Outline:

1. Drive building
	1. Food drive
		1. Keep the puppy hungry and train for/right before meals
		2. Don’t make access to the food too easy, make them dig/push into your hand to get the treat
		3. Make them get up and come to the food → Keeping the puppy physically active creates a feedback loop that increases their drive and excitement during the reward event
			1. Can roll food on the ground and then call them back
		4. GOAL: Dog will maul your hand for food if your hand is in front of him. Biggest thing to look for is intensity. We want as high intensity as we think the dog is genetically capable of, for a sustained period of time (about 2 minutes of active work)
	2. Toy Drive: Make barking for the ball
		1. Ask the dog: “Are you ready? Ready?”
		2. Kick ball on the ground, really frustrate the dog in prey
		3. When the dog is focused/lunging/in drive, let the ball for “dead” by letting it lie, wait for a bark
			1. Either reward on the bark (in the beginning) or make the ball move again, ask for more barking
			2. Steadily increase the number of barks the dog needs to give before getting rewarded (if intensity ever lessens, make more frustration and drive by moving the ball again)
		4. Start picking the ball up, using less and less movement from the ball, let the dog bring it himself more and more (but don’t be afraid to back up)
		5. GOAL: dog barks with the ball out of sight on the prompt of “Ready?”
	3. Overall points
		1. Keep it fun, upbeat, quick, deliberate
2. Engagement
	1. This bleeds a little bit into/from drive building, but is a key concept that we build in young. To an extent, we are fading the more obvious stimuli that we initially use in drive building, and decreasing the stimulus down to verbal and context cues
	2. Two way
		1. We prompt the dog a little bit (e.g. backing up, excited voice, having them chase the food, etc.) and reward the dog’s highest level of intensity
		2. Start to fade: do the normal prompting that gets the dog excited, then pause for a millisecond, reward the continued attention
		3. Work the process of fading the amount of work your doing, and putting more responsibility on the dog to *push you* to work with as little prompting as possible, for a longer and longer amount of time
		4. GOAL: Puppy will get excited, bark, show drive in some capacity on verbal prompt of “Ready?/Are you ready?” for at least a couple of seconds
	3. One way engagement
		1. One way engagement is the extension/completion of two way engagement; essentially we’re just proofing the concept and upping the ante
		2. Warm up with one way engagement at first. Move into deliberately ignoring the puppy, e.g. looking up and out above them, turning slightly away from them, etc. Reward any efforts by the puppy to get your attention
		3. Wait longer and longer to reward the dogs efforts to get your attention
		4. GOAL: The puppy will bark at you when you ignore it for extended periods of time
			1. Now we have the drive foundation we need to move forward into making behaviors happen
3. Introducing secondary reinforcers and an indirect reward system
	1. Throughout all of the above drive/engagement building, we should be using our secondary reinforcer of “yes” a clicker, or whatever other auditory signal we can consistently use
	2. We use classical conditioning to add value to a previously non-important noise (<https://www.simplypsychology.org/classical-conditioning.html>)
		1. We use our secondary reinforcer to really solidify the concept for the dog that their *behavior* is what earns them the reward and gives us much more flexibility in reward placement, timing, etc., and helps keep our dog from mentally “locking” on the lure, and ultimately helps us transition from lure to reward
	3. Every time you want to pick a moment to reward your dog, say “yes”/click, wait half a second, then move to deliver the reward
	4. GOAL: You should see the dog perk up in anticipation of the reward when you say “yes”/click. This lets you know that your secondary reinforcer has been “charged” (properly classically conditioned)
4. Luring basic commands
	1. For all of these commands, make sure your puppy is first engaged before putting a treat on his nose to lure. Without engagement and drive, we have nothing. All of these positions should be practiced in drive as much as possible to develop the proper mindset for training in the puppy. Do not use luring to get engagement! We’re not begging the puppy to work for us, he’s asking us to work with him.
		1. Sit: Lure up at an approximately 45 degree angle so that the puppy’s nose is pointing up and the butt drops down. Mark and reward once the puppy’s butt is fully on the ground
	2. Down: Lure down to the ground so that the puppy drops his head and elbows. Reward once the dog’s elbows are fully one the ground
	3. Stand: From a sitting position, arc the puppies neck down and into his chest so that he has to pop his butt up in order to be in a comfortable position to follow the treat. Mark and reward once the puppy is fully standing
	4. Front: Lure the dog into your belly button (using two hands often helps) and then up into a sit. Keep the dog as straight as possible
	5. Heel: You hand should be about in line with your hip in order to make the correct heel position. Keep the puppies head up and the puppy in a nice active heel by keeping your hand at a height where he has to reach with his gait a bit but it doesn’t cause him to bounce/jump for the treat. Reward for pushing into the treat as much as possible.
	6. GOAL: The puppy should be fluid and confident in all of these positions, and once he starts anticipating and seems to be less reliant on the lure, we are ready to move on
5. Fading the lure and moving to a fully indirect reward system
	1. As mentioned previously, our secondary reinforcer helps us to fade the lure and transition to a reward system, where the food or ball is out of sight and the dog is working to find the behavior that gets him the mark and then makes the reward appear.
	2. This is a slow transition which starts with the two way and one way engagement exercises discussed earlier

https://www.youtube.com/playlist?list=PLzYOODFNCx8armUnjHnFiivIzCFXEchao