



# POSITIVE REINFORCEMENT TRAINING

This is a brief introduction to Positive Reinforcement Training (Reward Based Training), the basis of which is:

- ✦ Any behaviour (good or bad) increases when rewarded
- ✦ Behaviour is extinguished when not rewarded in any way
- ✦ Behaviour, once learned, that is rewarded intermittently is strengthened
- ✦ The opposite of reward is NOT punishment – it is NO REWARD!



The basic law of all animal learning (including humans!) tell us that **behaviour that is rewarded will be repeated**. There are many advantages to this type of training, some are listed below:

- ✦ **Training becomes a win/win situation for both you and your dog.** Your dog can choose to offer behaviours that you have selected to reward, thereby empowering your dog and giving him control over his environment.
- ✦ **Training becomes a game that both you and your dog can enjoy.** Your dog will enjoy training because he earns while he learns! Please do not drill your dog for hours. Keep sessions short and fun; leave your dog wanting more!
- ✦ Since the whole idea of positive reinforcement training is rewarding your dog for desired behaviour, **corrections such as smacking, yelling, jerking leads and rough handling of your dog become obsolete**. Your dog learns to depend on you to remain cool, calm, collected and above all, **emotionally consistent**. This is how a truly alpha dog behaves.
- ✦ Positive reinforcement training is the most humane way to train any animal. **There is no need for coercion or force**. Nobody wants to hurt or stress their dog!
- ✦ When you control your dog's resources (food, play attention, affection and lifestyle rewards) and deal them out for desired behaviour, **you become the most fun thing in your dog's life**. Everything fun and good comes from you!
- ✦ You bond much more closely with your dog as **you learn to TRUST and RESPECT each other**.

**Call us now to start Positive Reinforcement Training with your dog today. Be the best dog parent you can possibly be!**



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