



2700 Yulupa Ave,
Suite 12,
Santa Rosa, CA
95405

Colette Edwards
707 892 3210



PUPPY START RIGHT

STARTING YOUR PUPPY'S JOURNEY THROUGH LIFE THE RIGHT WAY

Thank you for your interest and and potential investment in your puppy. Puppy Start Right with Good Dawg Training offers a kind and positive approach to guiding your pup through puppyhood, helping them become a confident and happy dog in your home.



Puppy Start Right



Puppy Socialization



Puppy Yappy Hour

ORIENTATION OVERVIEW

Topics in this presentation:

- 🐕 What is socialization and why is it important?
- 🐕 Introduction to clicker training.
- 🐕 How to provide positive proactive socialization.
- 🐕 Successful canine parenting.
- 🐕 Overview of the problem-solving model.
- 🐕 What you need for Puppy Start Right.



THE SOCIALIZATION PERIOD

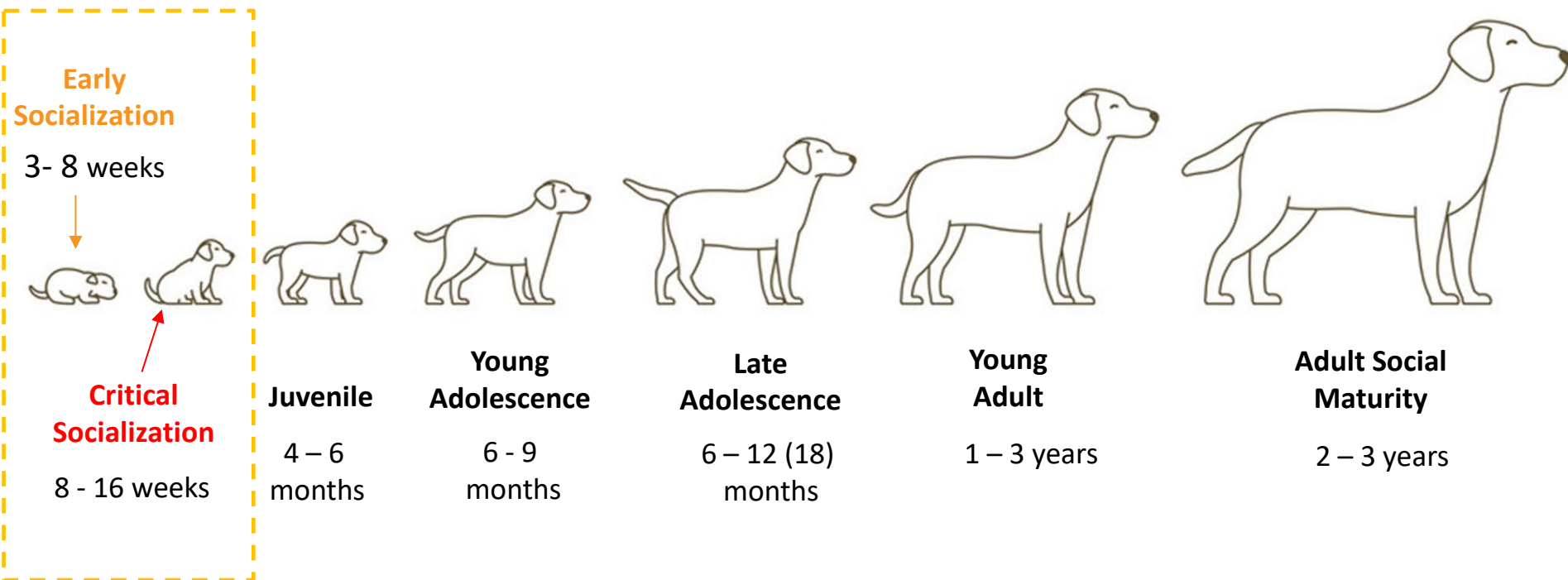
This is a finite time period dramatically affecting your puppy's future personality!



3 to 16 weeks of age.



Puppies are developmentally open to new experiences.



WHY IS SOCIALIZATION IMPORTANT?

- 🐕 A lack of exposure is just as detrimental as a bad experience.
- 🐕 Improper socialization can cause lifelong deficits.
- 🐕 As dogs mature, they tend to become less accepting of new experiences. This is a normal survival mechanism.
“If I have not seen it before it might hurt me.”



Aggressive



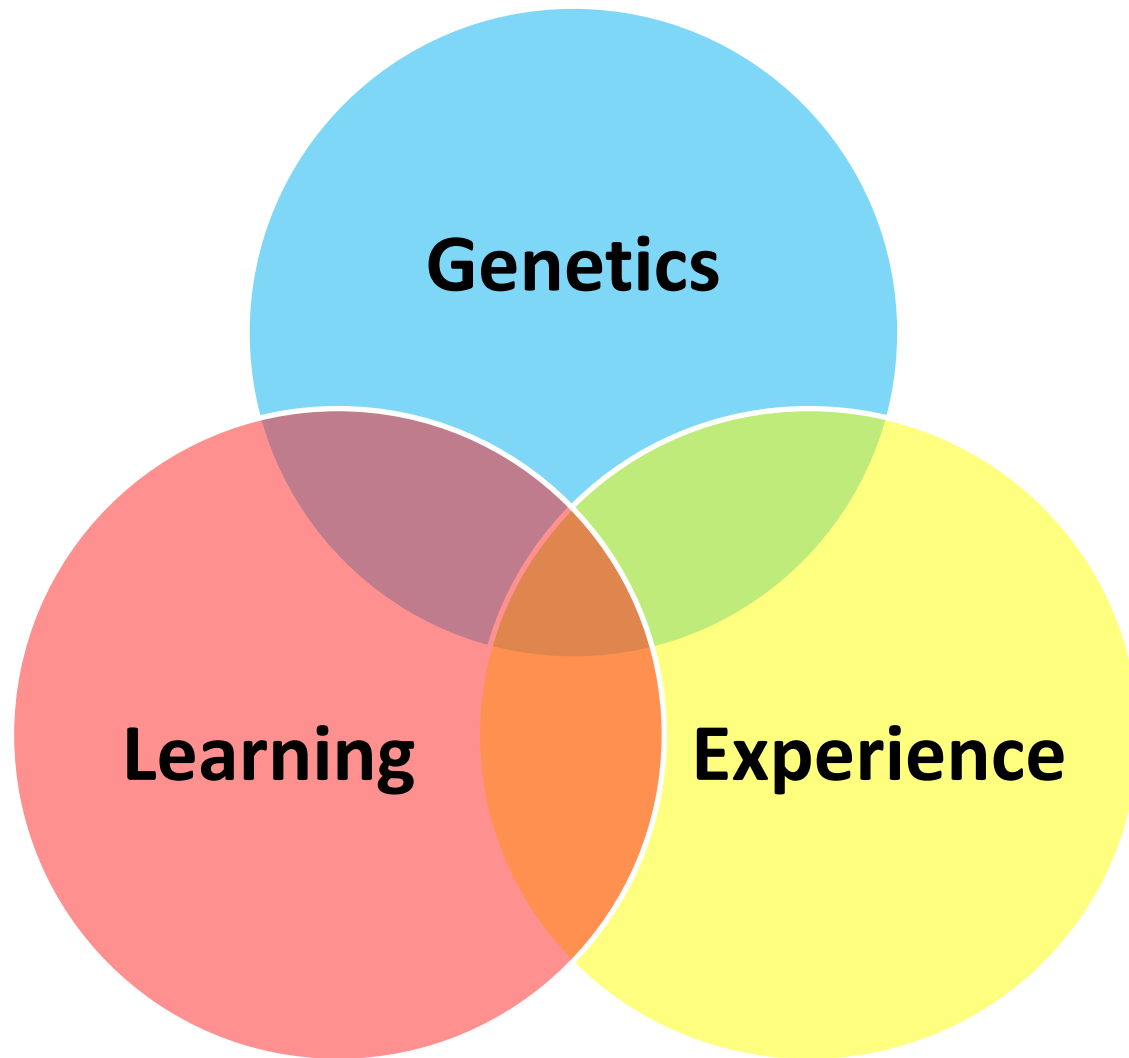
Submissive

PUPPY SOCIALIZATION

- 🐕 Controlled, off-leash social interactions.
- 🐕 Learn to interact and communicate with other puppies & breeds.



WHAT SHAPES A DOG'S BEHAVIOR?



CONFIDENCE BUILDING SKILLS



Positive socialization



Exposure to novel objects



New sounds



Veterinary & home care handling



FOUNDATION TRAINING SKILLS



Eye contact



Name recognition



Come



Collar & harness wearing



Recall



Sit



Touch



Down



BEHAVIOR TOPICS



Potty training



Car sickness



Crate training



Digging



Counter surfing



Barking



Nipping



Separation anxiety



Mouthing



INTRODUCTION TO TRAINING

- 🐕 Forget the “alpha” dog concept.
- 🐕 The problems with reprimands and why not to use them.
- 🐕 How dogs think.
- 🐕 Clicker training:
What is clicker training?
Teaching you the skills to start training.



FORGET “ALPHA” DOG CONCEPT

🐕 Your dog is not trying to dominate you or trying to “take over”.







🐕 Behavior is about learning and consequences; not dominance.

Today the chew toy,
tomorrow the
WORLD!!



THE PROBLEM WITH REPRIMANDS

... and why not to use them!

-  Associated with the trainer.
-  Does not guide your puppy on what to do.
-  Creates fear and anxiety.
-  Inhibits learning and creativity.
-  Can cause and exacerbate behavior problems.
-  If used to teach a behavior, the behavior is performed only to avoid punishment.

HOW DOGS THINK

Dogs are...



Opportunistic.



Amoral – learn safe and unsafe, not right and wrong.



Self-centered.



Social.



Chewers - everything is a potential chew toy.



Always learning from their actions.








WHAT IS CLICKER TRAINING?

- 🐕 (Most) dogs love it!
- 🐕 A means of communicating with dogs using positive reinforcement.
- 🐕 The clicker is a handheld acoustic device.
- 🐕 A Click marks a behavior (you won't use the clicker forever).
- 🐕 A treat follows a click.
- 🐕 It is used to teach or improve behaviors.



BENEFITS OF CLICKER TRAINING



-  Fun for dog and owner.
-  Promotes creativity.
-  Dogs learn faster.
-  Behaviors are retained.
-  Performs the behavior because it's good for the dog.
-  The speed of the click yields precision training.
-  Dogs can start clicker training at any age.

CLICKER TRAINING IN FOUR STEPS

There are four basic steps involved:

1. See the behavior
2. Mark the behavior
3. Reinforce the pup/dog
4. Add a cue (once the behavior is predictable)



CLICKER MECHANICS

The first step is to develop good clicker mechanics:

- 🐾 Methodical and timeous treat delivery.
- 🐾 Clicking and then treating.
- 🐾 Observing and marking behavior.
- 🐾 Putting it all together.



POSITIVE PROACTIVE EXPOSURE

Socialization and exposure to **novelty** is ...

- 🐾 An active process that takes preparation and planning.
- 🐾 It's not simply about exposure; rather, it's about making exposure fun and positive (treats = positive).



POSITIVE PROACTIVE EXPOSURE

During the socialization period, attempt to have one or two positive novel experiences **every day.**



POSITIVE PROACTIVE EXPOSURE

- 🐕 Always try to be *proactive* rather than reactive.
- 🐕 Assume your puppy could potentially be afraid of the situation and use treats liberally.
- 🐕 Prevent a fear response and make a positive association from the start.

Puppies often sit to take it all in.
New environments can be
overwhelming.



SOCIALIZATION CHECKLIST



Environments



People



Animals



Sounds



Surfaces






Novelty

Try to expose your puppy to at least one new experience in one of the above categories per day, between the ages of 8 – 16 weeks. Download a comprehensive checklist: www.good-dawg.com

POSITIVE PROACTIVE EXPOSURE

Socialization and exposure is a lifelong process:

-  Even a well-socialized young puppy might regress if positive exposure does not continue into adolescence.
-  Between the ages of 5 months – 2 years of age, dogs become more suspicious of novelty and things they have not had positive exposure to.
-  Strive to have at least 3 to 4 positive experiences a week with the juvenile and adolescent dog.

POSITIVE PROACTIVE EXPOSURE

🐶 Give lots and lots of treats!










🐶 Just seeing the novel stimuli is enough (puppy doesn't need to "meet" everybody and everything).

🐶 Avoid overwhelming your puppy

🐶 Should be fun; **learn to read your dog's body language**



SIGNS YOUR PUPPY IS AFRAID

-  pulling ears back or down to the side
-  tail tucking
-  hiding
-  freezing
-  shaking
-  pacing, running, or escape behavior
-  refusing treats
-  seeking close human contact
-  panting



Cowering

CONFLICT BEHAVIORS

 yawning

 licking lips or nose

 turning head away

 shifting eyes

 squinting eyes

 sneezing

 shaking off

 scratching

 exposing belly

 sniffing the ground

 curving body into a “C” shape

 play bow

 lifting front paw

 mounting/humping

 hackles raised



Ears back & lip licking

WHAT IF A PUPPY IS FRIGHTENED?

- 🐾 Use treats liberally!
- 🐾 Allow your puppy to investigate at his own pace.
- 🐾 Get your puppy to a non-stressful starting point.
- 🐾 **Avoid reprimanding.**
- 🐾 Provide guidance, direction, consistency, predictability, and security rather than resorting to reprimands.



SUCCESSFUL CANINE PARENTING

Successful canine parents follow these simple rules:

Be fair: Understand the dog's perspective

Be a good teacher

Provide clear communication

Be consistent and predictable

Be the dog's advocate

We'll look at each of these simple rules individually.

SUCCESSFUL CANINE PARENTING

Be fair: Understand a dog's perspective

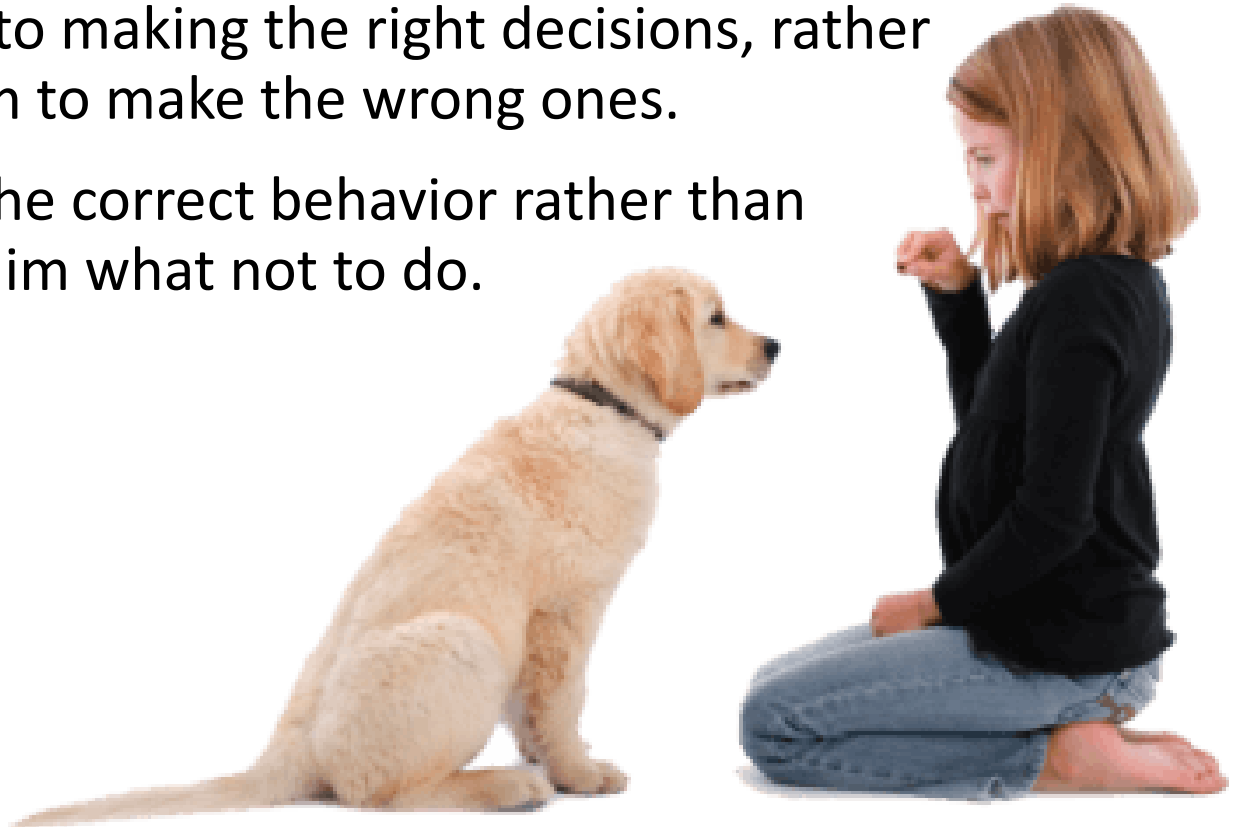
Dogs are amoral, opportunistic, self-centered, social, constantly learning, and exploring the world with their noses and mouths.



SUCCESSFUL CANINE PARENTING

Be a good teacher

- 🐕 Control what your puppy learns and set your puppy up to succeed.
- 🐕 Guide the puppy into making the right decisions, rather than waiting for him to make the wrong ones.
- 🐕 Teach your puppy the correct behavior rather than waste time telling him what not to do.



SUCCESSFUL CANINE PARENTING




Provide clear communication

- 🐕 Communicate to your puppy clearly that he is performing a desired behavior.
- 🐕 Catch him doing appropriate behaviors and reward him for it!
- 🐕 A high rate of reinforcement will help a dog learn quickly.



SUCCESSFUL CANINE PARENTING

Be consistent and predictable

-  Inconsistency and unpredictability can cause fear and anxiety.
-  Reprimanding a behavior (such as jumping) one day and rewarding it the next will confuse a puppy.
-  Rules of the household should be established, and interactions should be consistent.



SUCCESSFUL CANINE PARENTING

Be the dog's advocate

- 🐕 Strive to be aware of your puppy's body language and protect him from overwhelming situations. A dog cannot speak up for himself.
- 🐕 You might need to intervene and prevent negative experiences from time to time.



WHAT YOU NEED FOR PUPPY START RIGHT



A hungry, healthy pup/dog



Nylon leash and flat collar

(no flexi leashes or collars that tighten on the neck e.g. slip or prong collars, no e-collars)

or



harness (preferably front and back fastening)



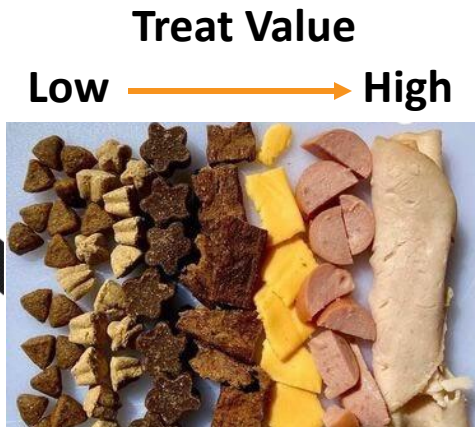
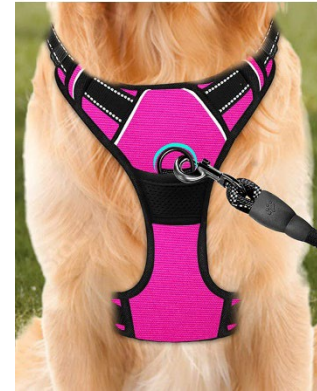
An assortment of small, tasty, low to medium value treats



Clicker and treat bag (we have an assortment in the shop)



Your puppy's favorite toy



DO YOU HAVE ANY QUESTIONS?



Contact Colette – 7078923210

www.good-dawg.com

training@good-dawg.com