

Faith Hill

Shea Hughes-Gorman, Owner

Pawsitive Dog Training School

February 6 2025

ZOOM Meeting

Introduction

1. How is your day going?
2. How long have you been in the dog training field?

Main

3. What drew you the most to Starmark for education/certification over other schools?
4. Do you believe this education adequately prepared you with the skills you would need for your business?
 - a. Do you believe it was necessary to further your career?
5. What was your driving force to create your own brand and business as opposed to working at an established training academy?
 - a. What was the most difficult part of creating this brand?
6. What would you do differently if you had a chance to go back?
7. What does a day at your job look like?

- a. How do you manage your time?
 - b. How do you break down dog training to your clients that aren't as knowledgeable on the subject?
8. Which has been more valuable in your career, your experience or your education?
9. Is this job what you thought it was going to be?

Ending

10. Is there anyone else you recommend I talk to or who would also be willing to sit down for an informational interview?
11. Would it be okay if I reach out to you again in the future if I have other questions?