

Intentions & Goals

12 Day Challenge

12 days of becoming more intentional and focused with your goals as a dog owner and reflecting on what could be holding you back from a more fulfilling life!

@dogmommentality

What you're getting:

- 12 days of challenges
 - first 6 days focus on setting up an intention, a goal and action steps
 - last 6 days focus on diving deeper into reflection to bring awareness, overcome doubt and build connection
 - complete 6 out of the 12 daily challenges by posting your response on your Instagram story or a feed post to be entered to win a giveaway consisting of the Growing & Healing journal, dog treats and a self care item (one giveaway for US and one giveaway for outside of US!) Winners will be drawn Monday, January 16 and must follow @dogmommentality to win.
- Multiple examples on how to set up a goal with action steps
- Community support from others participating in the challenge
- Digital workbook to help guide you

Meet Karoline + Layla

Karoline May is the creator of the Dog Mom Mentality brand: a community of dog owners, a podcast, a merch line, and a journal all here to support and empower dog owners through their own mental health and training journeys. It all started in 2020 with an Australian Shepherd mix named Layla who became Karoline's invitation to healing. Today, Karoline's platforms focus on motivating and empowering other dog owners to build their confidence and relationship with their dog through training, play, mental health advocacy, and exploring. @dogmommentality



Daily Challenges

**Monday,
January 2**

Intention setting - focus on what you want to get out of this year, what you want to let go, and what kind of dog owner you want to become

**Tuesday,
January 3**

Goal setting for your dog - what is one goal you want to achieve with your dog this year? Why? How will reaching this goal better your life together?

**Wednesday,
January 4**

Action steps for your dog goal - how can you break this goal down into pieces? Can you form a habit? Are there multiple ways to reach the goal?

**Thursday,
January 5**

Goal setting for you - what is one personal goal you want to achieve with this year? Why? How will reaching this goal better your life as a whole?

**Friday,
January 6**

Action steps for your goal - how can you break this goal down into pieces? Can you form a habit? Are there multiple ways to reach the goal?

**Saturday,
January 7**

Find a reward - how will you reward yourself for completing a goal? A portion of the goal? Forming a new habit? Celebrate!

*this challenge is going to focus on setting up one goal for you and one goal for your dog, along with action steps for those goals, but feel free to repeat these steps for as many goals as you want!

Daily Challenges

**Sunday,
January 8**

Reflection prompt: What is one way you can take care of yourself that will also affect your dog?

**Monday,
January 9**

Find an accountability partner or new friend also participating in the challenge! How can they support you? How can you support them?

**Tuesday,
January 10**

Find a visual representation of your personal goal and dog goal! Where will you put them? What do the images/visuals mean to you?

**Wednesday,
January 11**

Reflection prompt: What will you do if you feel like you and/or your dog is regressing? How will you keep up your motivation and hope for the future?

**Thursday,
January 12**

Reflection prompt: Look into what frustrates you, judge others for or jealous of in the dog world and ask yourself why?

**Friday ,
January 13**

Reflection prompt: What is a big, scary goal or hope you have for the future with your dog?

*this challenge is going to focus on setting up one goal for you and one goal for your dog, along with action steps for those goals, but feel free to repeat these steps for as many goals as you want!

DAY 1: INTENTION SETTING

Intentions focus more on the internal feeling you are searching for. Setting your intentions for the year will give you more clarity and purpose while you work through your goals. **Think about what you want to become as an individual and with your dog.**

Do you want to feel more confident so you can be a better guide? Do you want to become more patient as you navigate a multi-dog household? Do you want to work past anger and resentment from your dog's reactivity so you can build a better relationship with them? Do you want to improve your mindset so you aren't always focusing on the negative?

This is the time to really **ask yourself why** you want to put in the work, what you want to get out of it, and who you hope to become.

You can also think of these intentions like affirmations or mantras. Whatever you come up with will be excellent for repeating to yourself before you go on a walk or do a training session with your dog.

Example:

I am building a relationship with Layla that is fun, fair and trusting. I clear my head of stress before working with her so I can be present and we can grow as a team. I let go of living in fear and having negative thought patterns about myself as her owner.

This intention leads into a goal of increasing her engagement while on walks. While I want her to be present with me, I also need to work on being present with her!

I mention thought patterns because I have a habit of telling myself she doesn't trust or value me while on walks because she can be so environmentally focused, which is not true. This is something I will work on letting go of with meditation and replacing the habit with something else!

DAY 1: INTENTION SETTING

What is your intention as a dog owner for this year?

To enter into this challenge you must follow and comment your intention on @dogmommmentality IG post from Monday, January 2. This can be done at anytime during the 12 day challenge and will be your official entry into the challenge.

DAY 2: GOAL SETTING FOR YOUR DOG(S)

Goal setting is so important to keep yourself and your dog on track. It gives you a sense of success, no matter how big or small the goals may be.

Goals for your dog could be a certain skill, experience, spending more time with them, figuring out what their highest value treat is, or working on your communication and marker words with them. This is a great time to think of future plans or changes you want to prepare for, like getting used to being in a car for a vacation coming up. When in doubt, make playing with your dog every day a goal!

For this challenge we will be focusing on setting up one goal for each of your dogs!

Examples:

Complete 12 hikes with your dog	Walk off home street without flee reaction
Earn a sport title	Teach heel position
Sleep in their crate overnight	Go to a dog-friendly brewery
Overcome fear of skateboards	Increase play drive in new environments
Go on a natural pack hike	Find a trainer you both enjoy

DAY 2: GOAL SETTING FOR YOUR DOG(S)

What is a goal for dog(s) you have this year?

Make an IG feed post or story post of your dog(s) goal(s) for the year to complete today's challenge. This must be done by Tuesday, January 3, 11:59 pm PST. Don't forget to tag @dogmumentality !

DAY 3: ACTION STEPS FOR YOUR DOG GOAL

Break your dog goal down into pieces! Get super granular if you can. Can any of these action steps form a habit?

You want to **set yourself up for success** with these action steps. Each time you conquer a small step you will signal a win to your brain and build up your confidence as an owner! Not all of these steps have to be done at once - you could choose one or two to do each month of the year!

Example of action steps if my goal is to increase engagement while on our walks:

Find Layla's highest value treat

Put my phone on do not disturb while walking

Take the first ten minutes to practice heel or play with her 3x/week

Experiment with engagement games

Mediate before our walks so my mind is slowed down

Try moving at different speeds/directions for 5 minutes of every walk

Hand feed outside our house 2x/week

After making your action steps, think about **how you will track** these steps and goals? Will you keep a daily log on your phone? Keep a journal? Use an app?

DAY 3: ACTION STEPS FOR YOUR DOG GOAL

What are the action steps to reach your dog goal(s)? How will you track?

Make an IG feed post or story post of your action steps for your dog goal to complete today's challenge. This must be done by Wednesday, January 4, 11:59 pm PST. Don't forget to tag @dogmumentality !

DAY 4: GOAL SETTING FOR YOU

I am a firm believer that the best dog owners are the ones that also prioritize themselves!

Goals for yourself can be trackable and quantifiable like meditating for 10 minutes everyday, or they can be less tangible like giving yourself more grace or feeling less guilt around something.

For this challenge we will be focusing on setting up one goal for you! This goal can be dog or non-dog related.

Examples:

Be more present on walks with dog	Focus on wins in life
Buy a house	Stretch 3x/week
Go to the dentist	Save \$5,000
Drink 64 oz of water everyday	Meet up with a dog friend 1x/month
Bake treats for my dog 1x/month	Launch a product or service

DAY 4: GOAL SETTING FOR YOU

What is a goal for yourself this year?

Make an IG feed post or story post of your personal goal for the year to complete today's challenge. This must be done by Thursday, January 5, 11:59 pm PST. Don't forget to tag @dogmommentality !

DAY 5: ACTION STEPS FOR YOUR GOAL

Break your goal down into pieces, just like you did with your dog goal! Get super granular if you can. Can any of these action steps form a habit?

You want to **set yourself up for success** with these action steps. Each time you conquer a small step you will signal a win to your brain and build up your confidence! Not all of these steps have to be done at once - you could choose one or two to do each month of the year!

Example of action steps if my goal is to stretch 3x/week:

Set aside 30 minutes to find an instructor I like on YouTube

Get a yoga mat

Figure out the best time of day to stretch - should you work on waking up earlier to stretch?

Make a plan on what body part you will focus on each day

Clean up space in spare bedroom to stretch

Buy a journal to log what you learn about your body

After making your action steps, think about **how you will track** these steps and goals? Will you keep a daily log on your phone? Keep a journal? Use an app?

DAY 5: ACTION STEPS FOR YOUR GOAL

What are the action steps to reach your personal goal? How will you track?

Make an IG feed post or story post of your action steps for your personal goal to complete today's challenge. This must be done by Friday, January 6, 11:59 pm PST. Don't forget to tag @dogmumentality !

DAY 6: FIND YOUR REWARDS

How will you celebrate for completing your goal? A portion of your goal? Doing an action item for ten days straight? Will you also reward your dog in some way for progressing? These are all exciting things to think about!

Rewarding yourself along the way to your bigger goal will help you keep the habit of progressing towards it! It will make you appreciate the journey so much more and make things seem more attainable. Treat yourself!!

Think of it like this - completing x amount of an action step = small reward. Completing a whole action step = medium reward. Completing the big goal = large reward!

Examples of rewards:

Buying a fancy coffee and pup cup after doing an action step for a week

Buying new workout equipment after stretching consistently for 3 months

Making your favorite meal after hand feeding your dog outside five times

Giving yourself a rest day after hiking with your dog

Trying a new wine after stretching enough to touch your toes

DAY 6: FIND YOUR REWARDS

How will you reward yourself for completing a goal? A portion of the goal? Forming a new habit?

Make an IG feed post or story post of your response to complete today's challenge. This must be done by Saturday, January 7, 11:59 pm PST. Don't forget to tag @dogmommentality!

DAY 7: REFLECTION PROMPT

What is one way you can take care of yourself that will also affect your dog? How can you implement this into your daily or weekly ritual?

I could provide so many examples of this! To name a few: managing your stress with meditation, being on your phone less, meeting your daily needs so you are fulfilled, reading a book to gain knowledge about dogs or psychology, setting boundaries to protect your space, journaling, so many!! All of these actions can have a big impact on your life with your dog!

DAY 7: REFLECTION PROMPT

What is one way you can take care of yourself that will also affect your dog? How can you implement this into your daily or weekly ritual?

Make an IG feed post or story post of your response to complete today's challenge. This must be done by Sunday, January 8, 11:59 pm PST. Don't forget to tag @dogmommentality!

DAY 8: FIND AN ACCOUNTABILITY BUDDY

Find an accountability partner or new friend also participating in the challenge! How can they support you? How can you support them?

You can find your partner or new friend by going to @dogmumentality's IG post from January 2 and seeing who commented on it! Find someone who inspires you, has a similar goal or a similar type of dog!

DAY 8: FIND AN ACCOUNTABILITY BUDDY

Find an accountability partner or new friend also participating in the challenge! How can they support you? How can you support them?

Make an IG feed post or story post tagging your accountability friend to complete today's challenge. This must be done by Monday, January 9, 11:59 pm PST. Don't forget to tag @dogmumentality !

DAY 9: FIND A VISUAL REPRESENTATION

Find a visual representation of your personal goal and dog goal! Where will you put them? What do the images/visuals mean to you?

I love visuals!! Your visual could be a word, phrase, graphic, drawing, you name it! Your visual representation could even be a time you felt everything was going right to give you a sense of hope in the future. My vision board includes an image of Layla and I playing at the beach because that moment brought me so much joy and hope that we can accomplish big things!!

DAY 9: FIND A VISUAL REPRESENTATION

Find a visual representation of your personal goal and dog goal! Where will you put them? What do the images/visuals mean to you?

Make an IG feed post or story post of your visual representation for your personal goal and dog goal and explain what they mean to you to complete today's challenge. I am so excited to see these!! This must be done by Tuesday, January 10, 11:59 pm PST. Don't forget to tag @dogmommmentality !

DAY 10: REFLECTION PROMPT

What will you do if you feel like you and/or your dog is regressing? How will you keep up your motivation and hope for the future? How will you move past guilt?

It is so beneficial to make an action plan now while you are in a good mindset so when things do get hard you know exactly what to do. This could be reaching out to a friend, taking a break to reset, or doing one of your favorite activities with your dog. We are being proactive this year!!

DAY 10: REFLECTION PROMPT

What will you do if you feel like you and/or your dog is regressing? How will you keep up your motivation and hope for the future? How will you move past guilt?

Make an IG feed post or story post of your response to complete today's challenge. This must be done by Wednesday, January 11, 11:59 pm PST. Don't forget to tag @dogmommmentality !

DAY 11: REFLECTION PROMPT

Look into what frustrates you, judge others for or jealous of in the dog world and ask yourself why?

Is it something you do yourself in some way and your frustration is a projection of that? Is what you are jealous of something you truly need or want? Do you judge out of defense? Maybe you advocate for something, but feel shameful about it for yourself?

You can't make big changes if you aren't aware of the problem or if you aren't honest with yourself. That is what this question is all about.

Examples:

I constantly have to mute people on social media because I am jealous of what they get to do with their dog. Why am I jealous though? This is a feeling so many of us go through. I encourage you to listen to the Dog Mom Mentality podcast episode, "An Open Conversation About Jealousy in Dog Ownership & How to Navigate It", with Haley from @paws.andreflect if you relate to this!

Another example: A friend said she is a huge advocate for muzzle use, but realized she was ashamed to use the muzzle at vet visits because she didn't think her dog needed it. I have also had a similar feeling in the past. I was a huge mental health advocate, yet I was scared and ashamed to get help for myself and seek out a therapist. These situations are so different, but my friend and I both shared the relatable feeling of shame. Because we realized it, we are now able to work on it.

Maybe you feel defensive when someone shares about a certain training methodology. Why? Do you feel like it is a direct attack towards you? Have you dealt with an argument around this topic in the past? How can you release this?

DAY 11: REFLECTION PROMPT

Look into what frustrates you, judge others for or jealous of in the dog world and ask yourself why?

I will admit, this is a tough reflection prompt. If you don't feel comfortable answering fully on social media, but want to complete today's challenge, then you can say you are reflecting on this question in your post and encourage others to do the same. Make an IG feed post or story post of your response to complete today's challenge. This must be done by Thursday, January 12, 11:59 pm PST. Don't forget to tag @dogmumentality !

DAY 12: REFLECTION

PROMPT

What is a big, scary goal or hope you have for the future with your dog? What scares you about it? How will you feel when you achieve this goal or dream?

A lot of aspects of dog ownership are unpredictable and uncontrollable, like dog's threshold levels, environments and what they like/dislike. This sometimes makes having dreams and goals feel unachievable and extremely daunting, but what I will tell you is that there is hope.

Layla and I are in a place with our relationship and our training that I literally dreamed of two years ago! There are people with once labeled dog aggressive dogs going on pack hikes and hanging out peacefully with other dogs in their homes. There are others who have dogs that were days away from being euthanized who are now thriving. There are so many examples of people who have done 180s with their dogs who were once in your position.

These 180s probably came with many lessons, challenges and lows, but these dog and owner teams are now living the life they once dreamed about. Oftentimes, the dream really isn't a physical thing like going to a dog friendly restaurant or earning titles, but more of a feeling (remember your intention??). A feeling of peace while other animals are around your dog; A feeling of joy while your dog is off leash; A feeling of confidence while out on a walk with your calm and engaged dog.

The best part is, is that you can start incorporating more of the feeling now!! You can find ways to give yourself peace, joy and confidence while you are with your dog now. Making the dream more about the feeling instead of the physical event or thing will make achieving your goal or living out your intention so much easier - this is a big reason why I love intentions to begin with because they focus so much on the feeling.

You can find examples of other dog and owner teams who were once in your position, but you still may be telling yourself that you can't achieve it because of certain beliefs. **I challenge you to challenge these thoughts!** Now that you are aware of them, you can work to overcome them.

DAY 12: REFLECTION PROMPT

What is a big, scary goal or hope you have for the future with your dog? What scares you about it? How will you feel when you achieve this goal or dream?

Make an IG feed post or story post of your response to complete today's challenge. This must be done by Friday, January 13, 11:59 pm PST. Don't forget to tag @dogmommentality!

You did it!

You did it!! You completed the 12 day intentions and goals challenge for dog owners! I am so proud of you!

If any of the reflection prompts spoke to you, I encourage you to revamp or add to your intentions for this year. You can also repeat the steps for as many goals as you would like.

STAY CONNECTED:

@dogmommentality - DMs are always open!!

Get the Growing & Healing journal, the first ever guided journal made specifically for dog owners, at DogMomMentality.com. If you are outside of the US, please email me at karoline@dogmommentality.com with "Journal shipment outside the US" as the subject line. I can send you a link to the distributor to purchase through to avoid shipping costs from the United States.

