

# **THE TOP 10 THINGS MY DOG TAUGHT ME ABOUT BUSINESS + LIFE**



**A GUIDE TO  
SUCCESSFULLY NAVIGATING  
EVERYDAY CHALLENGES**

## **Also by Dennis Amorosano**

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## **Dedication**

**This book is dedicated to my family and to  
my dog Kiwi.**

**Through their support, love, guidance and  
examples I continue to learn the values that  
are most meaningful in business and in life**



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# **Forward**

**I enjoy writing and have always wanted to write a book. In my mind I am a great writer capable of spinning a yarn that keeps the reader on the edge of their seat with anticipation of what will transpire as they turn the page. I guess we'll soon find out if that's true.**

**My thoughts about writing a book have bounced from fiction to non-fiction, religion to sports, mystery novel to instructional guide. Very seldom however did I give much consideration to writing a book about business. I always thought that most business books were boring and I certainly never considered writing a book about an animal, let alone my dog.**

**My business career has spanned the last 30 years and provided me the opportunity to gain experience in a number of functional areas including sales, marketing, product management, business development, alliances, vertical marketing, internet and content marketing, sales training, software development, professional services delivery and technical support. You might say I'm a mutt in terms of business experience.**

**Having so many functional responsibilities in one's career means you either suck at everything or you're likely good at most things and pretty versatile. I prefer to think the later, but my former colleagues would be the best judge.**

**Another thing such a career provides is an ability to work with a lot of people. One of the highlights of my career and my life is the many wonderful people I have had the chance to work with both indirectly and on a daily basis. The vast majority of these individuals have enriched my life, given me an appreciation for the diversity of thinking and talent that exists in the world and made it a pleasure to get up and go to work on most days. Of course, having worked and interacted with so many people there are those that I would just as soon forget. Sometimes however these individuals, as miserable as they are, can teach us the greatest lessons about how we should comport ourselves.**

**As any career progresses, particularly a career spent primarily with one company, as was the case with mine, you learn many things about yourself, the company you work for, and others you work with. As the years roll by, you build knowledge upon an established foundation which in most cases**

**makes you more valuable to the organization for whom you work. Too bad it takes so much time to amass such knowledge...and to put it to good use!**

**Why is it that this knowledge can't be provided when one starts their career? Why isn't there a primer or some guidance that helps any employee learn the skills that will make them a valuable employee and manager from day one? Of course, there's no substitute for experience and many things in life and business can't be easily taught. But what if we could look for guidance in things we experience most every day and apply these lessons to business and to life? What if there were things in the world that exhibited the qualities and traits that would be ideal for any employee; any person? Wouldn't it make sense to emulate these things? Wouldn't we be the better for it in our businesses and in our lives? Aren't dogs such creatures?**

**And such was the idea for this book.**

**I have had four dogs in my lifetime, all of which had their own distinct personality traits and mannerisms. While they were all different in many ways, they were also alike in the core attributes that make dogs the**

**loving companions we humans just can't do without.**

**My first dog, Jezebel (my Mother's idea for a name), was a pure-bred Toy Poodle that my Father unexpectedly brought home one evening claiming that the woman who bred these dogs had broken her hip and was unable to care for a recent litter. Looking back, I wonder if this was just a ruse to protect my Father who wanted a dog but knew full well that the daily responsibility would fall to Mom. Mom wasn't so happy with my Father's new "present" however, upon seeing this dog, no bigger than a football, it was hard not to find a soft spot in your heart for such a little ball of energy.**

**The night my Father arrived with Jezebel, I happened to be in bed, sick with the flu. But I distinctly remember my excitement as this little dog jumped upon the bed to greet me and say hello.**

**Jezebel had so many wonderful qualities. She was extremely smart, highly energetic and a great listener. Once trained, she was free to roam our property with our understanding that she would remain within the confines of our yard and would immediately come when called. This may not seem like such a big deal today where**

**many people enclose their yards with fences or put invisible dog boundaries in place. We had neither, but yet Jezebel knew the boundaries and respected them. Of course, like any employee or any person, she made mistakes and wandered from time to time but she always accepted responsibility for those actions which made discipline easy.**

**I was about 10 years old when Jezebel arrived and I can fondly recall so many wonderful times spent with our family dog whether it be chasing her around the living room, play fighting with her mouse puppet or just relaxing and "giving her the pets". She ultimately became my Mother's shadow and truth be told; my Mother loved that dog.**

**My next dog didn't come into the picture until I was married and had children of my own. Like many families, the idea of having a pet is one that is presumed to teach children responsibility. I'm not sure if that is what actually happens since the novelty of getting a pet seems to wear off quickly with kids and the job of caring for a pet falls on a parent. That said, all pets teach kids something and dogs in particular can teach kids a lot about life. Such was our experience with my second dog Zoe.**

**Zoe was a German Short-Haired Pointer who we adopted from the local animal shelter. She was a beautiful dog and it was quite easy to see how this breed had been used in support of hunting - a true bird dog if there ever was one. Zoe was an energetic puppy when she arrived at our home. Unfortunately, this began to change after about a week and Zoe became quite lethargic, acting very unlike a puppy.**

**As the days progressed it became evident that something wasn't right and we brought Zoe back to the shelter where she had been adopted. After undergoing tests and seeing the vet she was diagnosed with Parvo Virus, a significant killer of dogs, particularly those in shelters. Unfortunately for Zoe and for us, there was little that could be done and Zoe lost her battle.**

**It's difficult for adults, let alone children to understand why bad things happen to even the most innocent of God's creations. There are just some things that can't be explained. However, even in death, Zoe left an indelible mark on our lives and helped me and my children to learn that life and relationships are precious and to be cherished. She also helped us to learn that we can't take things for granted in life and need to have**

**appreciation for even the smallest of life's blessings.**

**The loss of Zoe was a challenge for our family; however, we knew that we would once again try to adopt another dog. Given the circumstances surrounding Zoe's illness we needed to wait before adopting again and disinfect our home thoroughly to ensure that Zoe's virus was not capable of infecting another dog. Eventually the time came and we were ready to adopt again.**

**After our experience with Zoe, I was highly resistant to the thought of getting another dog and potentially reliving this part of our life. As with many changes in life, my wife pushed me to accept the fact that she was getting another dog (Zoe was her first dog by the way), whether I liked it or not. Knowing there was no way to win this battle I acquiesced but made my agreement conditional upon my wife getting a small dog.**

**Well, after some wrangling and an empty trip to the animal shelter my wife issued a proclamation that she was coming home with a dog on her next visit, big or small, whether I liked it or not.**

**Some things in life seemingly come down to fate and I believe this is the case with my**

**next dog Chili. Had things not worked out the way they had from a timing perspective adopting Chili would never have happened and our family would have missed out on a wonderful family dog. As it turned out, when my wife arrived at the animal shelter, Chili was just making his own return trip. Chili had previously been adopted by a young couple and had been a surprise. Well the surprise turned out to be one that wasn't expected, and within a few days, like the wrong sized shoes purchased on the internet, he was headed back to the originator.**

**As my wife arrived at the shelter, Chili was back in the mix and was ultimately the dog that my wife and daughter selected as our next pet. A day here, a few hours there and it is quite likely that Chili would have been named Butch and guarding a junkyard.**

**While I have plenty of junk, Chili was never asked to guard anything although he became a constant companion for my children, always by their side whenever they were outside the house playing. Chili also became the friend and companion of my oldest son, so much so that we often referred to Chili as his dog. It was quite amazing to see this relationship grow and transpire. It was almost as if Chili knew that my son would**

**need the constant support that only he could provide. As my son aged through his teenage years and went through the many challenges that teenagers encounter, Chili was a constant force who by his mere presence helped my son through some of his most difficult times. A teenager no more, my son still reveres this dog and will carry with him the love and friendship the likes of which humans rarely experience.**

**Chili was such a wonderful dog, imbued with so many wonderful qualities and characteristics. He was the textbook definition of a mutt; so much so that I am still challenged to know the breeds of which he was comprised. Some part German Sheppard, some part Beagle, some part Dachshund and only God knows what else, all mixed together to create a dog that was sweet, friendly, protective and above all the best friend you could ever ask to have.**

**And this brings me to our current dog Kiwi. Kiwi joined us about two years after Chili's death. So much reverence did we have for Chili that we didn't feel it would be right to immediately get another dog. After two years however, my wife had the dog bug once again and my youngest son, with his sister and older brother having left for**

**college, wanted a pet he could claim as his own.**

**Like Chili, Kiwi was also what is now called a "rescue" dog. Basically, a nice way of saying you got the dog from the animal shelter or that you didn't get it from a dog breeder. Regardless of how you describe it, Kiwi also fell into our lap through an odd twist of fate.**

**Knowing that we were going to get another dog, we began looking at the types of dogs we might like. As in the past, my only stipulation was that the dog be of the smaller variety. Looking on-line and through the local papers, we found a little hound dog named "Miller". Looking at the pictures, we thought that this was certainly the dog for us, so my wife and my son set out to bring home the new family dog. Unfortunately, upon their arrival, Miller was gone, off to another family to provide the companionship that only a dog can deliver.**

**A couple of weeks went by and my wife and son again set out to visit the dog shelters determined to begin the process again. They had no expectation of bringing a dog home that day. As they arrived at the first location, the woman running the shelter mentioned that they had just received some new puppies and offered to show them to**

**my wife and son. In a love at first sight moment, my wife and son were introduced to Kiwi and without hesitation adopted her then and there. As it turned out their immediate decision making was warranted as another suitor had specifically arrived at the shelter to see Kiwi. Sometimes timing is everything.**

**Kiwi was the sweetest little puppy. Barely larger than my hands, she has since grown to about 25 pounds and stands about 10 inches high at the shoulder. She has a short hair, black coat with white patches on her feet and chest. She has the cutest ears; pig ears in many ways and runs like a Thoroughbred. A mix between an Italian Greyhound and Labrador Retriever she has the disposition of a Lab and the athleticism of the Greyhound. She is a wonderful dog and graces our home and family each and every day.**

**While all of the dogs in my life are the inspiration for this book, Kiwi is the greatest inspiration as she exhibits all of the qualities discussed that are so meaningful in business and in life.**

**Many times, in describing all of my dogs I make mention of the fact that Dog is God spelled backward. This has always struck**

**me as ironic and also whimsical in nature. I often wonder if there's more to this than just coincidence.**

**Whether irony or of deep meaning, I hope upon reading this book you too will see how we can learn so much about business and life from man's best friend.**

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**Bonus Chapter     Another Lesson**

**About the Authors**

**Acknowledgements**

# About the Authors



**Dennis B. Amorosano**

**President and Founder**

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**Dennis Amorosano is an author and is the President and Founder of Dendog Strategy Insights LLC, a management consulting firm focused on strategic planning, new business development and go to market execution. Providing services in the areas of strategic business planning/execution, marketing automation and technology sourcing support, Mr. Amorosano brings 30 years of technology marketing, sales, product planning, software engineering, and professional service implementation experience to deliver the best business outcomes.**

***“The Top 10 Things My Dog Taught Me About Business and Life” is Mr. Amorosano’s first book in “The Top 10 Series”. Mr. Amorosano’s second collaboration with his dog ‘Kiwi’ is “The Top 10 Things My Dog Taught Me About Leadership” which follows the initial success of their first book. Mr. Amorosano’s latest book, “Common Sense for a Modern Age”***

**delves into where today's political parties stand with respect to America's most pressing issues and the positions our Founding Fathers would have espoused.**

**Prior to founding Dendog Strategy Insights, Mr. Amorosano was a key leader at Canon for much of his professional career. Mr. Amorosano successfully drove the startup and expansion of key Canon businesses ultimately holding the position of senior vice president and general manager of Canon Information & Imaging Solutions (CIIS) where he was a board member of the company and directly responsible for CIIS' Solutions Business Center. In this capacity, Mr. Amorosano held senior leadership responsibility helping to link CIIS' innovative technology, engineering and professional services to Canon's core office technology to solve the most challenging customer workflow issues.**

**Working with emerging technologies including artificial intelligence, machine learning, computer vision as well as big data analytics and IoT, Mr. Amorosano played a key role in helping to establish and execute strategic business plans and the tactical actions which paved the way for CIIS and Canon to enter new market domains while successfully growing revenue and profit on an annual basis.**

**Mr. Amorosano is a frequent event speaker and contributor to publications following the office equipment and information technology and communication industries, offering insight on industry trends, and the role of technology with respect to workflow and information management.**

**Mr. Amorosano graduated from Siena College with a degree in Finance and was selected to participate in Canon's inaugural executive training programs including the Canon Leadership Institute delivered by Korn Ferry and Canon's Corporate Executive Development Program sponsored by IMD University in Lausanne, Switzerland.**

**More details concerning Mr. Amorosano's services can be found via the Dendog Strategy Insights website at <https://www.dendogstrategy.com>**



### **Kiwi Pineapple Elizabeth III**

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**Kiwi Pineapple Elizabeth III ("Kiwi") is an Italian Greyhound and Labrador Retriever mix who stands 10 inches tall at the shoulder. This is Kiwi's second literary work, and she credits her upbringing for helping her develop the traits that most humans desire. Originally from South Carolina, Kiwi moved early in her life to a location just outside New York City where she felt the proximity to the business capital of the world would be an ideal location to jump start her career. She has since re-located to coastal Virginia where she enjoys the balance between rural and fast-paced life.**

**When not writing, Kiwi can be found walking, running, playing, napping and doing other things that make dogs so special.**