

CPD and ongoing learning – make sure it is right for you and not just FOMO...

FOMO - the old fear of missing out. This can really influence our mood, especially if we see other dog trainers getting the good stuff!

- Remember you don't need every course.
- You don't need every dog accessory.
- You don't need every book.

Write a list and be mindful:

1. What do you really need to invest in right now?
2. Check out the company's credentials.
3. Does their ethics sit right with you?
4. What will you get at the end?
5. Do you have the time?
6. Ensure you fully dive in, have the commitment.

There are many membership groups and online courses to choose from. But please choose something that's right for you. Something that's going to help extend your knowledge. Something you will complete. Quality over quantity.

What is FOMO

“Fear of missing out (FoMO) is a unique term introduced in 2004 to describe a phenomenon observed on social networking sites. FoMO includes two processes; firstly, perception of missing out, followed up with a compulsive behavior to maintain these social connections.”

Source: Fear of missing out: A brief overview of origin, theoretical underpinnings and relationship with mental health (Mayank Gupta and Aditya Sharma, 2021)

“Focus less on the 'potential' losses and more on the immediate gains of the present,”

Nick Hobson Ph.D., Psychology Today.

Opportunity Costs

When economists refer to the "opportunity cost," they refer to the benefit, value, or profit of something that must be given up to helping achieve something else. For instance, you enrol on a course and find out every Wednesday they do the Live training, however Wednesday evenings is your gym time! The cost of enrolling on that course, may mean you losing motivation in going to the gym.



Or let's look at it another way, that gym slot could be easily changed to another night? Considering the opportunity cost of each decision will help you make better decisions aligned with your goals.

Saying no in favour of saying yes to your future wellbeing

"It's OK to say 'no' to more things in favor of saying 'yes' to your future wellbeing." Andrea Park, 2023 What do you REALLY need right now? Don't do something just because everyone else is but do remember if it is a community/membership group at the same time make sure they are your people right for you.

Changing the goalposts

Be mindful of courses that constantly change the goalposts, don't keep you updated. Look for credible organisations... Look up their business status, their track record, their type of learning style.

So, let's go further:

FOMO is both good and bad

FOMO is both good and bad. Don't fall for FOMO that makes you buy just because trainer X down the road is doing it. DO follow FOMO which calls to you through an Interest.

Example:

Become a crow instructor - the first course of its kind GOOD FOMO FOR ME!

Become a crow instructor every rehabber is doing it! BAD FOMO AS YOU FOCUS ON OTHERS.

Please note if any organisation is happy to put you in debt or recommend a credit card to invest in their course, I would say that's a red flag and potentially unethical. And FOMO, eyes we all do it to promote our own courses etc, but there is a right way and wrong way to go about it.

The more we recommend high quality CPD the more we stamp out those bargain basement dog trainer in a day courses.

And finally...

As above never put yourself in a situation where financially you are struggling just because of FOMO. If someone is using unethical marketing practices to get you to buy their stuff, constantly hounding you, just walk away.