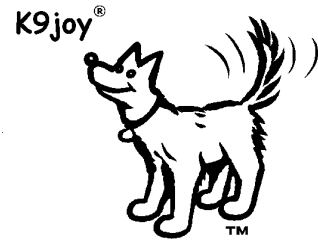




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SEMINAR (double):

"HOW TO IMPACT THE DOG'S SOCIAL BEHAVIOR"

Overall frame:

Full day seminar of 7-8 hours, for 10-50 students. Comprehensive handout materials in binder.

Who can participate:

Anyone who is interested in learning about the dog's natural social behavior and the way it is controlled by its instincts. Kids should be at least 12 years, preferably 15 years of age.

Objective:

To have the student understand the relationship between behavior, needs, satisfaction of needs, key stimuli, frustration, stress, and aggression in general, relating it to his/her past experiences with dogs.

To enable the student to recognize fundamental Dog Language relating to social behavior, and to relate it to the three fundamental social instincts: the Pack Instinct, the Authority Instinct, and the Leadership Instinct.

To have the student understand the preconditions for successful dog training, including Imprinting, Socialization, and provision of good leadership, and how these demands translate to the way a dog handler should interact with his/her dog in order to make the dog *choose* him/her as its pack leader.

To have the student obtain a deeper understanding of his/her own dog's behaviors and possible problems.

To have the student identify areas in the relationship with the dog where improvement would be possible by simply changing his/her behavior in accordance with a more relevant leadership style.



Content:

- The relationship between meaningful activity and stress/frustration/aggression.
- The dog brain's dependency on nose impressions.
- The fundamental recipe for an instinct - the relationships among needs, behaviors, and key stimuli.
- The "Need Barrel" theory - the dynamics of need satisfaction. Imitations of Key Stimuli. The "Sum Rule" for triggering certain behavior repeatedly.
- Possible tools for controlling behavior.
- The Pack Instinct and greeting, play, grooming, and protection reactions. The Imprinting and the breeder's responsibilities for the dog's future acceptance of human affiliation.
- Puppy testing - what to check and why when you buy a puppy.
- The Authority Instinct and dominance and submission. How fear and aggression relate. The Socialization period. Establishing taboos for a puppy.
- Temperament testing - what to have checked and why when you acquire an adult dog.
- The Leadership Instinct and the dog's need to please its leader. The link to learning potential and the dog's need to learn. What good pack leadership entails for a human.

Good reasons for participating in this seminar...

In our modern North American society, dogs are no longer used extensively for their original purposes, which - for instance in Europe - primarily involved hunting or herding (which also uses the dog's hunting behavior) or other services for man which created a need for a strong relationship between the dog and its handler/owner.

Although dogs are extremely adaptable, there are limits for how much of their natural behavior you can deprive them from without it having severe consequences, for the dog as well as for the people around it! Making the dog a toy for kids doesn't work....

This seminar gives the modern "pet owner" a fundamental understanding of why dogs do what they do and how it is possible. By knowing the way the instincts



work, the owner can not only stimulate certain wanted behavior, but even eliminate a lot of obnoxious or dangerous behavior. It is done by simply ensuring proper stimulation of the dog's natural instincts, primarily the social instincts that give the dog a strong need for good leadership.

"Owning a dog is not a science" - no, but it sure is easier to enjoy the relationship with your dog when you understand what it cannot explain itself about its needs for meaningful interaction with somebody who is worthy the title of "pack leader" in the dog's instinct controlled mind. Many misunderstandings between man and dog can be completely avoided. And many opportunities to enjoy the relationship with the four-legged companion can be safely exploited!

Although built on scientific research and several lifetimes of experience from several prominent "dog people", primarily from Europe, the seminar keeps everything on a plain level that can be understood by everybody. Really, most of it is simply "common sense", once the principles are explained and understood.

What you get out of this seminar:

You will get to learn a lot of Dog language! Especially the dog's ways of communicating with its pack members - and the ways you can use your own body, face, hands, and voice to respond in a way the dog can actually understand! Many things you will learn can be directly applied as soon as you come home - and your dog will love it!

The seminar will also give you the tools to explain why your dog does many things you might wonder about the reason for.

You will learn what to test when acquiring a dog, puppy or adult, and you will understand why...

You will further learn to assess your own dog and its potential for training, and you will learn what it takes to make a dog *reliably obedient*....

Finally, you will get to understand that dog training does not need to involve punishment and pain. Good leadership has far more to do with applying your *superior knowledge*! Dogs are far more respectful of what to them appears to be wisdom than they are prone to respect pure force, which is far more likely to trigger fear responses or apprehension.

What your dog will get out of your participation:

We are certain that your dog will appreciate the knowledge you get from this seminar! It will happily respond to your new and more confident use of Dog Language - and it will certainly also enjoy the new opportunities you most likely will give it to use its natural instincts to a larger degree than previously. The result will be a happier dog - which we are sure *you* will enjoy in turn!