

LEARNING GOALS

This program takes an innovative approach to developing and supporting outstanding positive reinforcement trainers who teach the general public. Our course combines online learning with hands-on teaching from some of the most experienced teachers in the field. Graduates become part of a community of trainers who demonstrate a consistent level of excellence.

Upon completing the course, you will be able to:

1. Capture and shape specific movements in at least two species
2. Create shaping plans for any behavior and any species
3. Maintain a high rate of reinforcement
4. Set up or grow a dog training business
5. Scaffold a marketing plan for you and your business
6. How and when to attach a cue to a new behavior
7. Test for stimulus control in all conditions
8. Use targeting to move animals from place to place or to have them move specific body parts
9. Fade and transfer targets to other cues as needed
10. Shorten latency and increase the speed of movement or execution of a behavior
11. Use observational skills to assess the emotional state of individual dogs or dogs in a group
12. Use cues to reinforce behaviors
13. Develop behavior chains through back-chaining
14. Maintain behavior chains
15. Identify cues and reinforcers for the most common pet dog behaviors that owners want to modify
16. Apply clicker training principles to human students
17. Learn strategies for convenient client scheduling
18. Improve retention within and between your classes
19. Introduce distractions, increase duration, and increase distance of behaviors methodically
20. Maintain stationary and moving behaviors in the face of increasing distractions

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21. Extend the duration of both stationary and moving behaviors
22. Extend the distance from which your animal will respond to cues
23. Identify and eliminate the causes of broken chains
24. Eliminate superstitious behavior associated with cues and chains
25. Understand advanced cueing concepts, including modifier cues
26. Build complex behavior chains
27. Create training plans to modify dog and owner behavior
28. Set policies to set you, your clients and your clients' dogs up for success together
29. Describe the basics of a solid marketing plan, including finding your message, choosing projects, getting materials, and executing
30. Help pet owners develop new behaviors built on foundation skills and concepts
31. Make classes exciting and reinforcing for you (the teacher), your students, and their dogs
32. Basic website do's and don'ts
33. Incorporate your marketing message into your website
34. Learn design guidelines for easy navigation and use
35. Define clicker training and describe its key features and benefits
36. Describe the science behind clicker training
37. Use creative analogies to help others quickly grasp the essence of this training and its benefits
38. Mark desired behavior correctly during a training session
39. Deliver treats and other reinforcers effectively
40. Define capturing and explain its role in clicker training
41. Add cues to captured behaviors
42. Select appropriate shaping criteria

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43. Track improvements and success rates
44. Observe and mark behavior incrementally
45. Shift goals and criteria creatively when needed
46. Draft or refine your personal budget
47. Set your prices
48. Make sense of business setup paperwork
49. Create a transition plan (to a full-time dog training business or to a part-time hobby business)
50. Determine the financial feasibility of your business goals
51. Assess and prioritize your spending
52. Line up support through the transition
53. Set milestones
54. Deliver clear, consistent cues
55. Transfer or fade a cue to a new cue
56. Generalize cues to new people and environments
57. Choose appropriate targets for various tasks and species
58. Use targeting to teach cooperation in medical procedures and grooming
59. Teach targeting skills to pet owners to facilitate timing, raising criteria, and using cues
60. Observe cue responses and assess precision, latency, and speed
61. Teach consistent and precise behavior
62. Identify key signs of a relaxed, happy dog
63. Identify key signs of stress in a dog
64. Use observational skills to assess the dog-handler relationships
65. Design a plan to manage the training or classroom environment to minimize stress on dogs and handlers
66. Define a behavior chain

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67. Recognize behavior chains and their uses in performance and daily life
68. Use cues to link behaviors in a chain
69. Approach teaching challenges from a new perspective
70. Identify positive reinforcers to use with your students
71. Understand the benefits of using a tag instead of language
72. Gain practical experience using the tagger to mark and reinforce human learners
73. Outline the unique business and logistical aspects to public classes
74. Choose class topics and structures that fit the needs of your target audience
75. Brainstorm ways your business stands out
76. Create a curriculum that keeps clients coming back
77. Understand and identify problems with cues
78. Explain the concept of poisoned cues and how to avoid and fix these
79. Use advanced cueing concepts to create compound behaviors (behaviors with more than one element)
80. Recognize foundation behaviors and manners training that will promote desirable behaviors
81. Apply operant and classical conditioning principles for changing and maintaining behavior
82. Identify management solutions where appropriate
83. Describe the desired dog-behavior outcomes using positive phrasing
84. Describe the desired owner-behavior outcomes using positive phrasing
85. Learn common goals and challenges of private training

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86. See a private training service models and best delivery practices
87. Improve your training outcomes
88. Decide what to cover, and what not to cover, in your initial consults
89. How to leverage the kpa-ctp credential
90. Branding and logo design through a series of case studies
91. Teach new behaviors by using explanation and demonstration, and by overseeing pet owners as they practice new skills and concepts
92. Raise criteria appropriately based on each student's progress
93. Explain tagteach to students
94. Use tagteach principles in teaching pet owners
95. Integrate tagteach into existing classes/programs
96. Learn content guidelines for building a website that effectively sells your services
97. Draft a personal master schedule for juggling all business and service responsibilities, as well as balancing work and down time for long-term sustainability
98. Strategize effective time management
99. Draft or refine your personal budget
100. Learn to work smarter, not harder