

Wicket – Chief Officer for Tail-Wagging Impressions

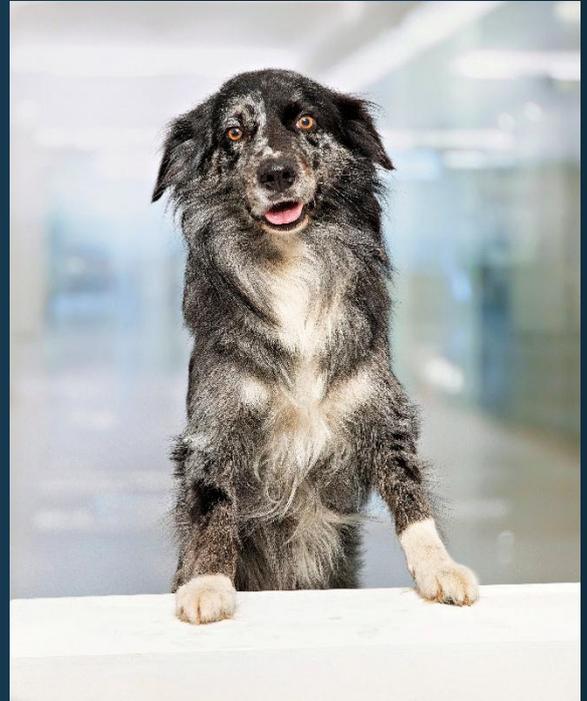
Position: **COTWI – Chief Officer for Tail-Wagging Impressions**

Name: Wicket

Breed: Australian Shepherd × Border Collie

Function: Corporate representative on four paws

Specialisation: Atmosphere, empathy, stress management



Executive Profile

Wicket embodies the modern, agile brand ambassador: attentive, high-performing, exceptionally fast in processing social signals – and equipped with the strategic gaze of someone who wins hearts within seconds.

His contribution is not only emotionally effective, but structurally valuable:

He brings calm into chaos, movement into office routine, and deep loyalty across all hierarchy levels.

Key Responsibilities

- Welcoming clients and guests with maximum charm factor
- Early detection of stress situations within the team (followed by therapeutic cuddling)
- Monitoring break culture and initiating spontaneous walking meetings
- Contribution to employer branding and corporate happiness
- Year-round maintenance of the “Awwww!” factor within the office

Competence Profile

- Multisensory presence in every room
- Reaction time to treat-related commands < 0.4 seconds
- Strong communicator – even without words
- Highly bonding-capable, energetic and team-oriented
- Office experience with special focus on carpet utilisation and door scouting

Performance Effectiveness (KPIs)

+72% atmosphere improvement in open-plan environments
–35% stress level on Monday afternoons

+100% social media engagement rate on office posts
+1 loyal gaze = 1,000 resolved problems

Management Recommendation

Wicket is not merely a Feel-Good Manager.
He is part of the strategic corporate identity.

Clear recommendation for permanent full-time bark-employment
with snack option included.