sup>4</sup>

**42%** cite burnout<sup>4</sup>

### Retention Tips

- Schedule regular **check-ins** to understand challenges
- **Craft growth plans** based on individual interests & career goals
- Let staff **utilize their strengths** and excel in their superpowers
- **Reward & Recognize:** Appreciate employees to boost morale
  - Employees who receive **high-quality praise** are **65% less likely** to actively seek new job opportunities<sup>5</sup>
  - Employees who receive recognition are **45% less likely** to leave after two years<sup>5</sup>

## Actionable Takeaways for Business Owners

Focus on retention, training, and culture

- **Create a supportive work culture** to combat high turnover
- **Invest in training programs** to ensure top-quality grooming
- **Recognize and reward your team** to boost morale and retention



### Resources

1. Pew Research, "Majority of workers who quit a job in 2021 cite low pay, no opportunities for advancement, feeling disrespected," <https://www.pewresearch.org/short-reads/2022/03/09/majority-of-workers-who-quit-a-job-in-2021-cite-low-pay-no-opportunities-for-advancement-feeling-disrespected/>
2. Deloitte, "Burnout Survey," <https://www2.deloitte.com/us/en/pages/about-deloitte/articles/burnout-survey.html>
3. Forbes, "Yes, The Talent Shortage Is Real: What You Must Know To Attract And Retain," <https://www.forbes.com/sites/tracybrowner/2024/02/12/yes-the-talent-shortage-is-real-what-you-must-know-to-attract-and-retain/>
4. FlexJobs, "Great Resignation: Survey Finds 1 in 3 Are Considering Quitting Their Jobs," <https://www.flexjobs.com/blog/post/survey-resignation-workers-considering-quitting-jobs>
5. Gallup, "Employee Retention Depends on Getting Recognition Right," <https://www.gallup.com/workplace/650174/employee-retention-depends-getting-recognition-right.aspx>