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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