

CONTENTS

1	UNDERSTANDING REINFORCEMENT1
2	TYPES OF REINFORCERS5
	Primary Reinforcers6
	Types of Food8
	Using an Instinctive Behaviour12
	Secondary Reinforcers26
	Types of Punishers31
3	THE TOOLS: USING REINFORCERS33
	Where: The Location of the Delivery of the Reinforcer39
	Where: The Location of the Reinforcer Before Delivery44
	Timing45
	Speed and Pace47
	Reinforcing Specific Behaviour to Induce Anticipation49
	How Much? Measuring the Value of the Reinforcer53
	Removing Reinforcement64
	Setting up a Secondary Reinforcer66
	Multi Reinforcers67
4	BUILDING AND MAINTAINING69
	Teaching a Paw Tap73
	Teaching a Pup to Stay Under Control for Greeting75
	Teaching a Youngster Control at a Doorway77
	Walking Together79
	Parking82
	Maintaining Behaviours85

5	REINFORCEMENT PATTERNS & LINKED BEHAVIOURS	.87
	Behaviour Chains	.90
	Simultaneous Behaviours	.93
6	RE-BALANCING BEHAVIOURS	.97
	APPENDIX: WHO'S WHO	.107