

The Golden Rule of Training

Animals will act in ways that they've learned are successful, ways that gain them “good things” and help them avoid “bad things”. Behavior that is rewarded is going to be repeated.

Follow the “Golden Rule” - reinforce what you want, ignore what you don’t want!



Training is a mechanical skill. It is important to have excellent timing and provide excellent feedback to the animal.

Timing is everything! Be quick and generous with your reward!

This is where most people go wrong....unknowingly rewarding the undesired behaviour, or not catching the desired behaviour when it happens.

Animals Do What Works for Them!